



Erasmus+

B-KIDS



B-KIDS BUSINESS PLAN

Project N. 2014-1-IT02-KA201-003407_2

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1. OUR BUSINESS IDEA

At the very beginning, we planned to do a tourist guide of Girona adapted to children. They consider that guides, most of the times, are not suitable for them and they don't find places and activities they fancy and suit.

As our city, Salt, is closed to Girona, capital of the County, we decided to design the guide of this city. In a year long, the city is visited for 4,6 million people. Developing this guide we thought that it would have a proper future because of the kind of tourist that visit the city is familiar.

Moreover, as the county has got other important places, the students designed two different itineraries to visit. On one hand, the mountains, and on the other hand the "The Costa Brava".

Finally, this guide has been translated into English because a high per cent of tourists come from Europe and their mother tongue is English.

2. HOW ARE WE?

Our school is located in a small city called Salt. Salt has got around 30.000 inhabitants and it has a huge percentage of immigrant families. Most of them come from Africa (Morocco, Gambia, Senegal, Mali, Guinea...) and South America (Honduras, Brazil...). The city is closed to the capital, Girona, just one km far away.

Veinat School has got around 85% of immigrant students with socioeconomic and sociocultural problems.

Our school has got Kindergarten (from 3 to 5 years old) and Primary (from 6 to 12 years old) and we have a total of 234 students.

The whole teaching staff is involved in all kind of activities developed in our school and is very motivated to participate in innovation programs. Some of these programs are: Pla d'Autonomia de Centres (PAC), Experimental plan of foreign languages, school of practise, inventors4changes among others.

To develop this project we have received the collaboration of: Mr Ferran Jambert (headmaster), Mireia Pomar (head of studies and Primary teacher), Iolanda Gràcia (Coordinator of Priamy studies and Primary teacher) and Anna Roura (secretary and teacher of English). And 19 students aged between 10 and 11 were selected to be part of the project.

Taking into account our students' interests, we decided to develop a tourist guide of the city of Girona and the County adapted to children of their age.

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3. OUR HEADQUARTER

Our base, as always, has been our small “big” familiar school. Here is where the idea to strengthen the tourism adapted to children was born.

Taking into account our context (sociocultural and economic status) in our school we have plenty of ICT resources. Developing this project has offered us the opportunity to take them profit. We could use the etwinning platform and Skype conversations with our Italian partners which we are very thankful for the task they did.

So, we couldn't talk about just of one headquarter. Using all these platforms have given us the chance to feel like we are just one.

4. MARKET INVESTIGATION

Before developing a business plan it is very important to study how the market works and study if our business idea will fit or not.

That's why our students created a list of questions to be added in a questionnaire.

The teachers responsible of the project thought that it was a good idea to in Girona. In that case, we will take advantage to start working on the tourist guide proposal.

5. TOURIST ITINERARIES**ITINERAY 1**

St Martí d'Empúries

SANT MARTÍ D'EMPURIES

Sant Martí d'Empúries is now restored because long time ago it was an island in the middle of the water. In this place the ancient first towns settled. Later they arrived near the sea and built L'Escala. This was the capital of the County of Empúries.



RESTAURANT

L'Esculapi is one of the best restaurants in the area for both quality and price.

Is recommended have different kinds of fresh local fish.

Prices between 12€ and 25€

Adress: 1, Major Square – Sant Martí d'Empúries

Tel: + 34 972 77 00 53



ES POT VISITAR:

You can visit:

-Archaeology Museum of Catalonia – Empúries: located in Empúries where you can visit the remains of a Greek and Roman town



-Alfó de la Sal de l'Escala is a castle in the municipality.

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Cinc Claus Castle: these are the remains of an old castle composed by a gate and a tower from the old wall.

Watchtowers: Montgo's Tower, Perxel Tower, Pedró Tower and Les Corts Towers



Torre de les Corts.



Torre d'en Montgó



Torre del Pedró.



-Church of Sant Martí: is a beautiful example of late Gothic religious architecture, work in the first half of the sixteenth century, began to build in 1507, on Santa Margarita's Day, and finished in 1538. The building has a single nave.



Major Street in Sant Martí d'Empúries



Can Maranges: A house in the municipality of L'Escala

EMPÚRIES.

