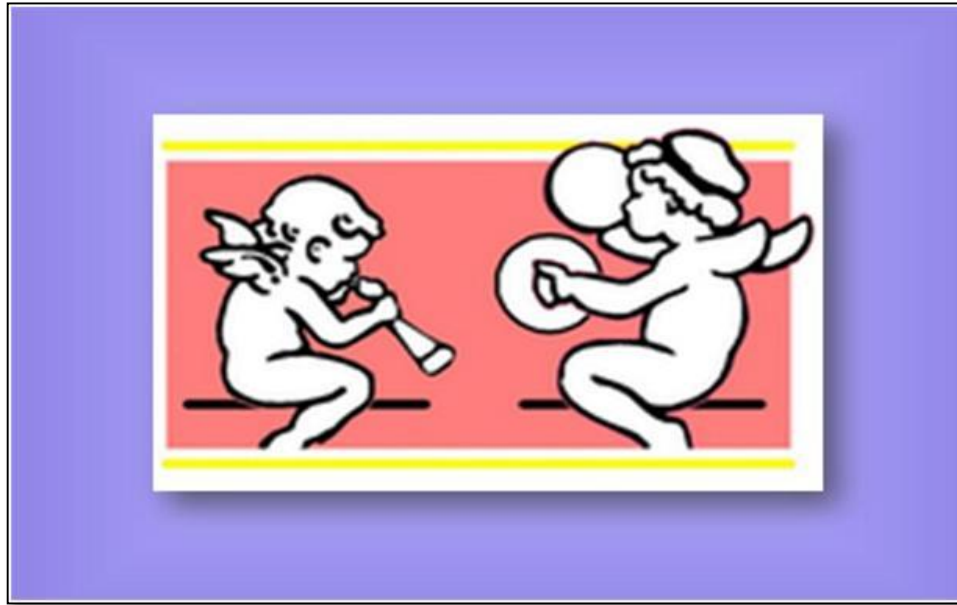


CONFETTI PANFILO SERAFINI srl PE

Sulmona Italy



«Almost 20 years with colors»





“Practice Firm Confetti Panfilo Serafini srl Sulmona is a certified enterprise awarded with a quality practice firm 0093-2013. This PF was established in 2002 at the public secondary school “Panfilo Serafini” under regional project funded from EU funds combatting against low school attendance. The PF employs around 25 pupils around the age of 11.”

Entrepreneurs Competence : An Overview of Existing Concepts, Policies and Initiatives
In-depth case studies report
Page 289

Reported as a case study and considered an example of good practice by
A. Komarkova, J. Conrads, A. Collado
2015

SOME DETAILS

Project: «Confetti Panfilo Serafini srl» Practice Enterprise

When: Project started in October 2002

Where: «Panfilo Serafini» First Grade Secondary School
SULMONA ITALY

What: Trade of traditional, typical local products:
«confetti» candies, «confetti» flowers and compositions,
and favors

Who: TEACHERS / TRAINERS :
Mrs Mileda Serafini- school subject, Italian
Mr Golfredo Giuliani – school subject, English

STUDENTS: aged 11-14 y o, from school years 1, 2, 3

Survey in our region schools in the area of compulsory education, year 2000:

20% of students 11-16 y. o., serious school - educational issues

Aims

Fighting

- low school attendance
- early school leaving before completing and getting certification

Answer

Offer a new way of “doing school” based on a new methodology: PE project

A simple question: if a student has experienced school failures or problems, he will go on failing if we give the same way of “doing school”, same activities, lessons, books, teachers, environment...

A PE project is a sort of flipped project

Student centered project – student as real «owner» of the project and of the PE

- run their own enterprise, make choices and decisions (name, logo, business, mentor company...)
- powerful reasons for taking action, doing and learning
- awakening and reinforcing MOTIVATION

SOME BASIC POINTS

- 1 Very young students – 11-14 y.o.
- 2 They can not be asked to face complex topics such as «consolidated balance sheet» and similar
- 3 Starting points: their lives, their environments, their abilities, interests and activities they like - marketing, catalogue, flyers and leaflets, spots, presentations, advertisement, stand design, videoconference, ...

