

## ***B-KIDS BUSINESS KIDS***

Project Number:

2014-1-IT0-KA201-003407\_1



Funded by the European Commission 2014-16

### **OUR NEW BUSINESS PLAN**

*The document summarizes the main steps that have led to the development of our business plan*

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Direzione Didattica di Magione

## 1. Our business idea

We had planned to make a tourist guide of the city of Magione, designed and built from the point of view of a child. A tool for little ones to know the area and do many fun activities with their parents.

Our business idea meets a real need that affects many traveling families, arriving at a new location wonder what to visit and what activities you can do. During this "search adult", most of the time children wait impatiently for their parents decide; if all goes well, parents can find a tourist map. Usually, it is a means of providing information unreadable to us and say, not always adults who accompany us can make the best choice on where to go together.

With our photos and suggested routes, everything will be easier, it will be the same child who will suggest where to go and what to do in Magione: Do not wait!

To lead our peers to discover Magione have created a tourist map of the area where the points of interest are highlighted with drawings made by us. Proposals to meet young turistias are many and are organized by theme: monuments and palaces, sports and games, nature trails and cultural activities. A special section has been dedicated to the typical products and our grandmothers have helped us a lot, revealing her delicious recipes. Near us we have indicated other nice things to see, not far from Magione.

The map has a convenient format to carry. In addition, to guide our best new vacationers friends, we thought, illustrated and described three interesting and entertaining tourist routes:

- The Lambardi tower, the Castle of the Knights of Malta and the Polvese Island Park
- Exploring San Feliciano and Monte del Lago
- Discover the Etruscan Perugia and Trasimeno Lake Park.

***We believe in it, have given the maximum. Happy reading!***

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### Monumenti, palazzi, e strutture

**Monuments and buildings**

- Stazione Ferroviaria**  
Train Station
- Isola, porta di accesso per i templati da per il Lago Trasimeno**  
Island, gateway to access the temples from the Lake of Trasimeno
- Castello dei Cavalieri di Malta (1860-70)**  
The Order of Malta Castle (1860-70)
- Palazzo della Pace, Isola Polvese**  
Peace Palace, Polvese Island
- Palazzo della Pace, Isola Maggiore**  
Peace Palace, Maggiore Island
- Castello di San Feliciano**  
San Feliciano Castle
- Castello di Montecorone**  
Montecorone Castle

### Attività sportive, ricreative e ricettive

**Sports, leisure and accommodation**

- Aperta, Piazza Cultura**  
Open spaces, Piazza Culture
- Palazzo dello Sport, Magione**  
Sports Centre, Magione
- Palazzo della Gioventù, Ternate e Isola Polvese**  
Youth Centre, Ternate and Polvese Island
- Palazzo del Lago, Folignano**  
Lake Palace, Folignano
- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island

### Prodotti tipici e ricette

**Local products and recipes**

- Stato dei dolci**  
State of sweets

### MAGIONICA

**GUIDA TURISTICA**  
**Tourist Guide**

realizzata dagli alunni delle classi quarte della scuola primaria "Lombardo Radice" di Magione e Don Lorenzo Milani di San Feliciano

made by the pupils of the fourth grade of primary schools "Lombardo Radice" (Magione) and "Don Lorenzo Milani" (San Feliciano)

B-KIDS  
Erasmus+

### Monumenti, palazzi, e strutture

**Monuments and buildings**

- Il lago più rappresentativo della città di Vittoria**  
The most representative lake of the city of Vittoria
- Castello di Isola Maggiore**  
Isola Maggiore Castle
- Castello di Isola Polvese**  
Polvese Island Castle
- Castello di San Feliciano**  
San Feliciano Castle
- Castello di Montecorone**  
Montecorone Castle

### Attività sportive, ricreative e ricettive

**Sports, leisure and accommodation**

- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
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Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island

### Vicino a noi

**Near us**

- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
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### Percorsi naturalistici e attività culturali

**Naturalistic routes and cultural activities**

- Palazzo della Pace, Ternate e Isola Polvese**  
Peace Palace, Ternate and Polvese Island
- Palazzo della Pace, Ternate e Isola Polvese**  
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## 2. Who are we?

We are of primary school 'Circolo didattico di Magione'. We were able to take part in interesting activities of major projects, such as B-KIDS and, before this, "A business school." After learning new at the end of a long journey in search of economic principles things and how to do business, we have decided to assume the role of entrepreneurs. Everyone has made an important contribution. Working together, we have tried to give the best of our ability to realize the final product.

Teachers and Irene Morici (a facilitator from to the Association Study Centre City of Foligno) are valid guides, who supported us and believed in us. In this adventure, the director has never left us alone, their supervision was crucial. Together we succeeded!



