**CALENDAR OF ACTIVITIES FOR R1 AND R3**

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| **Period** | **Activities for Result 1** | **Activities for Result 3** |
| Nov. 2014-Feb. 2015 | **A1: Survey**- end of December: questionnaire is sent by Croatia to each school (15th Dec. deadline for the German school to send their questions)- end of January: each school applies the questionnaire to 50 students and 30 adults + organizes a debate on the benefits of cycling with a PE teacher/a cyclist/a local club etc.- end of Feb: Croatian school collects results and sends each school their results + prepares a presentation on the results | **A1: Sports Course Methodology and Ideas for the business****Training:** GymnaziumZdar will prepare a theoretical basis for methodological procedures useful for each activity at a Cycling Adventure Event. There will be a course organized for students and the guide will be tested and adapted on the grounds of the experience gained during the event. The Czech school has to propose an adventure cycling trip that students will test during the meeting in Czech Rep.**Ideas for business**: providing information for partner schools about the graphic image of a newly established company (*name of the company, logo of the company, slogan, colours, music,…),* defining liability (private entrepreneur, limited liability company, limited company, joint-stock company), defining business (tourist agency…) and how to make a business plan of a company as well as minimum financial input needed for establishing subsidiaries abroad-every school proposes a name, a logo and a slogan for the company |
| 1st -7th March 2015 – Czech Rep. | **A2=C1-C2 / Why cycling?****-** presentation of results delivered by Croatian team- debate on benefits of cycling moderated by Italian team- students work in mixed groups to prepare a recommendation report on the benefits of cycling*After the meeting: Italian school prepares a common variant of the report and sends it to all partners until 15th April; every partner translates it into their mother tongue (this is the 1st instrument of the toolkit)* | **A2=C1-C2**Training – delivered by Czech school + students test the cycling event and the methodology for thisCompany: - examining all suggestions for the image of the company and choosing the best ones. The decision will be made by voting, after short presentations of all suggestions (arguments).- a workshop with the topic *business plan of the company* (mixed groups), including marketing strategies, defining additional services (way of communicating, language of communicating, history,…)*After the meeting, Czech school will prepare a marketing strategy for the event and post the offer online.* |
| March-October 2015 | **A3: Promoting campaigns**-in every school, students organize campaigns to promote cycling/use of bikes (each school, a different type of campaign)Poland – video - interviewRomania – jingle (for the radio) Italy – fairGermany – demonstration Latvia – lobby Slovenia – TV commercialCroatia – flashmobCzech Rep – posters/flyers- end of September: every school describes the method of PR in English + 4 photos of the event + final product (where this applies) – to be sent to the Romanian school; the events are to be presented during the meeting in Romania (Oct.2015)*Romania prepares the 2nd instrument, the brochure with PR methods. Each country is responsible of translating the brochure into their mother tongue.(until end of December 2015)* | **A3: Registering the company (March-April 2015)**-Slovenian school registers the multinational company at international level *REMARK: It would be better to register the company a bit later, after meeting all the criteria needed. The registration would be done until the meeting in Croatia.*-preparing a layout of the official website of the company**A4: Product development - Off-road cycling event (prepared by Latvia) – until 19th April**-Latvian school prepares an adventure cycling offer in their region (according to the previously determined rules and analysis)-Latvian school also prepares a a marketing strategy for the route they propose (flyers, catalogue etc...) |
| 19th – 25th April 2015Latvia | --------no activities for R1 during the meeting------------------ | **A5: Testing cycling event and marketing strategy**The participants at the meeting test the off-road cycling event and the marketing strategy proposed by Latvian students. Feedback.**A6:Product development (Final)***After the meeting: marketing strategy is improved according to students’ comments. The offer is posted online.* |
| April-October 2015 | **A4: Cycling schemes****-** students in all schools research about cycling schemes in their own town / in other towns in their country (cycling paths, bike racks, lockers for bikes/equipment etc.)**-** questionnaire provided by Croatia (April) – study market to identify the needs of the bikers regarding these schemes- students identify lessons to learn and prepare a strategy to implement these lessons in their own town so that they meet the needs- students initiate discussions with the local authorities and implement one measure meant to increase the number of bike users in the town-each school makes a short film on what they have managed to accomplish and describe the methods and costs. The films will be subtitled in English | **A4: Product development - Off-road cycling event (prepared by Romania) – until 11th October**-Romanian school prepares an adventure cycling offer in their region (according to the previously determined rules and analysis)-Romanian school also prepares a a marketing strategy for the route they propose (flyers, catalogue etc...)-making the website of the company (instructions for common image), what should be included in the website. |
| 11th – 17th October 2015Romania | **A5=C5-C6 / Cycling schemes. Exchange of good practice**-each school presents the film they prepared -students make comments about the difficulties they have met in implementing a measure of cycling scheme in their town-the short films are handed to the Croatian school for a common DVD with methods and costs (**3rdinstrument** of the toolkit)  | **-**presentation of the active website**A5: Testing cycling event and marketing strategy**The participants at the meeting test the off-road cycling event and the marketing strategy proposed by Romanian students. Feedback.**A6:Product development (Final)***After the meeting: marketing strategy is improved according to students’ comments. The offer is posted online.* |