



The European University for Smart Urban Coastal Sustainability (EU-  
CONEXUS) presents the fourth edition of their international school  
contest

**'THINK SMART, CREATE GREEN'**

**Contest rules and regulations**



**EU CONEXUS**



**Co-funded by  
the European Union**

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## 1. Overview of the Contest

EU-CONEXUS 'European University for Smart Urban Coastal Sustainability, formed by 9 European partner universities, is a transnational European higher education and research institution that covers the smart urban coastal sustainable development from a global point of view.

One of the main goals of the EU-CONEXUS consortium is raising awareness about the challenges faced by urbanized coastal areas in Europe and inspiring society to look for solutions to apply environmentally friendly principles in their daily life.

Among their joint academic offers, EU-CONEXUS European University is also developing workshops and seminars for high schools. Therefore, partners came up with the idea of the International EU-CONEXUS School Contest 'Think Smart, Create Green'.

EU-CONEXUS European University consists of:

9 partners

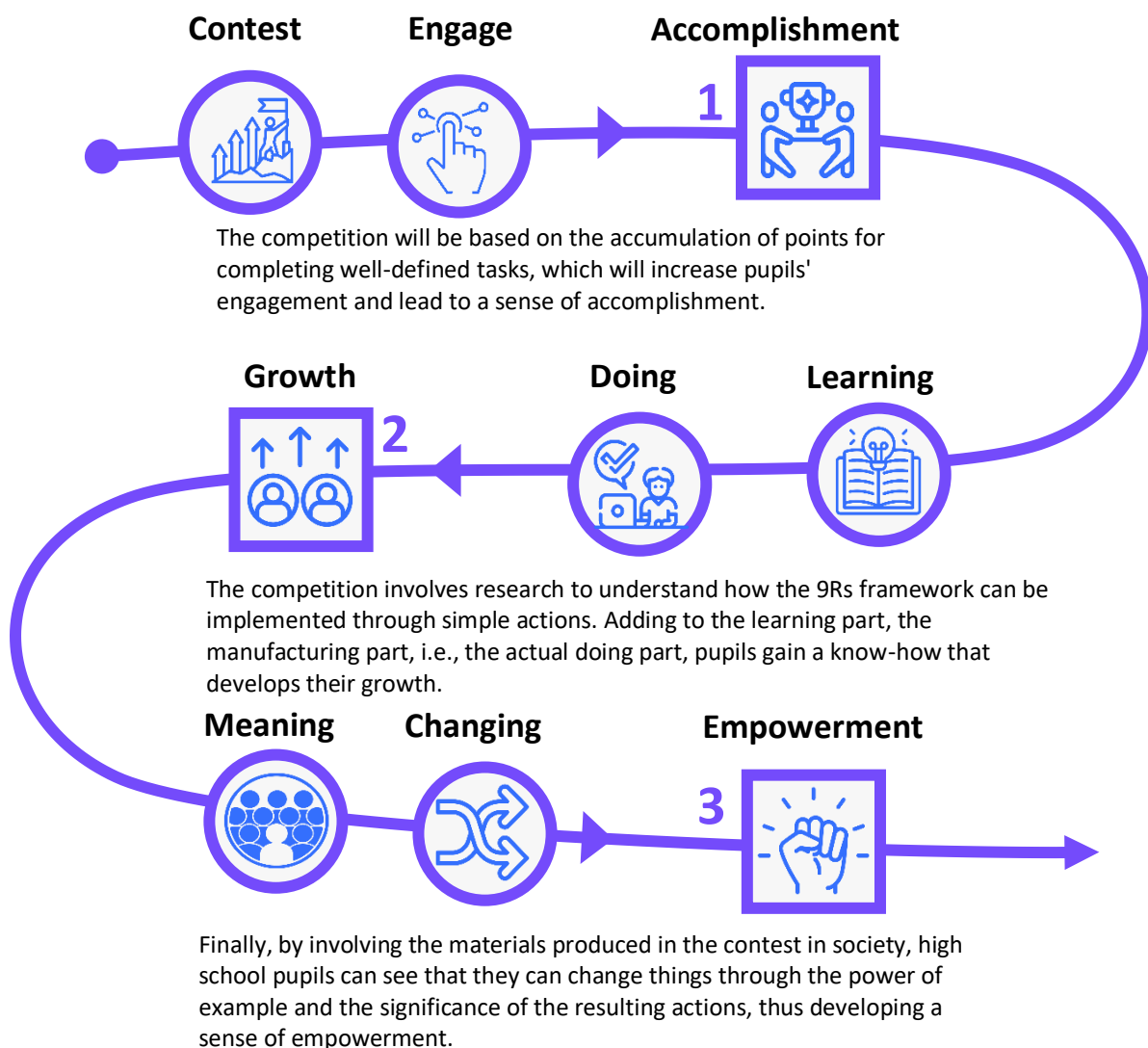
- La Rochelle Université (LRUniv), France
- Agricultural University of Athens (AUA), Greece
- Catholic University of Valencia (UCV), Spain
- Klaipeda University (KU), Lithuania
- University of Zadar (UNIZD), Croatia
- Technical University of Civil Engineering of Bucharest (UTCB), Romania
- South East Technological University (SETU), Ireland
- University of Rostock (UROS), Germany
- Frederick University (FredU), Cyprus

