



# Green business idea “ChikArt”

IO3

**Osnovna škola Dobriše Cesarića**  
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<p><b>Description</b></p> <p>Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p>The students of the 7th grade came up with the original idea about the need to set up a collector for cigarette butts by analyzing the data on perceived problems in the environment obtained from all the school's students. In addition to them, other students as well as some employees of Dobriša Cesarić Primary School became interested in the idea.</p> <p>During a visit to Portugal, the art teacher learned about the possibility of processing parts of cigarette butts into clay. Then, with the students at the Art Group, she worked out the idea of recycling the collected cigarette butts, preparing clay with better properties, and making decorative and useful objects from it.</p> <p>Our customers would be all the people we manage to reach with our messages and products. Many people like to use artistically designed utility items like cell phone holders or vases. People who want to buy an improved product or help nature would be especially interested.</p> <p>In this way, we want to reduce environmental pollution by reducing litter in nature, especially on children's playgrounds, thus influencing a healthier life in our neighborhood. At the same time, we offer a higher quality product, lighter and more resistant to breakage.</p> <p>We hope to be able to make the first products within a year, preferably to install the tanks in the fall of 2022, and to produce the first items at the end of the year.</p> <p>People would buy our products because they are made of much better-quality clay (lighter clay pot and more resistant to impacts) and because by buying the product they encourage the recycling of cigarette butts, the pollution of nature with cigarettes is reduced.</p> <p>At the beginning, we would set up containers for collection and present the products in our neighborhood, and later in Zagreb and beyond.</p> <p>We would have a space for production in the school, in the art classroom and in the ceramic workshop.</p>
<p><b>The local environmental challenge</b></p> <p>Link to the OUTSIDE Toolkit: Module 4 Session 3: Mapping local environmental challenges</p>	<p>What local environmental challenge do you want to address?</p> <ul style="list-style-type: none"> <li>• The problem of many cigarette butts in the environment, especially in children's playgrounds.</li> <li>• Environmental pollution by not disposing of waste in containers.</li> <li>• Absence of suitable containers for collecting cigarette butts</li> <li>• Environmental pollution by not recycling waste (cigarette butts).</li> </ul>



<p><b>Skills</b></p> <p>Link to the OUTSIDE Toolkit: Module 7</p> <p>Session 2: how to create and run sustainable team</p> <p>Session 4: how to boost internal and external communication skills of the team</p>	<p><i>What are your team skills?</i> <i>Creativity, good cooperation, innovation, ambition, persistence, adaptability, appreciation, sharing, responsibility, ability to solve problems.</i></p> <p><i>What skills do you have?</i> <i>Ability to listen actively, adaptability, quality communication, ability to cooperate, ability to convince.</i></p> <p><i>What skills do you need?</i> <i>Leadership, financial management, activity forecasting, marketing- discoverability.</i></p>
<p><b>Resources</b></p> <p>Link to the OUTSIDE Toolkit: Module 3 Session 2: Mapping and connecting with the external community</p>	<p><i>What external resources do you have?</i></p> <ul style="list-style-type: none"> <li>• <i>Local committee of Bruno Bušić - permits and support</i></li> <li>• <i>OAZA Association – presentation of our project and products at Garden Festivals</i></li> <li>• <i>We hope to involve local companies where our students' parents work</i></li> </ul>
<p><b>Financial planning</b></p> <p>Link to the OUTSIDE Toolkit: Module 7</p> <p>Session 1: getting started with project management</p> <p>Session 3: how to manage a green project</p>	<p><i>Fill up the TEMPLATE 7c part A of Session 3 - How to manage a green project (the part of financial management)</i></p> <p><i>Attachment 1: TEMPLATE 7c part A</i></p>



<p><b>Possible impact</b></p>	<p>What impact can your business bring for the local community?</p> <ul style="list-style-type: none"> <li>• Reduced number of cigarette butts in the environment, especially in children's playgrounds</li> <li>• Interest of fellow citizens in solving environmental problems in an innovative way</li> <li>• Encourage people not to pollute the environment.</li> <li>• Encouraging people to recycle and use items made from recycled materials.</li> <li>• In the future – the disappearance of cigarette butts from the environment and the need for containers in public areas, containers for cigarette butts along with other waste containers</li> </ul>
<p><b>Marketing and product pitch</b> Link to the OUTSIDE Toolkit: Module 8 Session 2: Utilizing the digital skills and social media to boost business ideas Session 3: Making Social Media strategy to boost green business ideas</p>	<p>What is your marketing plan in order to promote your business idea?</p> <p><i>At the beginning, we would promote it in our neighborhood, and later, when we gain security, also in the Zagreb area. We hope, with time, and more widely.</i></p> <p>Where do you want to promote it and how?</p> <p><i>In the area of our local community, we would promote it by installing cigarette containers and accompanying information boards.</i></p> <p><i>We would also come up with digital promo materials: a video and a description of the project on the school's website, Instagram, perhaps by launching the ChikArt website.</i></p>



**Space for the  
pictures and  
videos**

*In the school yard:*



*Our containers:*



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*Slogan*



Smoking kills.  
Smoking harms health.  
Smoking harms everyone.



Chic Art  
od cika do chic-a



*Presentation of the project at the Garden Festival,  
information boards.*



