



# WELCOME TO KALMAR AND THE PROJECT - Designing services for a greener future

2023-04-16 – 2023-04-20





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## THE PROJECT

Designing services for a greener future is a 3 year Nordplus project. The main goal with the project is to learn about the latest news in the “green” field of science.

We will do this together, in international groups, in order to learn about the similarities and differences in different countries.

Read more about the project at [www.greenerfuture.eu](http://www.greenerfuture.eu)

Please follow our Instagram page:  
[www.instagram.com/greenerfuture.eu](https://www.instagram.com/greenerfuture.eu)



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## Schedule

### MONDAY, 17TH APRIL 2023

9:00 Welcome to CIS with headmistress Mrs. Malin Toro Nilsson

9:15 Tour around CIS and Ice-breaking activities

9:30 Information about the week in “Bryssel”

9:45 City tour around Kalmar in mixed international groups

10:45 Cultural visit: Swedish fika and guided tour Kalmar Museum

12:15 Lunch at Akademikrogen

13:15 Introduction to theme “Green eCommerce”, Mr Patrik Gahm

15:00 Swedish fika

15:30 Free time

17:00 Dinner challenge - “Halv åtta hos mig” at CIS



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## Schedule

**TUESDAY, 18TH APRIL 2023**

9:00 Groupwork with given task in international groups

10:15 Swedish fika

10:45 Expert lecture by IHM

12:00 Lunch at Akademikrogen

13:00 Escape Room in Funkabo

15:00 Free time for students to do something together

15:00 Teachers go to Öland

18:00 Dinner for teachers



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## Schedule

WEDNESDAY 19TH APRIL 2023

9:00 Business visit at Horseonline.se

10:45 Finalize presentations

12:00 Lunch at Akademikrogen

13:00 Presentations

14:00 Big Swedish fika table and evaluation

15:00 Steering committee meeting for teachers, plan for Iceland 2023



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## INTERNATIONAL GROUPS

You will be divided into four groups. This will be your group for the entire week.

and the groups are...



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## INTERNATIONAL GROUPS

### Group #1

Kaur Ruben Ragis, Estonia

Alise Barilo, Latvia

Saga María Michaelsdóttir Erichsen, Iceland

Eskil Wouters, Sweden

Lydia Helena Teder, Estonia

Rūta Švarcbaha, Latvia



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## INTERNATIONAL GROUPS

### Group #2

Ragnar Sarapuu, Estonia

Annija Amanda Cimermane, Latvia

Unda Brauna, Iceland

Linus Andersson, Sweden

Kenda Ammar Tuqan, Sweden





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## INTERNATIONAL GROUPS

### Group #3

Markus Tõnson, Estonia

Dominika Ignatjeva, Latvia

Ófeigur Helgi Halldórsson, Iceland

Nicole Epacka, Sweden

Laila Slaide, Latvia

Ögmundur Ólafsson, Iceland



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## INTERNATIONAL GROUPS

### Group #4

Carol Rand, Estonia

Amanda Henka, Latvia

Karl Orri Brekason, Iceland

Gustaf Mild, Sweden

Kristina Mölder, Estonia



# KALMAR CITY RALLY



GÅ IN PÅ [MIXQUIZ.SE/1QEX8DC2B](https://mixquiz.se/1QEX8DC2B)  
ELLER SCANNA QR-KODEN



## E-COMMERCE - THE STORY

E-commerce is the buying and selling of goods and services over the internet.

