



# Green business idea “Upcycling Club GUMBEKI”

IO3

**Osnovna škola Dobriše Cesarića**  
GUMBEKI, group of students



<p><b>Description</b> Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p>Few years ago the Croatian teacher Mirna Šibenik offered to the students a new extracurricular activity and the group was called GUMBEKI ("gumb" in Croatian means "a button" in English). The term Gumbeki is also typical for the local Zagreb dialect.</p> <p>During the pandemic we started a new project called Upcycling and it was a good opportunity to learn more about upcycling as a new concept of living.</p> <p>Thanks to OUTSIDE we started with learning about "green entrepreneurship" and it was a good opportunity to improve GUMBEKI and present it to the international project team. With our Upcycling Club idea we won the award TOP 10 Best Innovative Ideas in the Digital Students Incubator.</p> <p>Who? Students, teachers and parents interested in upcycling of the textile.</p> <p>What? Making new products of the old jeans and other materials.</p> <p>When? Every Wednesday in the afternoon during the school year.</p> <p>Why? Because a textile can be re-used and with our activities we contribute to environmental protection. The textile industry is one of the biggest pollution makers.</p> <p>Where? In the school classroom.</p>
<p><b>The local environmental challenge</b> 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>● Too much textile in the containers or around them</li> <li>● Textile pollution</li> <li>● Awareness about textile pollution</li> </ul>
<p><b>Skills</b> 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>What are your team skills? Creativity, hard work, flexibility, problem solving, innovation and communication skills.</p> <p>What skills do you have? Creativity and innovative way of thinking.</p> <p>What skills do you need? Organizational and promotion skills.</p>

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<p><b>Resources</b> 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>Students, teachers and parents with different skills</i></li> </ul>
<p><b>Financial planning</b>  Link to the OUTSIDE Toolkit: Module 7  Session 1: getting started with project management  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</i></p>
<p><b>Possible impact</b></p>	<p><i>What impact can your business bring for the local community?</i></p> <ul style="list-style-type: none"> <li>• <i>Awareness of textile pollution</i></li> <li>• <i>Self-employment skills</i></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><i>What is your marketing plan in order to promote your business idea? Social media</i></p> <p><i>Where do you want to promote it and how? Social media (Facebook, Youtube, Instagram, Tik Tok) because it is the most effective and the cheapest way to build the upcycling group.</i></p>



**Space for the  
pictures and  
videos**

*In the school yard:*



[Upcycling promo video](#)