



Co-funded by the
Erasmus+ Programme
of the European Union

YESpecialists good practice

Overview

Name: Children's Goals

Country: Norway

Timeframe: 15 August 2021 – 15 June 2022

Target group:

Children and their parents were the target customers

Budget and financing: 9 High school students

Description:

At our school Odda vgs we have long experience in teaching the students how to create their own business through the concept and methods of the national organisation Ungt Entreprenørskap ("Youth Entrepreneurship"): <https://ungdomsbedrift.no/>.

We have entrepreneurship as an own subject for the students at general studies. We also combine learning start up business with other subjects, for example social studies, sport and Norwegian and at vocational programme as Health care, Mechanics.

The young students started a business with the aim to teach children about the UN Sustainable Development Goals in an interesting way, through fairy tales.

Activities:

The students made a children's book "The Heroes of the Sea" about SDG 14 Life below water and SDG 15 Life on land. The fairy tale is about two fishes and a mermaid who visit humans to teach them what happens in the sea when we throw away garbage.





Co-funded by the
Erasmus+ Programme
of the European Union

Outputs

Impact:

Many people bought the book that they made

PR/attention to the UN Sustainable Goals, especially SDG14 Life below water and SDG15 Life on land

Success factors:

“With focus on sustainability and a young target group, this company has impressed the jury. The product is very relevant and applicable. A good focus on the right partnership and mentor has contributed in developing the product and the company. It is obvious that the company has cooperated with local forces.” (culture sector, authors, book store, literature network, relevant companies as Akvariet in Bergen)

Achievements: Second place at the National Competition of Youth businesses in Oslo, Norway: “Best cooperation with business sector”. More than 350 innovative young people from 82 Youth Businesses took part in the Norwegian championship.

Website/ Media

<https://www.ue.no/vestland/historier/barnas-mal-ub-odda-vidaregaande-skule#:~:text=Barnas%20M%C3%A5l%20UB%20skal%20informere,seg%20b%C3%A6rekraftsm%C3%A5lene%2014%20og%2015.>

<https://www.vestlandfylke.no/nyheitsarkiv/2022/skal-gjere-barn-bevisst-pa-ureining-i-havet/>

<https://www.hardanger-folkeblad.no/elevne-fra-odda-kapret-2-plass-under-nm/s/5-22-416980>

FACEBOOK:

<https://www.facebook.com/uevestland/posts/5105518209505756/>

PODCAST: <https://podcasts.apple.com/no/podcast/ep-20-barnas-m%C3%A5l-ub/id1544047718?i=1000563248686>





Co-funded by the
Erasmus+ Programme
of the European Union

Gallery:

Gallery zipped file:

Map:

Contact:

Notes:

Video pitch with target group: parents of young children (in Norwegian): <https://www.ue.no/vestland/historier/barnas-mal-ub-odda-vidaregaande-skule#:~:text=Barnas%20M%C3%A5l%20UB%20skal%20informere,seg%20b%C3%A6rekraftsm%C3%A5lene%2014%20og%2015.>

Contact:

Contributor:

Odda Upper Secondary School (<https://www.odda.vgs.no/>)

Ungt Entreprenørskap (<https://www.ue.no/>)

Local and regional partnerships: culture sector, authors, book store, literature network, relevant companies as Akvariet in Bergen