.In 575 BC the Greeks come to the peninsula and invaded Catalonia. The first colony founded was Emporion (Empúries) and soon Rhode (Roses), in 218 BC. The Roman conquest lasted over two hundred years



Roman ruins at Empúries



These are the Greek ruins



POTENCIEM EL TURISME AL GIRONÈS

In the County of Gironès we can find a lot of interesting thinks. For example:



BESALÚ: It's a well known medieval village, in County of La Garrotxa.



GARROTXA VOLCANOES: There are 3 important volcanoes: Saint Margarida (with a church on it), Montsacopa and Croscat.



*SETCASES: is the head of th river Ter.
Today is a remarkable ressort for skiing in
Ulldeter*

*JORDÀ'S BEECH WOOD is a forest of
beeches. Is on a flat volcano soil from
Crosca volcano in the municipality of
Santa Pau.*



*The **Dalí Theatre-Museum** was
inaugurated in 1974 and was built on the
remains of the old Municipal Theatre of
Figueres. It's considered the biggest
surrealistic object in the world.*

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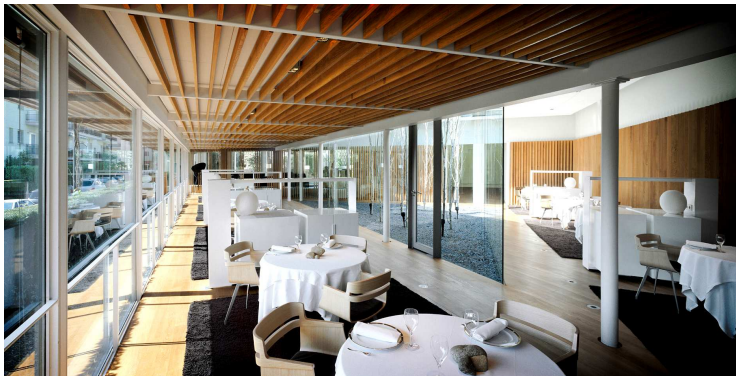
CAMPRODON is in the Camprodon Valley, in the heart of Pyrenees mountains.



This bridge, known commonly like Iron bridge o Fishmongers bridge, was built by Gustave Eiffel and Co. in 1876, thirteen years before the inauguration of the famous tower in Paris, and the architect was Manuel Almeda.



There's also the Cathedral of Girona, where Marrecs de Salt walk upstairs a human tower.



Is highly recommended go to enjoy a wonderful time in El Celler de Can Roca! It's got 3 Michelin stars and it's located in Girona.

6. TRADEMARKS

When we started to develop the tourist guide, we were asked to design a trademark that made reference to the guide. As our school thinks that the ICT tools are very important, we decided to design them using this kind of tools. We searched images in google, and finally, we edited them to create our trademark.

In the first one you can observe Girona's skyline with the Cathedral and Sant Fèlix Church. Two very important symbols and representative of the city and the county.

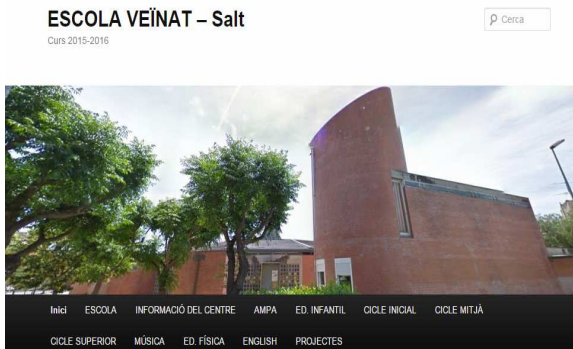
And, the last one, you can observe a Greek sculpture very important. This one represents the itinerary of the coast. There, the Greeks, left a very important history.



