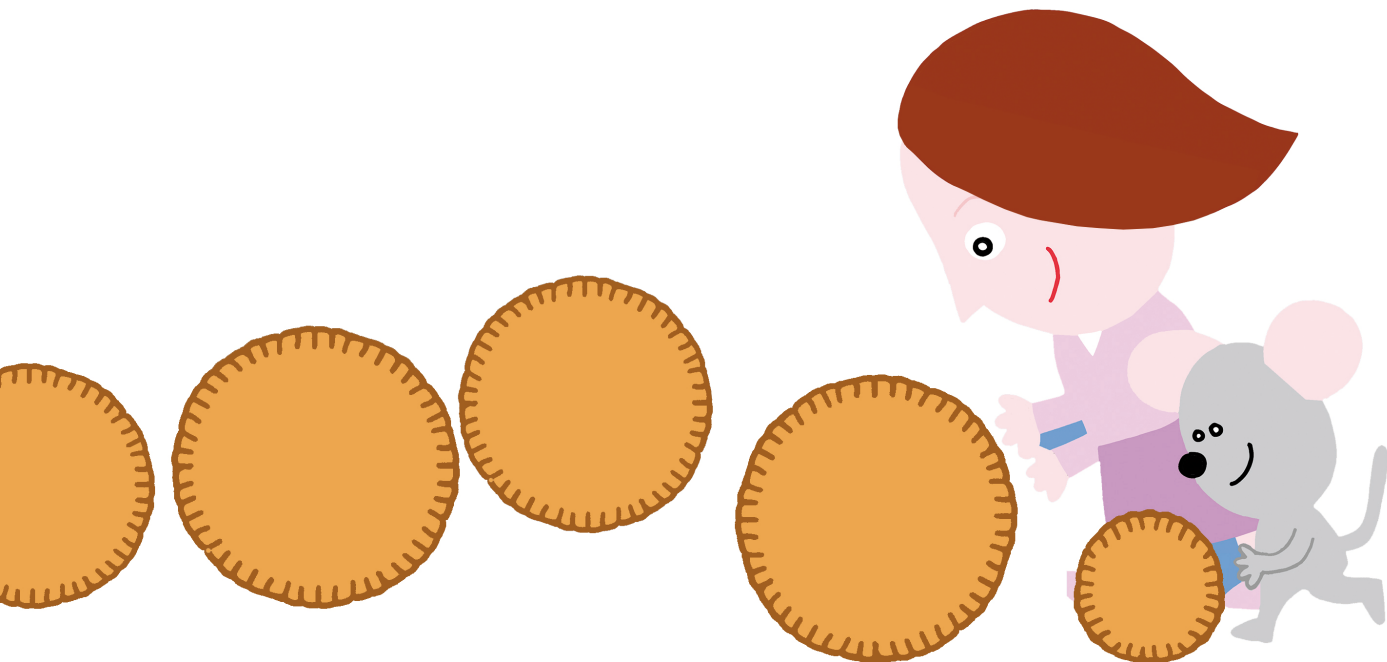


# Get Your Ideas Moving Forward!



ENTREPRENEUR:

# IDEEN

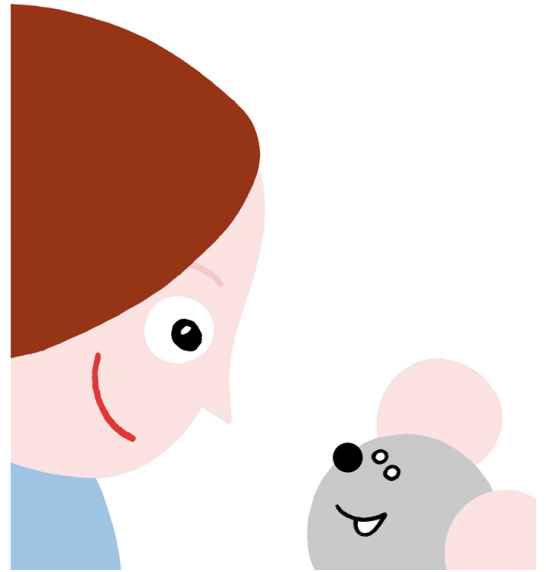
*ins Rollen bringen*



**Meet Julia. Julia is 8 years old.**  
**She lives together with her older brother**  
**Max at her parents house.**  
**Her loyal companion is a stuffed animal**  
**Lewi the Mouse.**



**Julia und Lewi together have a**  
**big secret: They can talk with each**  
**other, and no one can tell!**



**Julia spends every Tuesday afternoon with**  
**her grandmother.**  
**They go on regular excursions together.**  
**Today they want to take the bus into town**  
**to experience something new.**



**They go for a stroll through the city and find themselves standing in front of a display window.**

**Julia says to Lewi “These cookies look like you! We must have a look inside this shop!”**

**Julia gives a quick glance to grandma, and they all go inside the shop.**



**Julia has saved 5 Euro worth of pocket money and wants to buy cookies with it. All of them look so good that she would like to buy a little of each kind of cookie.**

