



# Green business idea “PVCEEDS”

IO3

## **Istituto di Istruzione Superiore Enrico Fermi**

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<p><b>Description</b> Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p><i>Our idea involves the creation of a machine (like typical vending machines), inside which, once an object has been placed environmentally hazardous object, such as plastic bottles, cans, etc... gives you in return a quantity of seeds of your choice directly proportional to the number of objects placed inside of the machine. Our idea, in terms of its application, envisages the establishment of at least one machine per country, so that it is that it is available to anyone who wants to invest in this sustainable, dual-action idea = recycling/recycling the plastic in a special place thus cleaning up our territories, and on the other side favouring the prosperity of greenery. The municipality, as this initiative is mainly in the interest of our region, will finance us. The consumer, therefore, will not have to resort to their own money, but will be free to bring objects of plastic, or generally polluting the environment, to clean up the place where he himself lives. himself lives.</i></p>
<p><b>The local environmental challenge</b> Link to the OUTSIDE Toolkit: Module 4 Session 3: Mapping local environmental challenges</p>	<p><i>What local environmental challenge do you want to address? The value of this initiative is for all citizens, so that they can live in a place that is healthy, welcoming and undoubtedly clean, looking a look to future generations as well. This initiative considers important any person contributes to the aim of our twofold action.</i></p>
<p><b>Skills</b> Link to the OUTSIDE Toolkit: Module 7  Session 2: how to create and run sustainable team  Session 4: how to boost internal and external communication skills of the team</p>	<p><i>Plastic and seeds are the key resources of our proposal. Advertising and promotional advertisements which will include advertising posters and logos are our distribution channels. The consumer will not have to resort to their own money, but will be free to bring plastic objects, so as to clean up the place where he or she lives. Our product will be publicised via the social networks through advertisements and promotional advertisements, which will include posters and logos that will represent our idea. idea. The advertising poster will have as its subject main subject a woman who will play mother nature and will be seen as the one who has incarnated herself inside the machine: so it will be as if we give mother nature an object that is dangerous for the environment so that she can dispose of it, and she in in return she will give us the seed so that we can continue our good deed. Our brand will have as its main subject a plastic bottle, and to it will have a label with the recycling symbol on it. of recycling, inside the bottle will have a flower, symbol of life. flower, symbol of life. We will also advertisde our product via a financial Instagram profile, a power point presentation and a website.</i></p>



<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>Supplier of materials for the construction of the machinery: LAMIEREDIL SPA ITALIA - Catanzaro. Suppliers: transformation of steels, profiled metals, steel, building covers, trapezoidal sheet metal, profiles omega.</i></li> <li>• <i>Supplier of materials for the aesthetic appearance of the machinery: IL PUNTO SRL - REGGIO CALABRIA.</i></li> <li>• <i>Supplies: vaulting paints and coatings of the highest quality, made from the best raw materials. The products are a guarantee of quality and efficiency, but always in full respect for the environment.</i></li> <li>• <i>Seed supplier for the implementation of our initiative: LAMEZIA GARDEN S.S. - LAMEZIA TERME.</i></li> <li>• <i>Supplies: nursery - plants and flowers; seedlings, bulbs and seeds; parks and gardens - creation and maintenance floriculture.</i></li> <li>• <i>Supplier of gears for the construction and machinery operation: O.M.C. - REGGIO CALABRIA. It provides: milling and turning services of high quality at competitive prices. The company also provides consultancy aimed at customer needs in on industrial and naval mechanical maintenance ships, as well as construction and repair gears.</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>The construction of the materials for the assembly of the machinery, but also the assembly of the machinery itself, will cost the highest in the implementation of this initiative. Over time, the machinery will also need maintenance, which again will require a certain amount of money to be paid by the municipality. this will require a certain amount of money to be paid by the municipality to those who will oversee it, and who therefore offer us their service.</i></p>



<p><b>Possible impact</b></p>	<p><i>The value of this initiative is for all citizens, so that they can live in a place that is healthy, welcoming and undoubtedly clean, looking a look to future generations as well. This initiative considers important any person contributes to the purpose of our twofold action.</i></p> <p><i>For our consumer the use of the machine will be completely free of charge, the only effort required will be to set aside polluting plastic objects, or even collect them by removing them from the environment, to reduce plastic waste, thus pollution, and at the same time allow biodiversity to be reborn.</i></p>
<p><b>Marketing and product pitch</b></p> <p>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?</i></p> <p><i>Our product will be promoted via the social networks through advertisements and promotional advertisements, which will include posters and logos that will represent our idea. idea. The advertising poster will have as its subject main subject a woman who will play mother nature and will be seen as the one who has incarnated herself inside the machine: so it will be as if we give mother nature an object that is dangerous for the environment so that she can dispose of it, and she in in return she will give us the seed so that we can continue our our good deed. Our brand will have as its main subject a plastic bottle, and to it will have a label with the recycling symbol on it. of recycling, inside the bottle will have a flower, symbol of life. flower, symbol of life. We will also advertise our product through its Instagram profile, a power point presentation and a website.</i></p>



Space for the  
pictures and  
videos



Logo:

