

Business Plan Template

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**Waste
useful resource**

**Marko Miljanov
Elementary School**

Business Plan
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Executive Summary

Although Montenegro became the first country in Europe to declare itself an ecological state with its Constitution, 30 years ago, the overall ecological environment and nature conservation in the country have been steadily declining since that day and Montenegro now lags behind most EU countries. Also, numerous reports from international and domestic organizations and institutions have shown that this endeavor will be extremely difficult, due to numerous challenges in the country in this regard: inadequate legislation, lack of coordination and monitoring between various environmental institutions, lack of strategic planning and financing in this sector, lack of capacity at all levels, and most importantly for this business plan - inadequate awareness of the importance of selective waste disposal, recycling and reduction of municipal waste.

General goal of the plan raising the environmental awareness of the inhabitants of Podgorica, with a special focus on primary school students. Namely, the business plan aims to promote the right to a healthy environment as one of the most endangered human rights today, while raising overall awareness and advocating for stronger involvement of public institutions in environmental protection, all activities will be related to selective waste disposal population and the environment in general. EU targets on the circular economy envisage that by 2025, at least 55% of municipal waste will be recycled and composted. However, in recent years, only 1,5% has been recycled, although the goal set for this year was to be 20 %. The problem with waste will not only be solved by collecting it and managing it better, but a new approach is needed that solves the core of the problem. In the first place, this refers to the education of students who will soon become the new generation that will run the country. Students will transfer the acquired knowledge to their parents and to the community in which they live. The students, the school where they study, the city where we live and the whole community will benefit. This will be a pilot project concerning the city of Podgorica, and if it is successful, then we would do a project at the state level.

This business plan will outline the detailed steps of the activities that will lead to the fulfillment of this goal. Marko Miljanov Elementary School will have benefit because it will buy the missing teaching aids from the money we will receive from the collected waste for recycling, as well as recycling containers that will be operational after the completion of the business plan. An integral part of the plan will be research related to the impact of such knowledge and skills on primary school students. This will be measurable through an input and output test to assess environmental awareness before and after this realization of the plan. The results of the research will be useful for further integration of knowledge on waste selection, recycling and the importance of the individual for the community.

Also, it will be important for the whole of Montenegro because the plan will be an example of a school, municipality and non-governmental organization. In cooperation with the media, we will inform the wider community and other countries of the Western Balkans about the benefits of our actions. The overall ecological environment and nature conservation in Montenegro is such that according to all research it is not difficult to conclude that it lags behind most EU countries in this regard. Approximately 60 % of the total waste ends up in unregulated landfills. Of that, 37 percent was organic waste, 21 percent was plastic, 13 % was paper, 9 % was glass and 20 % was other waste. The biggest problem is Podgorica because almost a third of the population lives in it. There are 9 recycling yards and 2 sanitary landfills in the country.

The government has announced the construction of 4 Waste Management Centers and the existence of a waste treatment center. Despite all the infrastructural conditions, no progress can be seen in the selection and disposal of waste. Employees of the Public Utility Company and the Landfill believe that the main problem is that they do not have enough employees and that there is no public awareness of the importance of waste management. Several projects related to this topic have been implemented, but none have yielded any notable results. We hope that by meeting the goals of this business plan, Montenegro will be closer to meeting EU requirements and a healthier environment.

Business Description & Vision

Montenegro needs such a business plan because we are a society whose level of awareness of the importance of waste as a resource is very low. It is generally considered that this is not something attractive, regardless of the fact that we know that in every advanced country it is understood that recycling is of great importance. Sustainable development is inconceivable without a high awareness of the importance of waste, and in order to close the most demanding chapter 27, it will be necessary to change awareness.

There are no waste separation containers in the city, there is one recycling yard, but it does not function as intended, although it was done according to the most modern standards. Our first mission is to achieve far-reaching results by raising the environmental awareness of students, their parents and the population near the school. It has been proven that habits acquired by the age of 15 are maintained for the rest of one's life. Our further target group is the inhabitants of Podgorica, and in the end the whole of Montenegro. To begin with, the three mentioned partners will work, and after the dissemination we would form our own recycling company and we would no longer export recycling waste to the countries of the region. In this way, we would strengthen the economic strength of the state and create conditions for the employment of 50 workers.