## 1.1 Main goals

The main goals of this contest are:

- to bring the EU-CONEXUS project closer to secondary education pupils, to raise awareness about the sustainability of coastal areas and promote marine environmental consciousness through a specific but also a pan-European approach.
- to bring university life closer to secondary education pupils, to encourage them to study STEM-related degrees and introduce future careers in related industries.

## 1.2 Gamification



## 1.3 Target groups

Two target groups:

- Pupils aged 12-15
- Pupils aged 15-18

Pupils who have reached the age of 15 at the time of team registration may choose to enter either of the two categories.

## 1.4 Topics' explanation

Since ancient times, coastal areas have been popular sites for human settlements due to their abundant natural resources, transportation access, and communication with other communities. Indeed, according to the United Nations, nearly 40% of the world's population lives within 100 km of a coastline. However, the increasing urbanization and industrialization of these areas have led to significant environmental challenges.

Statistics related to coastal areas and the environmental challenges they face:

- The United Nations reports that coastal and marine ecosystems are estimated to be worth over \$25 trillion annually, providing essential services such as food, water filtration, and climate regulation.
- The World Wildlife Fund (WWF) reports that coastal wetlands, which provide important habitat for birds, fish, and other wildlife, have declined by approximately 50% over the past century due to human activities.
- The Food and Agriculture Organization (FAO) reports that around 90% of the world's fish stocks are either fully exploited or overexploited. Coastal areas are particularly vulnerable to overfishing, which can lead to the collapse of fish populations and have severe consequences for local economies and food security.
- The Intergovernmental Panel on Climate Change (IPCC) predicts that global sea levels could rise by up to 1.1 meters by the end of the century if greenhouse gas emissions continue to increase at their current rate. This could lead to flooding, erosion, and displacement of millions of people living in coastal areas.
- A study published in the journal *Nature* in 2020 found that the world's oceans have become more acidic due to the absorption of carbon dioxide from the atmosphere. This can have serious consequences for marine ecosystems, including the loss of coral reefs, which provide important habitat for fish and other marine species.

In summary, while coastal areas have long been considered ideal locations for human settlements, the increasing demand for natural resources and services has led to significant environmental challenges. It is crucial that we take steps to protect these fragile ecosystems and mitigate the impacts of climate change to ensure the long-term sustainability of our coastal communities.

Coastal sustainability is an essential aspect of responsible living, and it can be achieved by implementing the 9R framework. This framework emphasizes reducing waste and adopting a circular economy, which is crucial for coastal ecosystems' health and longevity. By practicing the 9R framework, we can reduce the amount of plastic waste and other pollutants that end up in the ocean, thereby protecting marine life and maintaining the delicate balance of the coastal ecosystem. Ultimately, coastal sustainability and responsible

living go hand in hand, and it's our collective responsibility to protect our oceans and ensure their long-term viability.

The 9R Framework is a set of principles that can help us transition from a linear economy to a circular economy. In a linear economy, we take resources from the earth, use them to make products, and then dispose of them after we're done using them. This creates a lot of waste and pollution, and it's not sustainable in the long run. In a circular economy, we aim to keep resources in use for as long as possible and minimize waste and pollution.

