

Entrepreneurs Social responsibility- Co-Marketing Contract

2014/2015



ASSOCIAZIONE ITALIANA
AGRICOLTURA BIOLOGICA



E(w)bio... sia!
UNA BUONA PREVENZIONE INIZIA A TAVOLA

GIOVEDÌ 15 OTTOBRE
ore 17.30
Nutrimento: parole...cibo e tradizione
con Deborah Scarcella nutrizionista ANI, Daniela Maruccio, psicologa e psicoterapeuta, Eva Mattioli, imprenditrice

VENERDÌ 16 e SABATO 17 OTTOBRE
Consulenze Nutrizionali Gratuite*
dalle 14.30 alle 18.30
Progetto Nutrizione
FONDAZIONE ANT

*Le visite gratuite si svolgeranno presso la parafarmacia dell'ipercoraid su prenotazione chiamando al numero 345 498756 dalle 9 alle 13.

DOMENICA 18 OTTOBRE
Laboratori didattici esperienziali sul tema dell'alimentazione infantile in famiglia dalle 17 alle 19.
Proviamoci gusto!
Charity Shop

15 - 18 SETTEMBRE C/O C.COMM.LE QUASAR VILLAGE
ELLERA DI CORCIANO (PG)



13/10/2015

Responsible

Mrs. Donatella Mancini



School:

I.T.E. Scarpellini, Foligno (Italy)

Led by Prof. ssa Maria Rosaria Contu .

Grade

Students attending the 4th year of a Vocational Economic Institute.
International Relationship for Marketing .(aged 16-17 years old).

Duration

8 months

Briefing

The initiative has the aim of developing citizens' social responsibility and then apply it to the professional field as entrepreneurial social responsibility. The entrepreneur will be responsible for the social and economic growth of the area where the enterprise is located. Thanks

development	<p>to this innovative approach the whole community is the promoter of the area where the entrepreneur contribute to the common welfare The transition from the individual social consciousness to a collective shared responsibility will help public Institutions , politicians, profit and no –profit organizations to pursue the shared objectives and promote sustainable and “clever” development of the area with special attention to social and environmental aspects</p>
	<p>Entrepreneurial competences</p> <ul style="list-style-type: none"> • To be able to recognize meaningful economic aspects such as market trends and customers’ needs • To develop an open minded attitude • To be able to adjust and optimize the ICT and communication media in relation to the new enterprise needs • To be aware of the entrepreneurial social value • To be creative in promoting innovative and high impact advertising campaigns
	<p>Key words</p> <p>Social responsibility, entrepreneurial responsibility, social welfare marketing , collaboration, team work</p> <p>Aims</p> <ol style="list-style-type: none"> 1) Stimulate civil responsibility in 15/16 years old students 2) Stimolare la responsabilità civile degli studenti di 15/16 anni 3) Trasferire la responsabilità civile del cittadino al campo professionale stimolando la riflessione sulla responsabilità degli imprenditori nei confronti del territorio in cui operano. 5) Creating responsible citizens and workers . The new entrepreneurs will reflect on the entrepreneurs’ responsibility towards the whole community he/ she belongs to
	<p style="text-align: center;">PLANNING</p> <ol style="list-style-type: none"> 1) Enhancing civil responsibility in 15/16 years old students <p>The students participate in different initiatives promoted by volunteering no-profit associations in different fields (ANT, Telethon, Avis , AINC)</p>



2) Training and awareness meetings

In the class a group of students is selected to carry out marketing and communication tasks. They participate in conferences and meetings and then they coordinate the class discussions about all the information and the stimuli they have received during the meetings. At the end the class will produce a written document. The teachers will guide their students as moderators and mentors. Conference 22

October 2015 *Comunicare bene, comunicare il bene* (To communicate well, to communicate wellness)

LINK:

http://www.scicom.unipg.it/admin/spaw2/uploads/files/EVENTI/ConvRSI_22-ottobre_-Perugia_2015-9-10-15_ok_b.jpg

3. Technical session – Computer Science laboratory

The teachers (Law, Computer Science, Economics, English) guide students in investigating about co-marketing contracts.

Laboratory methodology. The students are not simple executors, they are not passive learners. While working in autonomy they have to reflect on the procedure they are using in collecting information, on the analysis and communication of results and on how they have to communicate them. It is possible to support this activity with a peer to peer and team work.

4. Nr 2 meetings with no-profit associations and local entrepreneurs (ANT free social-health assistance at home to cancer sufferers; bio products local entrepreneurs).

Debate about the results of data collected by students in the Laboratory Session

- Sharing of ideas and planning of a co-marketing contract with the local stakeholders.
- Analysis of the advantages for entrepreneurs and no-profit associations
- Discussion about the new vision of the entrepreneurs who are aware of their social responsibility

7) Co-marketing contract

- the local entrepreneur, the no-Profit Association ANT and the students, meet in order to write and stipulate the co-marketing contract

5) Communication step . Local entrepreneurs and no-profit associations study shared high impact marketing campaigns

- Visits to the involved enterprises and shared work in the marketing department
- Visit to an Advertising Agency and pick up of ideas
- Creation of co-marketing labels

METHODOLOGY AND ASSESSMENT

METHODOLOGY

ENTREPRENEURIAL METHODOLOGY

Don't forget

- -The teacher is a mentor . Give up the teacher's desk and guide them as a member of the group
- Let them work autonomously
- Change the geography of your class – *Our Institute is equipped with a great multimedial laboratory with a lot of seats with an isle disposition*
- Give relevance to the following approaches :
 - Brainstorming
 - Laboratory teaching
 - Co-operative working
 - Team work
 - Multimedia approach
 - Peer work
 - Role playing

Make sure that

- Your students **MUST BE AWARE** of the whole process which will lead them to the final planned aim.
- Each of them should be responsible for a specific task he/she can choose or the mentor or other stakeholders will assign him/her .
- It should be advisable to divide the class into different groups which take into account the attitudes and know how of each students. For example their personal attitudes, relationship compatibility , working expectations , motivation.
- Transdisciplinarity is very important . Students have to develop competences and the subject contents will act as support to knowledge. The subjects involved in this subjects are : Economics, Law, Computer Science, Geography, Religion , English, Other foreign languages .

ASSESSMENTS

THE ASSESSMENT TOOLS WILL BE :

Check list form where the following points will be evaluated

- Readiness in problem solving
- Relationship competences and team work
- Organization abilities
- Open minded approach
- Peer to peer support and work
- Take challenges
- Task accomplishments
- L1 competences
- L2 oral and written competences

Feelings :

Teachers' and students' feedback are very important to test new methodologies.

Feedbacks from teachers and students will be collected at the end of the experience through a questionnaire with open and closed questions . Main topics – impressions, strong and weak points, feasibility , suggestions, challenges.

This section is in progress