*Spanish participants....*



*..And the Italian ones!*



*Some members of the Italian Staff*

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### 3. Our headquarters

The headquarters of the company is our school Magione  
<http://www.circolodidatticomagione.gov.it>.



Born laboratories where our business idea has two offices: 1) The School of Magione "Lombardo Radice" Ripa street n.1 and 2) the complex of San Feliciano "Don Lorenzo Milani" street

Magione Scuola dell'Infanzia - Scuola Primaria



Se guardi bene  
 dall'alto della Torre  
 vedi il corso  
 che come un serpente corre.  
 Prima per il castello,  
 poi giù, fino alla stazione,  
 hai visto il nostro paese:  
 questo è Magione!

San Feliciano Infanzia- Primaria



Lungo il pontile di San Feliciano  
 tutti i bambini si danno la mano  
 guardano il sole che tramonta laggiù  
 dove il bel lago è più blu del blu.

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The eTwinning platform has enabled a continuous exchange of information and material produced between two buildings (<http://twinspace.etwinning.net>). Many organizational meetings and decisions were made using SKYPE. In summary, we have never been so close!



*The first meeting between students and teachers Skype Escola Veinat - Direzione Didattica Magione - January 2015*

## 4. Market Research

With the help of external experts and our teachers a questionnaire was constructed to test the validity of our idea.

On information obtained through the survey and Marketing research , it is clear that the idea of a tourist guide to measure child like.

The questionnaire also serves to optimize our final product, as we asked your opinion on issues of graphics and advice to young tourists. Here are some graphic representations, the result of the transformation of the data collected.

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4) Ti piace l'idea che abbiamo avuto di realizzare una guida (o una cartina) sul territorio di Magione fatta dai noi, per bambini della nostra età?

Si	
No	
Non so	

5) Pensi che per un bambino di un'altra città, che viene in vacanza nel territorio di Magione per la prima volta, sia utile una guida scritta per lui, in cui vi sia indicato cosa vedere, cosa fare e come divertirsi?

Si	
No	
Non so	

6) Ai di là di quanto ci hai detto fino ad ora, metteresti nella guida dei disegni fatti da noi?

Si	
No	
Non so	

= VALE 5 RISPOSTE  
 = VALE 1 RISPOSTA

7) In una guida turistica per bambini sul territorio di Magione che cosa consiglieresti di mettere?

= vale "si"    = vale "no"

Castelli, palazzi storici, monumenti ecc.	
Museo della pesca	
Le località e le frazioni presenti nel territorio (anche quella in cui vivi tu)	
Le ricette tipiche	
Luoghi per passeggiare e divertirsi all'area aperta	
Impianti sportivi	
Gli eventi e le feste	

1) Pensa a una vacanza che hai fatto con la tua famiglia, quando siete andati a visitare un posto "nuovo", che quindi non conoscevate. In questi viaggi, avete utilizzato della guida o della mappa per avere maggiori informazioni sul luogo da visitare?

si	
no	
Non ricordo	
No, perché non ho visitato posti nuovi con la mia famiglia	

2) Hai consultato anche tu questo materiale?

Si, sempre	
Si, qualche volta	
No, mai	

3) Le illustrazioni e le informazioni presenti (su cosa fare e dove andare) ti sono sembrate facilmente comprensibili, senza le spiegazioni di una persona adulta?

Per niente	
Poco	
Abbastanza	
Molto	

= VALE 5 RISPOSTE    = VALE 1 RISPOSTA

Continuing our analysis of the business market, we decided to listen to the views of our parents. Well, the "big" stressed the goodness of our idea, "beautiful", "interesting", "continue" ... were the most common comments.

To see how things are progressing in the implementation of the product was decided to make the interim evaluations of what we were creating. The latter activity, repeated

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more times, it allows us to make the necessary corrections. Thus was born the map of our territory.

Later we are dedicated to the tourist routes of which we will talk later. For the realization of tourist routes we follow the path of research described above.

In addition to conducting this research field, in class we discussed the peculiarity of tourism that interests our territory. Many of the questions that are raised, among them: How many tourists arrive and what time of year? From where? Where do they stay and how long they stay?

We realized that the lake Trasimeno is extremely an important tourist attraction in our region, but tourists when they come, a couple of nights stay in accommodation. It also showed the presence of many foreign tourists, especially in summer. Precisely for this reason, it was decided to create our guide (map and itineraries) also in English. Last but not least, we found that our product aimed at traveling families: are the only ones who thought of this business project.

## 5. The tourist route

As we have said many times, the tourist routes are advised to discover our territory three. They are roads, easily accessible and require a small budget. Fun is guaranteed, of things to do, there are so many!