The 9Rs stand for:

- **R0-Refuse:** This means refusing products that are not sustainable or necessary. For example, we can say no to single-use plastic bags, straws, or bottles.
- **R1-Rethink:** This means rethinking our current system and looking for ways to make it more sustainable. For example, we can design products to be reusable, repairable, and recyclable.
- **R2-Reduce:** This means reducing the number of resources we use. For example, we can use energy-efficient appliances, take shorter showers, or turn off lights when we're not using them.
- **R3-Reuse:** This means finding new uses for products and materials that would otherwise be thrown away. For example, we can donate clothes, books, or furniture, or use old jars as containers.
- **R4-Repair:** This means fixing products that are broken instead of throwing them away. For example, we can mend clothes, fix bikes, or replace parts in appliances.
- **R5-Refurbish:** This means restoring products to their original condition or upgrading them to extend their lifespan. For example, we can refurbish phones, computers, or cars.
- **R6-Remanufacture:** This means using old products and materials to create new ones. For example, we can use recycled plastic to make new products or use old car parts to build new cars.
- **R7-Repurpose:** This means using discarded product in a new product with the same function.
- **R8-Recycle:** This means turning waste into new products or materials. For example, we can recycle paper, glass, or metal, and turn them into new products.
- **R9-Recover:** This means recovering energy or resources from waste that cannot be recycled or reused. For example, we can use biogas from organic waste or extract metals from electronic waste.

By applying the 9R Framework, we can create a more sustainable and circular economy that benefits both people and the planet. We can reduce waste, save resources, and create new jobs and businesses that contribute to a healthier and more equitable world.

## 1.5 Projects' specifications

### 1.5.1. Category 1: pupils aged 12-15

Objective: To raise awareness about sustainability, circular economy, green and technologically intelligent environments, and smart cities.

#### Stage 1: Registration

The registration of the participants is described in point 4.2. At this stage, up to 2 points out of 100 are awarded for the vigilance of the competitors, meaning that the earlier the team registers, the more points they can receive.

#### Stage 2: Sustainability Quiz

Based on a video on sustainability, circular economy, green and technologically intelligent environments, and smart cities which will be provided by researchers from EU-CONEXUS universities, each team of pupils must answer an online quiz. The online quiz will test their knowledge based on a video presentation and will be rewarded if passed with maximum 8 points out of 100.

#### Stage 3: Manufacturing Challenge

Each team will be tasked with collecting recyclables and creating something new (just one object) from them. For example, they can create a broom made from cans or a pencil holder from plastic bottles or a lamp from cardboard. The process must be documented with photos and a short description. In this stage a team can score a maximum 30 points out of 100 for creativity, execution, and usefulness of the manufactured object. It is highly recommended that the object created be easy to transport to the national finals or abroad to one of the EU-CONEXUS meetings.

#### Stage 4: Video Challenge

Each team must create a short video (maximum of 30 seconds). The video should refer to the object created in Stage 3 by showing its usefulness and the applicability. All videos will be uploaded by EU-CONEXUS - School Contest organizers on a social media platform. The score is calculated in proportion to the number of likes the team receives on the social media platform compared to the other teams entered in the competition, with a maximum of 30 points out of 100.

#### Stage 5: Presentation design

Each team will be required to create a presentation about the manufactured object created at Stage 3 and how can it change the communities in which they live. The presentation can be made in any program but uploaded to the platform only in Microsoft Power Point (.ppt or .pptx) or .pdf format. The presentation may not exceed a maximum of 10 slides including the cover and thank you slide. In this stage a team can score a maximum of 30 points out of 100 for creativity, quality, added information, following a red thread in the presentation and ease of understanding.

#### Stage 6: National competition and EU-CONEXUS phase

The presentation at the national and EU-CONEXUS phase is based on the presentation made at stage 5 and should not exceed a maximum of 10 minutes. All pupil members must communicate at the presentation. After the presentation follows the question section from the jury which is not included in the 10 minutes for each presentation.

### 1.5.2. Category 2: pupils aged 15-18

**Objective:** The competition aims to encourage pupils to think critically and creatively about sustainable development, circular economy, and smart city technologies.

#### Stage 1: Registration

The registration of the participants is described in point 4.2. At this stage, up to 2 points out of 100 are awarded for the vigilance of the competitors, meaning that earlier a team registers, the more points it can receive.

#### Stage 2 - Research

Each team must conduct online research on the sustainable challenges faced by their community and how to transform it to become more sustainable and smarter by introducing the circular economy. The research should be presented in the form of a research summary with a maximum of 1 page, A4 format and Calibri font of 12 pt with proper references. Each team can receive up to 25 points out of 100 and will be evaluated based the summary, relevance of their research, and correct referencing based on the models provided at the end of this document.

#### Stage 3: Business Model Canva

Pupils will be required to develop a business model that is sustainable and adheres to the 9R framework of circular economy. The business model should be aimed at addressing one or more of the sustainability challenges faced by their local community. For this competition stage, EU-CONEXUS will provide training on the creation of a Business Model Canva supported by the entrepreneurship departments of the partner universities. The proposal must be presented in a maximum of 5 slides created in Microsoft PowerPoint or a similar program and a team can receive up to 25 points out of 100. More details on the Business Model Canva presentation can be found in Annex 1 of the Rules and Regulations.

