

Being the captain of your own ship

Being the captain of your own ship The idea of our project is to help children/youth who were grown up in a children's home in the Ukraine in Drohobych. They are all victims of the terrible tschernobyl catastrophe and suffer from it till now. Fact is: All of them are handicapped, due to this catastrophe. (for those who don't know what tschernobyl is/was. There explode a nuclear reactor in 1986. A lot of parts of the land are polluted – and that still today.) Many people die and many people have now healthy problems. Such as the children from the children's home we would like to help. We heard that this children or the youth there are great painters. Our team captain travelled to them and looked at the home. She also takes a look on the pictures which are really great. She was convinced and we also. They are willing to work with us. We want to put these paintings on the market. Therefore we will choose different themes to inspire them. Of course we will analyze the market, develop a marketing plan and look for different possibilities (for example post-cards or photoelectric print). Therefore we want to establish a new homepage of the kindergarten and integrate a webshop, moreover we will open an ebay account and sell the pictures via Ebay. The idea is to create their own small business. From the money they earn, they can buy things for the children's home (for example wheelchairs, medicine or even doctors). We want to achieve during our visit in February that the management can deal on their own with this business. Also the children are important. Some of them are only physically handicapped and not mentally. With them we are planning to work especially to explain them the basic market and how to deal with the earned money. When it works they will be able to be independent and buy their necessities. So we will teach the management in doing the business and working with computer and internet in general. With the help of games we will explain the children the basic market system and why selling the paintings. Moreover we will teach them basic English skills. Therefore we prepared and organize games, songs and videos.. Mainly we will cover the criteria's Market Economics, success skills and entrepreneurship. Also the financial literacy will play a role. The benefit for the kindergarten is clear: Although the kindergarten is in very difficult circumstances, they will be able to be independent and have their own business. They have the possibility to take care of themselves and that's a great opportunity for the people who are all victims of the big Chernobyl catastrophes and who have lost their hope of independency and success nearly completely. We will change their life and their personality. More Information: www.nadija.org