### ITINERARY 1

#### The discovery of Etruscan Perugia and Trasimeno Lake Park

**8.30 am:** Departure to Perugia,

**9:00 am:** arrival in the city and the beginning of the historic route; visit the Archaeological Museum - the Etruscan "Memorial stone of Perugia" grave "Cai Cutu" and many crafts.



**10:00 am:** Visit to the city of Perugia, along 'Corso Cavour' and stairs Sant'Ercolano, the center of the city where you can admire the Etruscan Well.



Square IV Novembre stop to visit the Cathedral of San Lorenzo, where the underground remains of the Etruscan acropolis were found.



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From Square Danti and Ulisse Rocchi Street, we reach the 'Arco Etrusco' or 'Arco di Augusto', the most important gateway entrance to the city "built in the third century. C. Thereafter, the path of the Etruscan walls surrounding the old town can be seen.

**12:30:** Return to San Feliciano and lunch at the restaurant "Da Settimio" opportunity to taste typical dishes and products.



**15:30:** Visit the "Valley of Natural Oasis" in San Savino to observe migratory birds through eco - tourism routes

**16:30:** relaxing afternoon at "Zocco beach" in San Feliciano with beach, pool and playground.

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## ITINERARY 2

### Lambardi tower, the Castle of the Knights of Malta and the island park 'Polvese'



Period: from July to August.

**10:00:** visit to the Tower of Magione to admire several panoramic views from the terrace. Short walk around the surrounding park and the possibility of going for a walk along the ridge Lake Trasimeno.



**11:30:** Visit the Castle of the Knights of Malta.

**13.00:** Lunch at "Da Faliero" (town of Montebuono) restaurant to taste the typical food of Umbria.

**15:20:** Boarding to the island Dust on the dock of San Feliciano. Natural protected area and wildlife oasis with its stunning views, which can be explored through nature trails. There are also beaches where you can spend a day in total relaxation.



**18:20:** Return to San Feliciano.

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## ITINERARY 3

### Discovering San Feliciano and Monte del Lago

Period: July-August



**10:30:** visit to the Fishing Museum of Lake Trasimeno in San

Feliciano. You may get a discount on entry if the admission ticket to the Tower Lambardi delivered. The museum describes the history and life of Lake Trasimeno, aspects of the geological formation of the lake, the analysis of the biological environment of plants and animals, tools and techniques used by fishermen: boats, nets, various capture tools. The rooms are named in reference to a specific time of day that marks the work of fishermen: dawn, noon, afternoon and evening.

**13.00:** lunch at "The Garden" (town of Torricelli) to taste the typical Umbrian cuisine and lake. The garden also features a beautiful pool where you can spend a nice day.



**15.00:** Visit the Nautical Center "Acqua Dolce". The place offers opportunities to re-experience the history, to be enchanted by the legend, to enjoy nature and recreational and sports activities. It is possible to rent bikes, ships and canoas.





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## 6. The logos

For each recommended route we decided to create logos. We used to make our designs reminiscent "naked eye" places to visit and the main activities proposed. Our goal was to create logos colorful, imaginative and fun, which could also affect attention and curiosity of the largest, after all, they are driving the car!

The background used in all three logos is a work of Gerardo Dottori. It is no coincidence that we have chosen this distinguished artist: in the council chamber of City Hall, a large table of Gerardo Dottori recalls the exploits of John of Plano Carpini of (1190-1252), a Franciscan precursor friar Marco Polo, the author of a trip to the Great Khan of the Tartars as a messenger of Pope Innocent IV. The roof is always Dottori painted with views all around the city. Even in the parish of San Juan Bautista, Dottori has painted an interesting cycle of frescoes (1947).

To promote Magione have created a logo with us, our designs and the art of G. Dottori; We are confident that the Master would have been happy with our choice.

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All material has been evaluated by our Spanish colleagues. The drawings used were chosen based on a vote that has taken place in the classroom with teachers.

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1) Do you like the map of Maglione?

¿Te gusta el mapa de Maglione?

SI

NO

If you answered NO, please explain the reason.

Si has contestado NO, explica el motivo por favor

2) Would you like to add something on the map?

Tu gustaria añadir algo en el mapa?

SI

NO

If you answered YES, what would you add?

Si has contestado SI, ¿que añadirías en el mapa?

Comentarios en español para que los niños lo puedan entender.

3) Would you erase something on the map?

¿Quitarías algo del mapa?

SI

NO

If you answered YES, what would you erase?

Si has contestado SI, ¿que borrarías del Mapa?

4) What do you like to do when you visit a foreign place?

¿Que te gusta hacer cuando visitas un lugar nuevo?

visitar los puntos más turísticos conocer a la gente de ahí para aprender su cultura y costumbres.