#### Stage 4: Recycling Challenge

Each team must organize a recycling campaign in their local community. The campaign should aim to collect recyclable materials (e.g., plastic bottle caps, aluminum cans, etc.) and donate them to an environmental cause. Teams will be evaluated based on the impact of their campaign on the local community proven by 5 relevant pictures and can receive up to 18 points out of 100.

#### Stage 5: Presentation design

Each team will be required to create a presentation about the research made in Stage 2, the Business Model Canva made in Stage 3 and the recycling campaign in Stage 4. The presentation will be made online and in a specific format and may not exceed a maximum of 10 slides including the cover and thank you slide. In this stage a team can score a maximum of 30 points out of 100 for creativity, quality, added information, following a red thread in the presentation and ease of understanding.



Stage 6: National competition an EU-CONEXUS phase

The presentation at the national and EU-CONEXUS phase is based on the presentation made at stage 5 and should not exceed a maximum of 10 minutes. All pupil members must communicate at the presentation. After the presentation follows the question section from the jury which is not included in the 10 minutes for each presentation.

## 1.6 Expected impact

The desired impact for pupils is:

- To raise awareness about environmental sustainability, smart cities, and circular economy
- To develop English language skills
- To trigger interest in other countries and cultures and raise consciousness about shared coastal issues
- To develop the sense of accomplishment and empowerment
- To think critically and creatively
- To develop team building skills
- To encourage our young people to become active for social change
- To develop youth entrepreneurship and social responsibility.

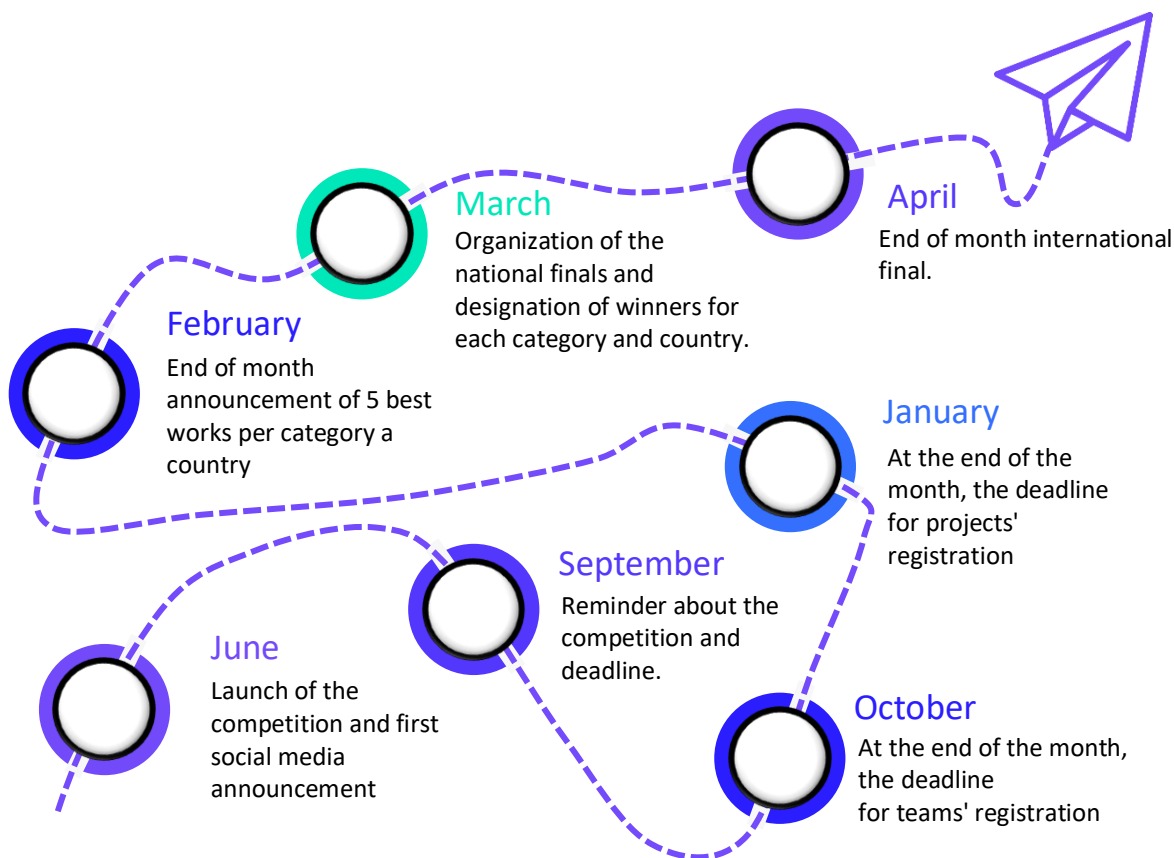
The desired impact for teachers is:

- To raise awareness about environmental sustainability, smart cities and circular economy
- To develop English language skills
- To develop strong bonds with pupils
- To experience different teaching methods
- To develop project management skills
- To open venues to set up/participate in Erasmus+ teaching/research projects.

