

Richmond Park Academy
Paradise Farm Social Enterprise Project

Aims:

- To equip the next generation of social entrepreneurs
- To develop skills of enterprise, initiative, leadership, problem solving and product development
- To develop cross-curricular links: Business, Humanities, Art and Design, Science, Media and Citizenship

The Task:

- To design and brand the message of Paradise Farm to sell/ distribute products in the UK
- To produce a documentary of the project

Core Values:

- Sustainability
- Respect
- Equity
- Reconciliation

Stages:

1. Application Process
 - a. Students apply to be part of the team
 - b. Interview process
2. Educate
 - a. Bremley to host session educating team about the work of Paradise Farm/ areas of focus
 - b. Students then research further and present work to assessing board
3. Branding
 - a. workshop hosted on marketing
 - b. Research project on other brands e.g. Divine/ Body Shop
 - c. Students work together to develop brand
 - d. Pitch via video-link to Paradise Farm management
 - e. Students assigned to teams:
 - i. PR
 - ii. Events
 - iii. Sales
 - iv. Design
4. 'Apprentice' style competition
 - a. Each of the teams present work