

IT'S TIME TO CHANGE

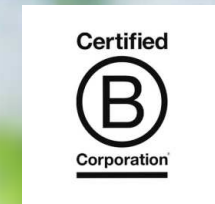
Communication proposal for the production of organic wine

CSR IN CLASS Strategic Partnership n. 2017-1-IT02-KA201-036535
ERASMUS PLUS programme
03-CSR contest for secondary schools

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The concept of social responsibility involves a vast field of sectors, such as workplace safety, employment stability and respect for workers' rights, prevention or restoration of environmental degradation.

CSR is divided into three dimensions:



Perlage is part of the B Corporation, which includes all those companies that have social and environmental sustainability at heart

GOAL OF THE PROPOSAL AND MESSAGE WE WANT TO BROADCAST

Advantages for:

- **health**
- **the environment**



**Promoting organic
wine**

**Spreading the
beneficial effects of
organic products, thus
encouraging customers
to buy them**

TARGET ANALYSIS

I CLUSTER DEL CONSUMATORE BIO



COMMUNICATION PROPOSAL

TWO POP-UP STORES

MILAN

ROME

IN COLLABORATION WITH *EATALY*



WITH THE PARTICIPATION OF

***CARLO
CRACCO***



***ANTONINO
CANNAVACCIUOLO***

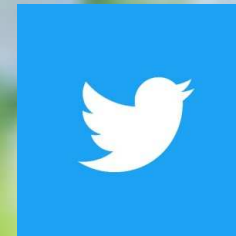


ADVERTISING

LEAFLETS



SOCIAL MEDIA



ANALYSIS OF THE ADVANTAGES AND PRODUCTION COSTS

MILAN:

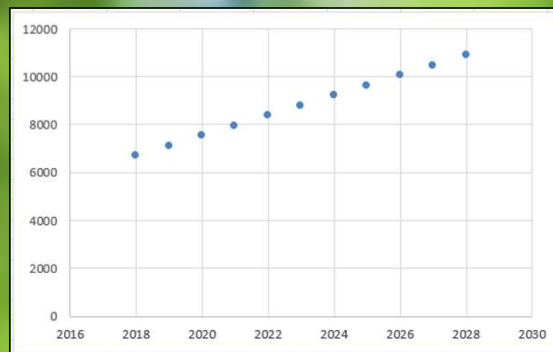
• RENT	1.350 €
• STAFF	5.700 €
• RESOURCES	4.700 €
• CHEF	5.500 €

TOTAL **17.250 €**

ROME:

• RENT	1.350 €
• STAFF	5.700 €
• RESOURCES	4.700 €
• CHEF	5.700 €

TOTAL **17.450 €**



BUDGETARY OUTCOMES 2018-2022



CSR IN CLASS Strategic Partnership n. 2017-1-IT02-KA201-036535 ERASMUS PLUS programme O3 – CSR contest for secondary schools

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