## 2. Eligibility

- There is no limitation in the number of schools, nor teams within a school, that wish to participate. However, participants can be members of only one team, while teachers can lead more than one team within the same category.
- To be eligible to participate in this contest, candidates must be school pupils in any of the EU-CONEXUS country member.
- Public and private schools can participate.
- There will be two (2) categories according to the participants' age:
  - 12 - 15 years-old (born 2012 - 2009)
  - 15 - 18 years-old (born in 2009- 2006)
- Participants will make their teams of four (4) pupils and a leading teacher. Only teams of 4 pupils will be accepted, no exceptions.
- There is no limit in the number of teams that a single school can present to the contest.
- One teacher is allowed to lead more than one group of pupils within the same category.
- Pupils cannot be members of more than one group.
- The presentation of projects to national and international juries and all the materials presented for the contest shall be only in English.
- The project should have been originally created by the participants.
- Any extra material not openly required in the contest specifications will not be evaluated.

### 3. Timeline



- **27th of October (Friday)** – Deadline for registration.
- **26th of January 2024 (Friday)** – Application/projects submission deadline.
- **29th of February 2024 (Thursday)** – Announcement of 5 best works per age category for each country.
- **1st of March and 11th of April 2024** – Announcement of physical (mandatory) national phases in each country; each university announces its own established date for the national phase.
- **25th of April 2024** – Online International Final.

## 4. How to Participate

### 4.1 Information

The information about the Contest will be disseminated by the EU-CONEXUS universities to schools. The rules will be published on <https://www.eu-conexus.eu/en/> and member universities' websites.

### 4.2 Registration

Participants, via their leading teacher, should complete their registration adding all the teams that he/she leads. The links for both categories registration will be available on EU-CONEXUS dedicated webpage for the School Contest under Society tab.

Registration for the competition is done on the Dreamapply platform and we will upload a user guide for this. All the files needed to register teams for the competition will be uploaded to the cloud provided by the organizers. A dedicated folder will be created for each team in Microsoft OneDrive to upload files of any kind. The link to the cloud folder is uploaded to the Dreamapply platform by each team individually.

### 4.3 Authorization forms

- The legal guardians of the pupils should authorize the pupils' participation by signing the authorization file. The files of each country will be accessible to download on the <https://www.eu-conexus.eu/en/> page.
- By signing the Application and authorization, the legal guardians and teachers agree on copyright, image rights, etc. for EU-CONEXUS dissemination and public assessment of works in national and international competition.
- The authorization forms should be uploaded to the inscription account of each leading teacher (see section below).

### 4.4 Inscription accounts

- For the convenience of the participants, personal accounts in the contest platform will be created for each leading teacher.
- The leading teachers can access their contest platform account here: <https://id.dreamapply.com/login?client=1439&legacy=1>
- The leading teacher must upload the authorisation forms to the contest platform. ***IDs are not required. However, each school is free to follow its own rules and regulations.***

## 4.5 Projects' submission

### 4.5.1. Category 1: pupils aged 12-15

After registration each team must submit by the project submission deadline:

- Sustainability Quiz must be answered on EU-CONEXUS – School Contest web page.
- Minimum 5 photos (.jpg or .png format) of the manufacturing process of the Stage 3 object and a short description.
- The video of maximum 30 seconds from stage 4 in .avi or .mp4 format.
- The presentation specified in stage 5 with a maximum 10 slides.

\*All digital files must be uploaded in a cloud folder provided by organizers after registration and the link of the folder copied in the Dream Apply platform.

### 4.5.2. Category 2: pupils aged 15-18

After registration each team must submit by the project submission deadline:

- The research summary with a maximum of 1 page, A4 format and Calibri font of 12 pt with proper references.
- The Business Model Canva presented with a maximum of 5 slides created in PowerPoint or a similar program.
- 5 relevant pictures (.jpg or .png format) to the Recycling Challenge
- The presentation specified in stage 5 with a maximum 10 slides.

\*All digital files must be uploaded in a cloud folder provided by organizers after registration and the link of the folder copied in the Dream Apply platform.