For a start, the plan is for our "employees" to be students of the school, of which there are 820. They will bring in garbage bags the waste produced in the household. Parents will also play an important role, and they will also be informed on how to properly select waste. The main vision is to raise the awareness of students about the importance of nature conservation and waste management as an integral part through the daily engagement of students.

Also, everyone will remember the benefits:

- parents will get rid of unnecessary waste,
- children will be aware of their peers living in organized states,
- Marko Miljanov School will receive a constant inflow of funds with which to buy the missing teaching aids,
- The Landfill will receive resources for the recycling yard,
- The Ministry of Education will see a good idea and start such a business at the state level,
- Montenegro will be commended for the progress made in implementing the requirements of Chapter 27.

Definition of the Market

Our plan is to train students, their parents and the local population to separate waste in their household and bring it to our containers in front of the school. Two trucks of the Landfill would transport waste to their recycling containers, which are located in the yard of Livade, at two specific times every day. An accountant would make a report every day on the value of the waste collected, and at the end of each week he would pay the money earned to the school. Volunteers of the third partner - NGO Green Home would have the task to come to households that have reported selected recyclable waste with two available cars on request.

We already have everything we need for the realization. The school has 50 teachers who are very willing to implement this business plan, 8 employees of the Landfill, 20 volunteers, we have 4 containers, each of which is only for a specific type of waste (plastic, metal, paper, glass), two trucks for waste collection. For a start, we will be helped by the students of the Marko Miljanov school and the population of the two settlements located near the school.

We will sell the collected waste to the company Landfill, which will pay the money to the school. If the plan is realized, we will successfully buy our own truck with which we will be able to independently offer the selected waste. There is no reason for the plan to fail because there are certainly no recycling containers in the city, and we will have a team that will regularly come to households by invitation and take away waste. No company has organized transportation or is socially useful like us.

Description of Products and Services

The products we will sell will be waste that will later be recyclable. These are: cardboard boxes, brown cardboard, cardboard and paper bags, notebooks, printed paper, copy paper, magazines, envelopes, juice and milk packaging, transparent plastic beverage bottles, transparent edible oil bottles, plastic stoppers, aluminum cans of pizza, glass bottles, jars and glass jars...

The Landfill will have a special office where employees will work on measuring the delivered raw materials and an accountant who will write daily reports and distribute the earned funds once a week.

The primary goal is that in the long run we will have a raised environmental awareness of the target group for which this plan is intended. Furthermore, the state will benefit because the funds will go to a state-owned company such as the Marko Miljanov School and the Landfill. Also, a great benefit will be because Montenegro will be closer to EU accession.

Prices for the purchase of secondary raw materials from citizens

Old cardboard

I class 0,040 € / kg 40,00 € / ton

II class 0.035 € / kg 35.00 € / ton

Old newsprint and office paper

I class 0,020 € / kg 20,00 € / ton
 Class II 0.015 € / kg 15.00 € / ton
 Waste PET packaging (bottles)
 Transparent PET packaging € 0.19 / kg € 190.00 / tonne
 Light blue PET packaging € 0.15 / kg € 150.00 / ton
 Light green PET packaging € 0.12 / kg € 120.00 / tonne
 Mixed - MIX PET packaging, transparent, light blue, green, etc. € 0.05 / kg € 50.00 / tonne
 Other
 Transparent foil LDPE, LLDPE foil 0,10 € / kg 100,00 € / ton
 HDPE hard plastic 0.05 € / kg 50.00 € / ton
 PP - plastic 0.03 € / kg 30.00 € / ton
 ABS - plastic 0,025 € / kg 25,00 € / ton
 Aluminum cans € 0.30 / kg € 300.00 / ton
 Hard aluminum
 € 0.65 / kg € 650.00 / tonne
 Soft aluminum
 € 0.70 / kg € 700.00 / tonne
 Mix aluminum 0,50 € / kg 500,00 € / ton
 Aluminum refrigerators
 € 0.15 / kg € 150.00 / tonne
 Waste vehicle in its entirety
 € 0.18 / kg € 180.00 / tonne
 Waste vehicle from which components have been removed
 € 0.17 / kg € 170.00 / tonne
 Classified iron
 0.12 € / kg 120.00 € / tonne
 Mix iron 0.105 € / kg 105.00 € / ton
 Limov 0.08 € / kg 80.00 € / ton

In addition to the selected waste, we will offer colleagues from other schools to attend seminars to train them for the implementation of this action in all Montenegrin schools. The seminar would be accredited by the Ministry of Education and would carry points for obtaining a license to work in education. The price per participant would be 15 euros, and would include all Montenegrin schools.