Thank you for your help! Gracias por tu ayuda! Grazie per il tuo aiuto

Evaluation activities carried out during the meeting in Salt - June 2015



1. IT. -CASTELLO 1

1. IT. TORRE 2

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2. IT. OASI LA VALLE<sup>#2</sup> - ARCO~~1~~ 2. IT. MUSEO 1

ZOCCO 3 (PIACE MOLTO PERCHÉ C'È LA PISCINA  
 IL LAGO, I GIOCHI, CAMPO DA BEACH VOLLEY  
 CAMPO DA BASKET, CAMPO CALCIO-TEENNIS)

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3. IT. MUSEUM OF FISH 3. IT.

\*THE FISHING MUSEUM (BECAUSE WE LIKE THE FISH)  
 \*THE LAKE (BECAUSE WE LIKE SWIMMING IN THE LAKE)  
 \*"ACQUA DOLE" (BECAUSE WE LIKE SWIMMING)

MARGHERITA

Evaluation activities carried out during the meeting in Salt - June 2015

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## 7. Advertising

To advertise our product we think, first, to publish our guide on the website of the school, allowing easy and free consultation, with the opportunity to download and print our material.



Management will propose to publish our guide also in the page of the Town Hall in Tourism-Culture section.



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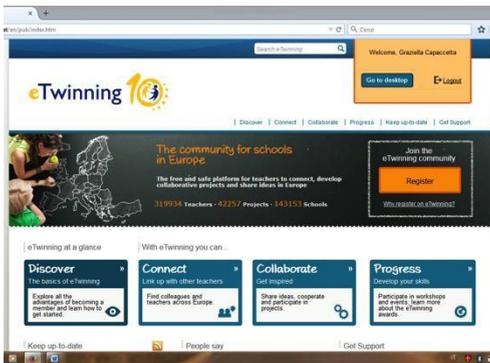
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The eTwinning platform will be a good springboard for our business idea



Schools have also created special B-KIDS Facebook page!



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From now on, we hung the map even in small wooden houses decorated by our colleagues, which already existed and were built with a project to promote reading "Little Free Library" with the support of the Circolo Didattico di Magione.



Once found local sponsors, our maps, with itineraries will be made available to traveling families at strategic points in our territory, of particular interest. We are considering placing giant posters with our guide at different sites Magione, as - for example - the station Magione and San Feliciano, near the ferry landing point.



To deploy and distribute our product, we will try to involve the main rooms of accommodation and catering.

The work began to be appreciated and recognized: the media talk about us!

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## 8. Partnerships, funding agreements and trade

To ensure that our success is crucial guide solicit the support of the City of Magione. The municipal administration is aware of what has been done so far and has already publicly expressed their appreciation.



The mayor of Magione Giacomo Chiodini during the official presentation of the project

In our "journey to the economy," we realized that the business to do, to accomplish something, not only have a good idea, we have to "do math". We will ask for financial

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assistance to local entrepreneurs, some of whom are directly involved in tourism-related economic activities.

Foundations and Associations category will be answered.

Within the project B-KIDS, we have already achieved a joint venture validates the boys of Catalonia. Hosted us, we stayed with them a week and have found that we can help a lot in achieving our business idea.



*The students and teachers of the address Veinat Didattica Magione and Escola - Girona, 2015*

There is the possibility of establishing exclusive business with publishers or structures, organizations, etc. aimed at family tourism.

## 9. Some accounts

Doing something has a cost, as we know. The teachers have made us do many accounts. Well, now accounts we know them do well.

"After all," we hope to be able to reach a budget to start our business.

To understand the processes of production, necessary to carry out our product machinery, we decided to leave school and collect a lot of useful information from a local company that has revealed all the secrets of the press.



The students of the school board Didattica Magione in visiting a local printing

Prestigious entrepreneurs have collected more information by asking the unit cost of printing color printing in A4 format map. To print a copy of the front / back of the map will serve about 70 cents!

Our work is not counted ... we go against all economic principles, no matter, it is true that we are entrepreneurs, but we are still happily small. Why do we do this? We are happy to have learned "something new in a new way"!



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## 10. Acknowledgements

We "small" have been able to become great entrepreneurs. We have learned many new things. We met new people. We have taken a plane. The bridge between us and Catalonia is over, but it is now quite solid. Our business idea has been largely achieved. In this list the positive things unsaid are many. The merit is who guided us. Who he has "lent a hand" us, who made us - in a simple, but very nice - fly, and not only with the plane:

The Headmistress Giovanna Filomeni.

The teachers Fabiola Marchesi, Graziella Capaccetta, Giovanna Verdolini and Patrizia Acciarri.

Irene Morici, Mario Acciarri Association Study Center of Foligno.

***We will never forget the experience. Thank you.***

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