WINNING PRINCIPLES

ABILITY / COMPETENCE development

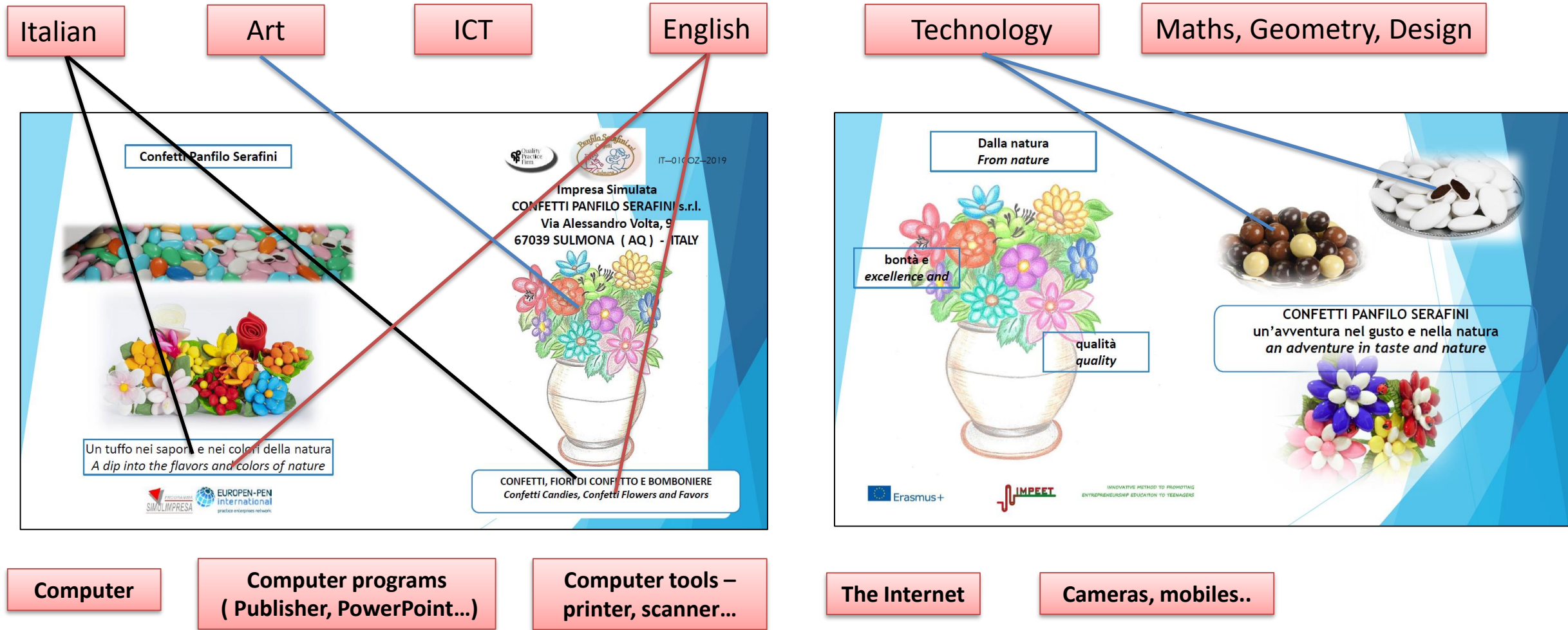
1. DOING

2. CREATIVITY

3. NOT from SCHOOL SUBJECTS but from PROJECT / PE ACTIVITIES – they are something global and comprehensive

4. SCHOOL SUBJECTS are considered tools; used SIMULTANEOUSLY within an activity (example of producing a flyer)

FOCUS ON DOING and CREATIVITY- an example of flyer for IMPEET activity



FOCUS on PRACTICE: doing, doing and.....then keep on doing.

Working in the PE rooms

“When we are in our PE rooms, we work and learn and time flies: it’s fun and no effort.

We have tasks to perform, a project to complete, a goal to reach: we can move around, we do not use only pens and books, we don’t just listen to our teacher, we use a variety of different tools – a computer, the Internet, a computer programme, a printer, a scanner, a calculator or a pen and paper or a ruler - and choose the tool we need for our tasks, contact our mates, discuss and cooperate on a specific project with our “colleagues”.

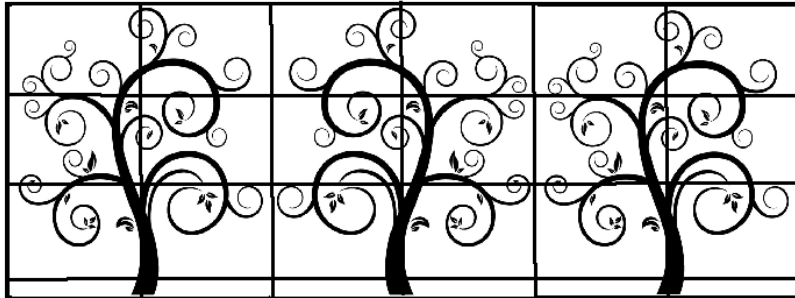
When we are in class,well, it’s totally different and ... well... we get bored, ...quite often”.

Chiara De Santis, 11 y.o., 2014



FOCUS ON DOING and CREATIVITY- spots, videos, flyers, catalogue, stand design

PE Fair in FANANO, Italy
2018



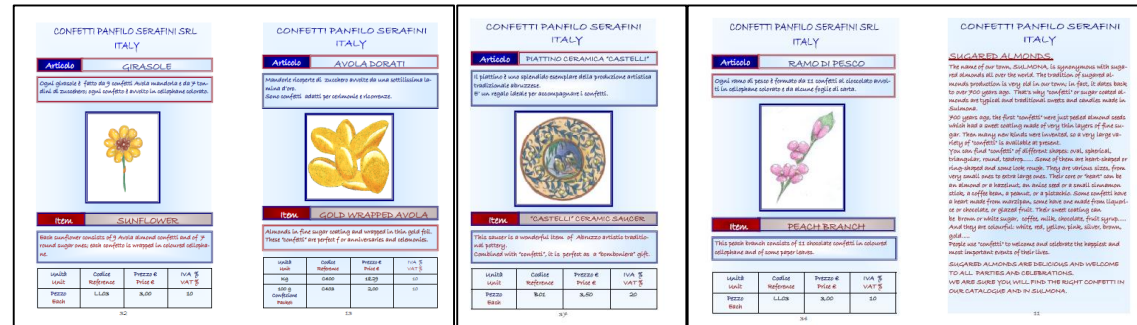
FOCUS ON DOING and CREATIVITY- spots, videos, flyers, catalogue, stand design