## 5. Jury Composition

### 5.1 National jury

Eight (8) national juries will be formed (one (1) in each EU-CONEXUS country (except for Germany which is not participating in this edition of this contest). The national jury will be composed of 3 or 5 members in total:

- 1-3 staff members of the university involved in WP15 of EU-CONEXUS Plus
- 1 stakeholder
- 1 local student.

## 5.2 International jury

One (1) international jury will be composed of 9 members in total:

- 1 representative from each university not involved in the WP15 of EU-CONEXUS plus and Rostock/or a stakeholder neutral.
- an EU-CONEXUS Student Board representative.
- In order to ensure the fairness of the judging process, the national jury members cannot evaluate their own teams.

## 6. Winners' selection

### 6.1 National winners' selection procedure

- Only the works submitted on time will be considered for the national (and later international) selection process.
- Pre-selection: The national jury will select up to five (5) best works per category (based on general and quality criteria).
- Final selection: The best final contestants must present their projects to the national jury during a university organized event.
- The contestants can present their projects in their national language or English. They will have 10 minutes for their project presentation and then the jury will have a maximum of 5 minutes for questions.
- The jury will announce the winners on the same day (one (1) per category and they will be announced as national winners). The winners will be informed by email.

### 6.2 International winners' selection procedure

- Each EU-CONEXUS University will submit the work of the national winners (one (1) per category) to the international jury.
- The international contestants will present their works in English (virtually).
- They will have 10 minutes to do so. Then, the jury will have a maximum of 5 minutes to ask questions/ make comments. The jury will announce the winners on the same day (there will be a podium of three (3) places and they will be announced as international winners).
- The winners will be informed by email.

### 6.3 Contest winner assessment

#### General criteria

- quality of the work and respect of the established rules.
- creativity and originality.
- the way environmental sustainability has been tackled in the project.
- oral capacities to present the project (fluency and clarity).

6.3.1. Specific criteria category 1: pupils aged 12-15

Score		Significant improvement required	Some improvement required	Good job	Excellent
Stages					
Stage 1	Registration	0 points register 1 week before deadline	0.5 points register 2 weeks before deadline	<b>1 point</b> register 3 weeks before deadline	<b>2 points</b> register more than 4 weeks before deadline
Stage 2	Sustainability Quiz	2 points 50% correct quiz answers	4 points 60% correct quiz answers	6 points 70% correct quiz answers	8 points more than 50% correct quiz answers
Stage 3	Manufacturing Challenge	10 points the object shows hardly any creativity or usefulness	15 points the object shows a few signs of creativity or usefulness	20 points the object shows some creativity, usefulness & original solution implemented	30 points Outstanding creativity solution and usefulness, making the object unique.
Stage 4	Video Challenge	10 points up to 20% of the average total number of likes	15 points up to 40% of the average total number of likes	20 points up to 60% of the average total number of likes	30points up to 80% of the average total number of likes
Stage 5	Presentation design	10 points the presentation shows hardly any creativity, quality, and no ease of understanding	15 points the presentation shows a few signs of creativity, quality, and ease of understanding	20 points the presentation shows some creativity, quality, and ease of understanding	30 points Outstanding creativity, quality, and no ease of understanding making the presentation unique.
Stage 6	Time management	10 points Less than 5 mins. or more than 12 mins.	15 points 5-7 or 13-15 minutes	20 points 8-9 or 11-12 minute	25 points 9-11 minutes
	Public presentation	10 points Too much hesitation;	15 points Some hesitation:	20 points Hardly any hesitation; clear	25 points Clear articulation; good



	skills	impeding pronunciation/ diction. Reading all the time, not a presentation / No faces seen, impossible to determine if they are reading/ The participant does not look at the jury.	articulation/ pronunciation/ diction difficult to follow at times. Too much reading, the participant hardly ever addresses the jury.	enough articulation/ pronunciation/ diction. Occasional reading, i.e. note checking here & there. The participant tries, not always successfully, to address the jury.	pronunciation/ diction throughout; appropriate body language. No reading at all, not even notes. The participant appropriately addresses the jury.
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6.3.2. Specific criteria category 1: pupils aged 15-18