Organization & Management

Three partners will cooperate in the implementation of this plan. The main bearer of the plan is certainly the school Marko Miljanov because the existing solutions exist within the work of the Landfill, but they did not give results because this type of action is necessary to implement this process. The Marko Miljanov School in Podgorica has existed since 1969, and currently employs 60 teachers and 820 students. It has always been considered a respectable school from which students take notable places in state competitions every year. In addition to regular classes, teachers always implement extracurricular activities and sections that give students

creativity about the will to work. There is no doubt that such teaching staff will encourage students and parents to make the maximum contribution to the success of this plan.

The company Lanfill operates within the Municipality of Podgorica. It has 74 employees, of which 8 will be in charge of implementing this business plan. As part of it, the Recycling Center was built as the most modern system of pre-treatment of municipal waste and separation of secondary raw materials. The construction of the Livade recycling yard fully complies with all European standards.

The NGO Green Home was founded by biology students on February 14, 2000. years, as a non-governmental, non-profit and non-partisan organization. The organization arose from the desire to actively participate in preserving and improving the environment, as well as taking an active role in the development of civil society through the protection of biodiversity and the realization of the concept of sustainable development of Montenegro in practice. They have about 50 active volunteers who take part in various actions, and 20 of them will take part in this one.

The leaders of the realization of the business plan will be the teachers of the school Marko Miljanov, who will realize the set goals for 11 months. There will be 8 employees from the Landfill who will be coordinated by the manager, and there will be a total of 20 volunteers and he will also have a coordinator.

Marketing and Sales Strategy

Our main clients will be the families of our school students and residents who live nearby. Apart from them, everyone from the territory of Podgorica who is interested in participating in the action is welcome. We believe that there will be a great response from the participants in the action because we will create a media campaign that will reach all residents of Podgorica. The first few times it will be unusual for someone to separate the waste and pack it to bring it to us, but later it will quickly become a habit. Secondly, it is in everyone's interest for someone to take the waste out of the house, especially if they know that they will do good to someone if they decide to be our collaborator. We are actually doing a service to the residents, and we cash in that service by selling the selected waste to the Landfill.

Every citizen values education, and we are sure that for that reason they will decide to give us waste. 97% of the population of Montenegro does not separate the generated waste at all, but simply throws it in containers that are for common waste. Also, parents of students who go to Marko Miljanov will prefer to give their children to take the selected waste to school and thus help to buy the missing teaching aids. In the end, all citizens love their country and will be happy to help it on its path to EU accession. We promote ourselves in local and state media, we distribute flyers to the surrounding settlements, we spread information through social networks. In addition to colleagues in charge of media promotion, students will be hired to show their peers how to contribute to society through social media.

In each class we will have students who will be in charge of promotion on social networks, which is a very good free advertisement.

Teachers will offer training to other colleagues in the form of seminars, which we will also charge for and invest in equipping the school and providing students with better education.

Financial Management

The holder of the business plan is the Marko Miljanov school, which is a state institution whose finances are taken care of by the Ministry of Education. Teachers' salaries will be the same as provided by law, which means that we will not have additional costs on that side.

The school personally has its own regular inflows that it earns from renting out a gym. This surplus is 8000 per year, which is the current amount on the account.

- From this money 1000 euros will be available for payment of fuel costs and depreciation of two vehicles that will be used by volunteers to pick up waste at the home address of households. This business plan is a special legal activity of the school that will have a special account to which the inflows received from the Landfill will be paid. To begin with, we have concluded an agreement with the Landfill, which will not charge us for waste collection services. The two trucks that will be available to us will be financed from the budget of the Landfill, because they are certainly obliged to remove waste from the settlement where the school is located.

- It is necessary to buy canvas bags worth 400 euros, which will be distributed to students on the first day of school to pack waste.

- Educational flyers will be printed, which will cost 80 euros.

- The total funds we will need are 1840 euros, and it will be returned to the main account of the school as soon as we collect so much money in our account.

- The planned monthly salary is 600 euros. The estimate was made on the basis of official data from the Bureau of Statistics in relation to the number of inhabitants who will be included as participants in this action.

- Seminars for colleagues from other schools will be 15 euros per student.

All the profit will be spent on the purchase of teaching aids for the Marko Miljanov school and for the renovation of the cabinets where the children stay.