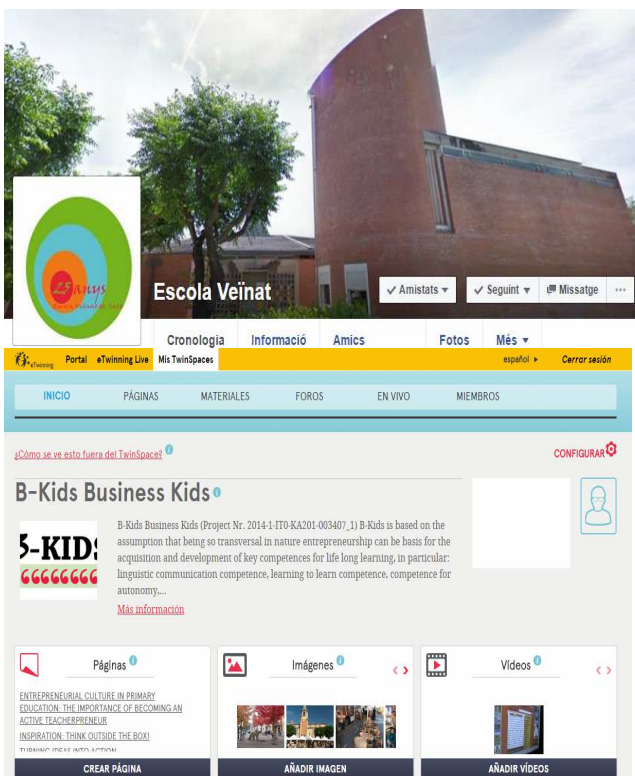


7. ADVERTISEMENT

When our business idea was done, we thought that disseminate it was an important point to take into account. The first step we took was uploaded in our school blog page. In this case, the whole school community had access to check the work done in the project.



We also thought that the social networks are very important nowadays. That's why we asked to our teacher's to disseminate what we were doing in different platforms such as facebook, twitter and twinspace.



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L'escola Veïnat participa en dos projectes europeus "erasmus+"

L'Escola Veïnat ha participat i ha estat seleccionada en la convocatòria de 2 projectes d'associacions estratègiques (KA201 d'Erasmus+).

En el primer projecte anomenat **B-Kids (Bussines Kids)**, la nostra escola treballa en col·laboració amb dues escoles italianes (Magione i San Feliciano). Es tracta d'un projecte d'emprenedoria a nivell europeu que té una durada de dos cursos escolars i està adreçat a alumnes de 10–12 anys. El seu principal objectiu és desenvolupar i incorporar la cultura de l'emprenedoria en el currículum de l'escola, mitjançant la creació d'una empresa fictícia.

Una de les activitats més rellevants és l'intercanvi d'alumnes entre les escoles. Una vintena d'alumnes italians ens visitaran la primera setmana de juny i nosaltres els hi tornarem la visita (també una vintena d'alumnes) a finals de setembre d'aquest any.

Altres activitats que es realitzaran són la visita a algunes empreses de Salt i conèixer les seves característiques, punts forts i punts febles i elaborar una guia turística de Salt-Girona per als alumnes de les escoles italianes.

El segon projecte anomenat **Early Mastery** està coordinat per la Universitat de Girona (UdG) i compta amb la col·laboració de vuit socis europeus entre escoles, instituts i universitats de Catalunya, Itàlia, Romania, França i Gal·les (Regne Unit). Aquest projecte també té una durada de dos cursos escolars. Els principals objectius són: que els alumnes treballin la programació a través de la robòtica i que els docents dels diferents centres europeus intercanviïn experiències. Aquest intercanvi es realitza mitjançant meetings (trobades) en els diferents països.

Cal destacar que la llengua vehicular de tots aquests projectes és la llengua anglesa. Això implica una motivació extra en l'aprenentatge d'aquesta llengua per part dels alumnes i també del professorat.

8. C



Participants en el projecte B-Kids



Participants en el projecte Early Mastery

8. COLLABORATIONS

To let our students be aware of what a trade is, how it works and so on we asked the collaboration of two business owners of our neighbourhood.

La Cooperativa, run by Mr Manel Mendoza is a business located in Salt where local products are sold.



When we received our Italian partners in Salt, we went there to visit it and ask and know more things about how they work.

Mobra, run by Mr Francesc Romero is a company dedicated on iron sculptures, fences... In our city we can find different sculptures made by them. Some of them have been used by the company "Els Comediants" which is very important around the world.

9. APPRECIATIONS

When the project was done, we were asked to write down a thank you letter. The letter selected was this one:

"I am very thankful to my entire teachers to give me the opportunity to live this unique experience. I personally want to thank Mr Ferran Jambert (headmaster), Mireia Pomar (head of studies and Primary teacher), Iolanda Grácia (Coordinator of Priamy studies and Primary teacher) and Anna Roura (secretary and teacher of English). It's been an unique experience. I will remember it the rest of my life. Once again, thank you very much."