Score		Significant improvement required	Some improvement required	Good job	Excellent
Stages					
Stage 1 Registration		0 points register 1 week before deadline	0.5 points register 2 weeks before deadline	<b>1 point</b> register 3 weeks before deadline	<b>2 points</b> register more than 4 weeks before deadline
Stage 2 Research		5 points Is not relevant and incorrect referencing	15 points some relevance of their research, and correct referencing	20 points relevance of their research, and correct referencing	25 points outstanding summary with relevance of their research, and correct referencing
Stage 3 Business Model Canva		10 points the Business Model Canva shows little creativity or usefulness	15 points the Business Model Canva shows a few signs of creativity or usefulness	20 points the Business Model Canva shows some creativity, usefulness & original solution implemented	25 points Outstanding creativity solution and usefulness, making the Business Model Canva unique.
Stage 4 Recycling Challenge		5 points limited impact in their community of their campaign	10 points some impact in their community of their campaign	14 points good impact in their community of their campaign	18 points best impact in their community of their campaign
Stage 5 Presentation design		10 points the presentation shows little creativity, quality, and little understanding	15 points the presentation shows a few signs of creativity, quality, and ease of understanding	20 points the presentation shows some creativity, quality, and ease of understanding	30 points Outstanding creativity, quality, and no ease of understanding making the presentation unique.
Stage 6	Time management	10 points Less than 5 mins. or more than 12 mins.	15 points 5-7 or 13-15 minutes	20 points 8-9 or 11-12 minute	25 points 9-11 minutes
	Public presentation	10 points Too much hesitation; impeding pronunciation/	15 points Some hesitation: articulation/ pronunciation/	20 points Hardly any hesitation; clear enough articulation/	25 points Clear articulation; good pronunciation/ diction

	skills	diction. Reading all the time, not a presentation / No faces seen, impossible to determine if they are reading/ The participant does not look at the jury.	diction difficult to follow at times. Too much reading, the participant hardly ever addresses the jury.	pronunciation/ diction. Occasional reading, i.e. note checking here & there. The participant tries, not always successfully, to address the jury.	throughout; appropriate body language. No reading at all, not even notes. The participant appropriately addresses the jury.
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## 7. Prize

**Disclaimer** – The certificates and money prizes will be sent to the winning teams in a month's time following the end of the international phase of the contest. This is due to the procedures that must be followed by our Alliance.

### 7.4 General rules

- All the teams will receive a certificate of participation.
- One (1) winner per category will be selected among the participating teams in each EU-CONEXUS country (national winner).
- Then, each national winning team will compete at the international level.

### 7.5 National prize

EU-CONEXUS corporate goodies and certificates will be given to all the national participants. All winners (one per category) will be awarded with 200-euro prizes for each team member, including the teacher.

### 7.6 International prize

The prizes for international winning teams will be as follows:

- Prizes for a total value of approximately 1000 Euros will be shared among all the members of the team who wins the 1<sup>st</sup> place in the international competition, leading teacher included.
- Prizes for a total value of approximately 750 Euros will be shared among all the members of the team who wins the 2<sup>nd</sup> place in the international competition, leading teacher included.
- Prizes for a total value of approximately 500 Euros will be shared among all the members of the team who wins the 3<sup>rd</sup> place in the international competition, leading teacher included.

## 8. Contacts of EU-CONEXUS Universities' representatives

Country	University's name	Contact person	Contact e-mail
Greece	Agricultural University of Athens (AUA)	Sophie Mavrikou Vera Charitou	<a href="mailto:sophie_mav@aua.gr">sophie_mav@aua.gr</a> <a href="mailto:vera.charitou@aua.gr">vera.charitou@aua.gr</a>
Lithuania	Klaipeda University (KU)	Rima Mickeviciene Erika Župerkienė	<a href="mailto:rima.mickeviciene@ku.lt">rima.mickeviciene@ku.lt</a> <a href="mailto:erika.zuperkiene@ku.lt">erika.zuperkiene@ku.lt</a>
France	La Rochelle Université (LRUniv)	Marie Bouchegnies Christelle Tallon	<a href="mailto:schoolcontest-eu-conexus@univ-lr.fr">schoolcontest-eu-conexus@univ-lr.fr</a>
Spain	Catholic University of Valencia (UCV)	Raquel Blave	<a href="mailto:euconexus@ucv.es">euconexus@ucv.es</a>
Croatia	University of Zadar (UNIZD)	Ivana Zubak Čižmek	<a href="mailto:izubak@unizd.hr">izubak@unizd.hr</a>
Romania	Technical University of Civil Engineering of Bucharest	Paul Dancă	<a href="mailto:paul.danca@utcb.ro">paul.danca@utcb.ro</a>
Ireland	South East Technological University (SETU)	Sheila Donegan	<a href="mailto:sheila.donegan@setu.ie">sheila.donegan@setu.ie</a>
Cyprus	Frederick university (FredU)	Elena Papayianni	<a href="mailto:adm.pe@frederick.ac.cy">adm.pe@frederick.ac.cy</a>



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## Annex 1 – Business Model Canva presentation template

### Slide 1:

#### Title: Introduction

- Include the name of your business model and a visually appealing image or logo representing sustainability and community.
- Briefly introduce the concept of a sustainable business model that adheres to the 9R framework of circular economy.