1702 111st e-commerce  
Boston Computer Exchange





## E-COMMERCE - THE STORY

### 3 types of eCommerce

- B2B - Microsoft, Shopify
- B2C - Amazon, Wish
- C2C - Ebay

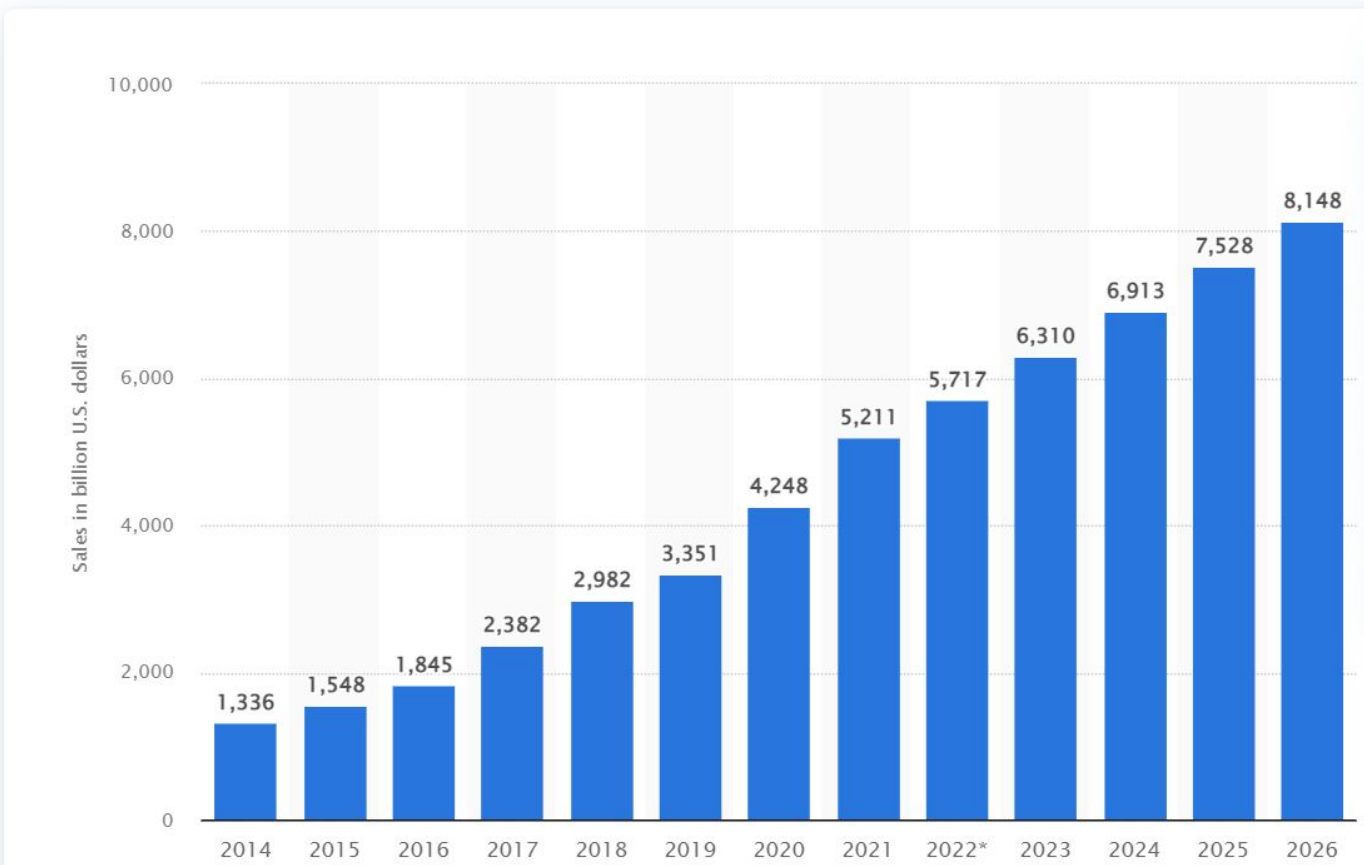


# Retail e-commerce sales worldwide from 2014 to 2026

(in billion U.S. dollars)



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## **E-COMMERCE - SUCCESS**

Retail success is Location Location Location

eCommerce success is Marketing Marketing  
Marketing



## E-COMMERCE - SUCCESS

The 5P model works for eCommerce!

**Product** = Important

**Price** = Very price sensitive

**Place** = Logistics, Internet is a huge market

**Promotion** = Most important

**People** = Always important







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## E-COMMERCE - SUCCESS

So how you can have a successful eCommerce business depends on:

- Easy payments
- Fast deliveries
- User friendly platform
- Fast and good customer service
- Good unique products or lot of products
- Effective marketing - Cost about 10-12% of revenue



## E-COMMERCE - PROBLEMS

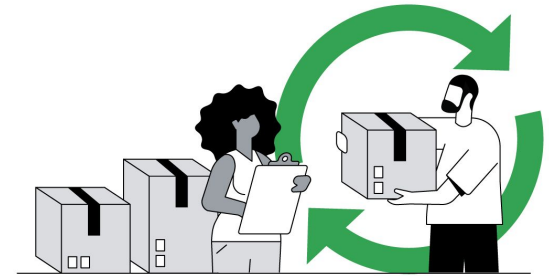
- Technical problems
- Security / payments
- Trust
- Shipping and delivery
- Customer service
- Returns and refund
- Tough competition





## E-COMMERCE - PROBLEMS (GREEN)

- Packaging / waste problem
- Carbon footprint - transportation
- Returns - becomes waste
- Sustainable products - expensive
- Circular economy?
- Ethical issues





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## HACKATHON - CHALLENGE

Your group will get a problem / challenge according to Green eCommerce that you will try to solve and then present.

- Maximum 5 minute presentation
- Everyone in the group must be active
- You can use Google, chatGPT, books or whatever - But you must be able to answer questions from the audience.

Please step forward to draw your challenge



# WELCOME TO PRESENTATIONS - Designing services for a greener future

2023-04-19

