



# Green business idea

## “BioRecy”

IO3

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

Sacco Raoul, Torchia Antonio, Gregorace Giuseppe,  
Mancuso Jacopo, Talotta Mariagiovanna, Gentile  
Noemi, Scumaci Pasquale, Settembrino Antonio Pio,  
Rotundo Sidney, Mancuso Sharon



<p><b>Description</b> Link to the OUTSIDE Toolkit: Module 4 Session 4: Development of a green business idea</p>	<p><i>Our business idea is focused on waste recycling. It consists of the foundation of a series of certified stores suitable for offering free gifts (food or organic) in exchange for waste to be recycled. The people we target most are entrepreneurs and large companies, due to the large presence of such raw material, but the target expands to the whole population, which in its own small way can contribute to our success. Our goal is to decrease waste thrown away unnecessarily by offering a better opportunity to be exploited (getting a gift in return), to educate about the preservation of the planet. We aim for the opening of our business in a short time, a few months, just enough time to organize the network of stores and collaborators, so that we can achieve our goal in a couple of years. We think it can work because customers do not have to buy anything, they simply must bring something they already own that would go to waste, to get a gift. Our business will be located around Catanzaro Lido; it will be developed through the support of several local collaborators useful to our cause. The main problem we aim to solve is the excessive amount of waste thrown unnecessarily on the streets, in the woods, a reason for great pollution.</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 main problem we aim to solve is the excessive amount of waste thrown unnecessarily on the streets, in the woods, a reason for great pollution. In fact, we must admit that such environmental discomfort is only our fault, our indolence and selfishness, thinking that a single person cannot make an already toxic situation worse. It is necessary to move people, to convince them of the existence of an alternative solution, we aim to be this, offering a gift in exchange for the help of the people.</i></p>



<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>The main ability of our company is to have zero costs. In addition, in order to facilitate adequate reception even for customers from abroad, our staff possesses knowledge of at least two languages, among which is English, which is recognized as an international language. An additional strength is the possession of adequate computer skills that facilitate the company in the organizational and administrative field. As for the propaganda of our image, a good part of our staff possesses excellent graphic skills aimed at improving the aesthetic appearance of our company. As for the knowledge we need, it mainly concerns the economic-financial sphere. In fact, compulsorily we will have to work with a competent figure in this area, who will manage the monetary organization and, through a series of research and analyses, bring about improvements and reductions in the company's costs. Next, the figure of the accountant is also needed. Finally, figures skilled in storage also prove essential for waste storage.</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>What external resources do you have?</p> <p>Our team has a range of internal and external resources that can be used. As for internal resources, we can take care of the graphics, advertising and accounting side by relying on a qualified economist. In addition, we can contribute as store clerks by leaning on a few warehouse workers and qualified staff. As for external resources, we rely on a recycling company and several local agricultural producers.</p>
<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>The Business Model Canvas</p> <p>Key Partners: -Entrepreneurs, -Recycling companies, -Supermarket and Discount chains</p> <p>Key Activities: Market Capitalization, Large Supermarkets, Providing customers with food or vegetable products in exchange for vegetables</p> <p>Key Resources: -Network of stores throughout Italy, -Skilled personnel, -Magicians, -Sponsors and Partnerships, -Food stores and restaurants</p> <p>Value Propositions: -Innovations in waste disposal, -Personal and corporate gain, -More respect for the environment, -Simple and beneficial proposal, -Providing food products to families with difficulties</p> <p>Customer Relationships: -Simple and immediate compensation, -Competent and helpful staff, -Recycled facilities with a presence in many cities, -Ability for staff to pick up waste at home</p> <p>Customer Segments: -Customers of all income brackets, -Customers who want to do their part to protect the environment, -Companies with large amounts of recyclable waste</p> <p>Cost Structure: -Costs for personnel services, -Costs for electricity and facility, -Storage costs, -Advertising costs, -Costs due to the purchase of food or plant products</p> <p>Revenue Streams: -Sale of waste to recycling companies, -Payments for waste pickup, -Recurring payments due to continuous pickups by large companies, -Reduced costs due to purchasing products in bulk</p> <p>Channels: -Stops located throughout Italy, -Employee number, -Ability to arrange waste pickup in short, simple steps</p> <p>Strategyzer logo</p>



<p><b>Possible impact</b></p>	<p><i>Our business can certainly make significant changes in society. First, food items will be more present for the people, this would decrease hunger in small local communities through helping less well-off families. Secondly, it would improve the state of cleanliness of the villages, which will present less waste, becoming more pleasant to visit. Finally, it would urge the population to pollute less, thanks to the presence of a free gift</i></p>
<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?</i> <i>To promote our business idea, we are relying mainly on a network of sponsors and advertising, with the help of local stores that could help grow our reputation. Obviously in small towns word of mouth will be very helpful, however, for the capillarization of our market, the support of several major companies willing to sponsor our business is necessary.</i></p>
<p><b>Space for the pictures and videos</b></p>	<p>Logo:</p> 