### Slide 2:

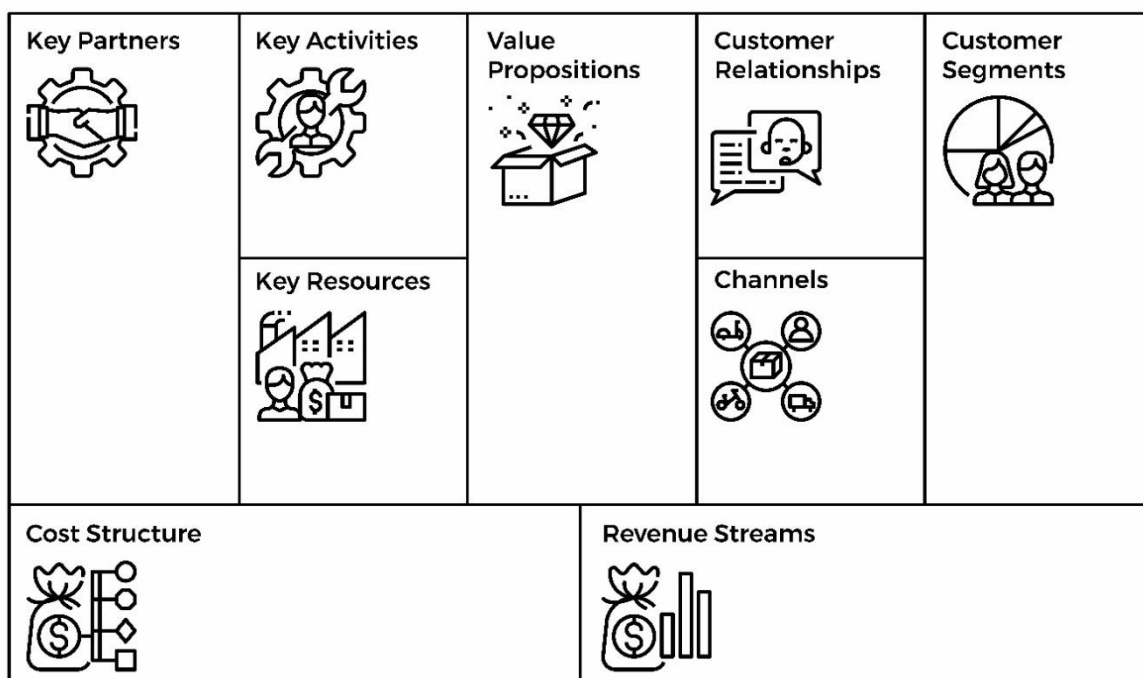
#### Title: Market Analysis

- Ask the community (10 - 15 people) what are the main sustainability challenges.
- With the answers present a concise overview of the local community's sustainability challenges.
- Include relevant data and statistics that demonstrate the need for sustainable solutions.

### Slide 3:

#### Title: Business Model Canvas

- Display the Business Model Canvas, which provides a comprehensive overview of the proposed business model in the template provided below.
- Include the following sections:
  1. Key Partnerships: Highlight the strategic partnerships necessary for the success of the business model.
  2. Key Activities: Outline the core activities that the business will undertake to deliver its value proposition.
  3. Value Proposition: Clearly articulate the unique value that the business model offers to the local community.
  4. Customer Segments: Identify the specific customer segments that the business model targets.
  5. Channels: Describe the channels through which the business will reach its customers.
  6. Cost Structure: Present the cost structure of the business, including the resources required and their associated costs.
  7. Revenue Streams: Outline the revenue streams that the business will generate.



## Slide 4:

### Title: Marketing Strategies

Briefly introduce these subjects:

- Reaching and engaging customers effectively.
- Marketing channels and approaches.
- Unique selling points or advantages.
- Marketing strategies for sustainability and community engagement.

## Slide 5:

### Title: Financial Projections

- Present a summary of your financial projections, including revenue forecasts, cost estimates, and profit margins.
- Mention any potential funding sources or investment opportunities.

**Note:** Remember to maintain a clear and concise format, utilizing appropriate fonts, colors, and graphics to enhance the visual appeal of your slides. Include relevant information and focus on highlighting the unique aspects of your business model that address the sustainability challenges of your local community.