Fair in FANANO, Italy
2018



FOCUS ON DOING and CREATIVITY- spots, videos, flyers, catalogue, stand design

From
FAIR CATALOGUE
Prague 2007

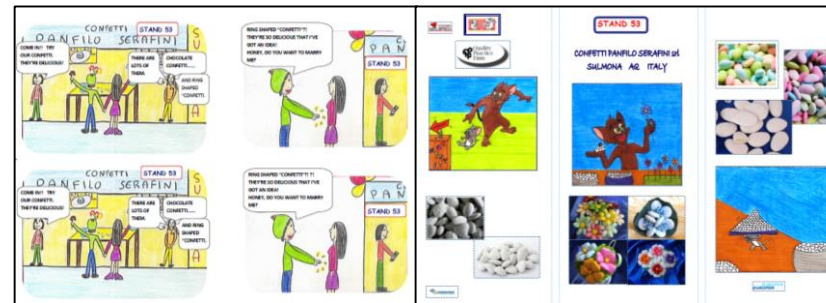


Davide Salvatore, 12 y o, was in the Marketing Dept.

“Working on our catalogue, drawing products, preparing flyers for marketing campaigns or International Fairs, using the computer and specific programs such as PowerPoint, Publisher or computer graphics programs and more: all this was really hard and demanding, but it was a gratifying experience, too, and helped me a lot in my school subjects: maths, geometry, technology, ICT, art.”



Special award



LEARNING by DOING - INTERNATIONAL FAIRS – powerful motivation for taking action

Run their own stand

Catalog fair, marketing leaflets and flyers, PE business card, business forms –purchase, sale, delivery note, invoice

Fair competitions : PE presentation, advertising spot, best designed stand, best marketing strategy, best PE catalog

Activities in fair, contact other enterprises, visit other enterprises and receive visits, contest and prize draw with PE products

Students get really excited about all this

Final Conference, 15 December 2020

LEARNING by DOING - INTERNATIONAL FAIRS



MANNHEIM – Germany 2012



BARCELONA – Spain 2009



MONFALCONE – Italy 2012



JESOLO – Italy - 2014



LLEIDA – Spain 2005



FANANO – Italy - 2018



Luigi Renzella, Flavia Ragusa, Martina Di Monaco

“The International fairs were a great opportunity for personal growth. We think that we learned more during the days in the three fairs we were in than during one or two school months in class.

For example, the fairs were an opportunity to practice English. All of us learned more of communicative English, English in a real situation. The fair activities obliged us to speak English and we did it: we improved our English by speaking English. Learning by doing: that’s it.”



BARCELONA – Spain 2014



PRAGUE – Czech Rep. – 2007 - 2011



Claudio Di Braccio, Antonio Ramunno and Luca Meo, 14 y.o

TEAMWORK, MUTUAL HELP COLLABORATION

"Everyone of us helped and cooperated in the activities. Everyone felt part of an important team and project and every single student felt important, too. Teamwork, cooperation and mutual help: these are the keywords. Working in and as a team and being successful in and with a team activity is very important; it makes you feel more confident, it greatly motivates you and increases your self-esteem and self-confidence. Discussing and dealing with issues and problems in and with a team makes them easier to solve and less complex and less difficult."





OUR MENTOR ENTERPRISE: «CONFETTIFICIO PAREGGI» Cooperation with the real world of business

Sadri Zekiri, Aleksej Ferretti, Enrica Ciccarelli, Maria Andreea Pascal,



“Practice Firm Project put us in touch with the real world of business. We participated in work experiences at BPER Bank or at the Tax Offices.

We had an interesting work experience at our mentor firm, “Confettificio Pareggi”: it was really educational.

When we were preparing for the Fair in BARCELONA, Confetti Pareggi staff came to our Lab and helped us design our fair stand and gave advice about fair strategies. They were really helpful and they gave us confetti and other products for our fair stand.”



Final Conference, 15 December 2020

ADVERTISING SPOT for PE FAIR in PREDAZZO, Italy, 2019 – 1° prize in competition



Project Title: Innovative Method to Promoting Entrepreneurship Education to Teenagers

Project No. 2018-1-LT01-KA202-046977

ADVERTISING SPOT for IMPEET PROJECT and PE FAIR in VILNIUS 2020



CONFETTI PANFILO SERAFINI PE

