



ANCONA MOLE Auditorium 18 giugno 2019

SCHEMA GIURIA

Università - corso di laurea - insegnamento - docente *University - degree -subject - teacher*

University of Urbino "Carlo Bo" – School of Economics, course of "Imprenditorialità e Piccole imprese" teacher Prof.ssa Francesca Maria Cesaroni

Nome progetto *Project name*

Bee-friends

Squadra *Team*

Belloi Federica, Bargnesi Mattia, Bua Francesco, Trovato Giuseppe, Rossini Giacomo.

Idea *Idea*

Our idea is an application-called "BeeFriends". This application will bring artisan beekeepers and retail consumers together in the same area. Consumers will be able to adopt a hive and they will receive the products. So we will encourage the repopulation of bees and make our contribution to save the environment. The most curious users can have the possibility to visit the apiary and to discover the world of beekeeping.



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Problema e soluzione *Problem and solution*

The main problem is the extinctions of bees and the solution is to make people aware of the importance of respecting the environment. Through this application, users will learn that if bees become extinct, pollination will not occur anymore, with serious consequences on agriculture, plant life and human survival. Our solution is to create a web app that can connect artisan beekeeper, final consumers and beekeeping enthusiasts. Buying and selling of apiary organic products and hive adoptions will foster natural bees repopulation.

Obiettivi *Objectives*

The objectives are:

- The creation of a community that it is interested in resolving the problem of bees extinction.
- The creation of a bond of trust between artisan beekeepers, final consumers and beekeeping enthusiasts.

Impatto *Impact*

Our idea is:

- to reduce the impact of large scale retail trade (Grande Distribuzione Organizzata) on the artisan beekeepers and to increase the focus on biological products (Social impact)
- to repopulate the bees and to reduce the use of pesticides (Environmental impact)
- from the point of view of consumers: to reduce the costs of the biological products
- from the point of view of beekeepers: to create a new ties with a new customers (economic impact)

Sviluppi futuri *Future Plans*

Our future plan is to create an international network to make sensible people aware of this environmental problem