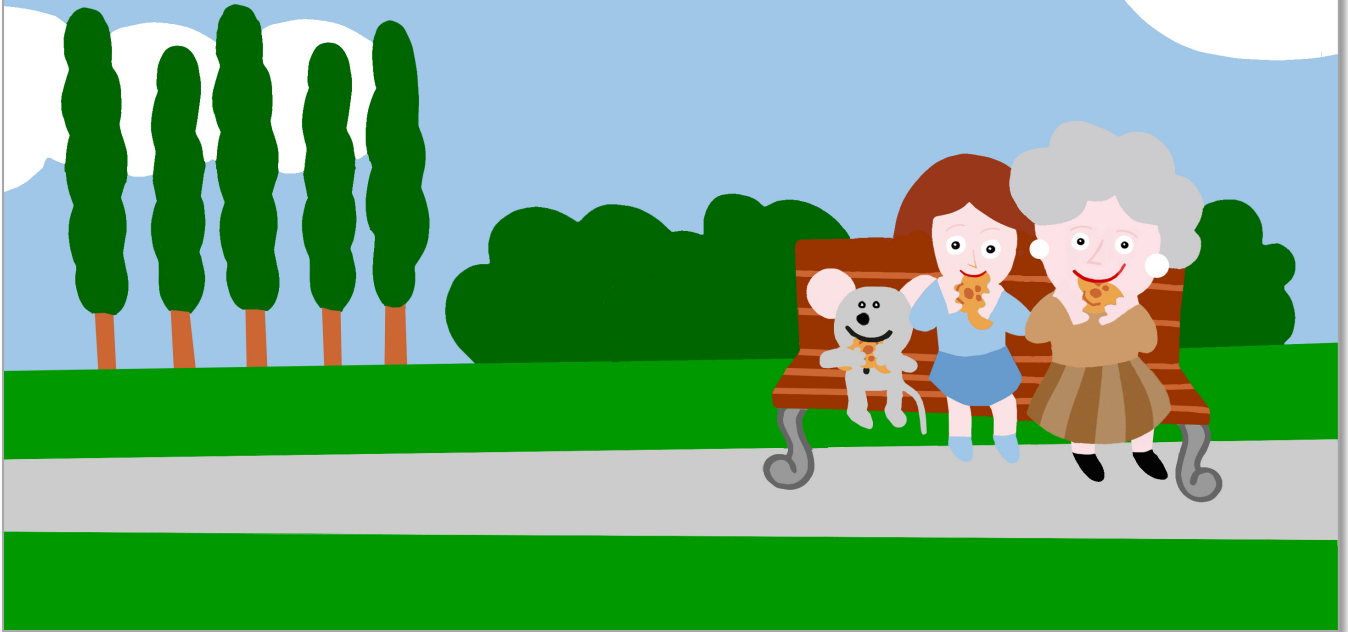
**Nevertheless, she has to decide and of course buys the cookies that look like Lewi.**





In City Park they all decide to take a small break and sit on a park bench. Julia then opens her bag of cookies and everyone can finally try them. They taste delicious!

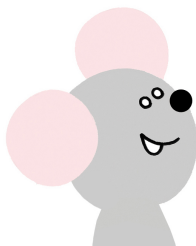
“What are these cookies actually made of?”, Julia thinks to herself.



When they returned back home, only half of a cookie was left. Julia sighed with despair, “Now we don’t have any cookies for Max, and we can’t give him half a cookie! And I would also like to eat some more.” Lewi with a smile on his face replied, “Save the cookie for later, we might need it.”

“Yes, but I want to have the same kind of cookies!”

Lewi then comforts Julia and replies: “Your Grandma also bakes great cookies.”

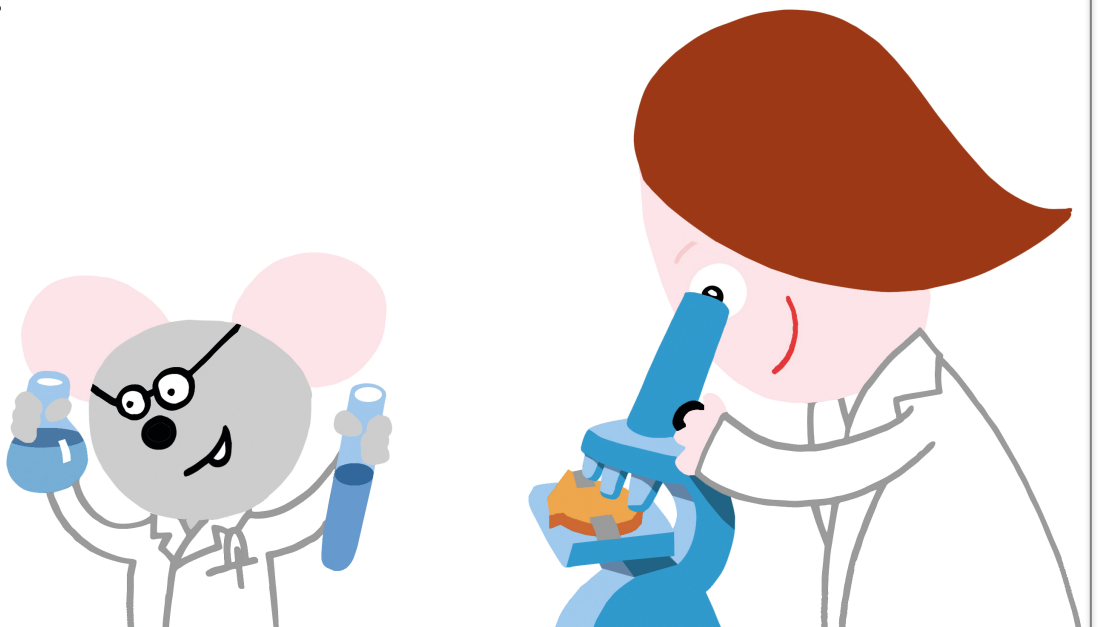


**“I have an idea,” replies Lewi. We have to figure out from which ingredients these cookies were made. And then we can ask your Grandma how to bake the cookies and anything else we might need.**



**Julia and Lewi investigate the cookies and discover exactly which ingredients are in them:**

**Butter, Eggs, Flour, Vanilla, Hazelnuts, Cocoa and Chocolate**



It is great that we can simply purchase all of the ingredients in one supermarket. But even the supermarkets have to purchase their products from somewhere – and they come from all over the world.

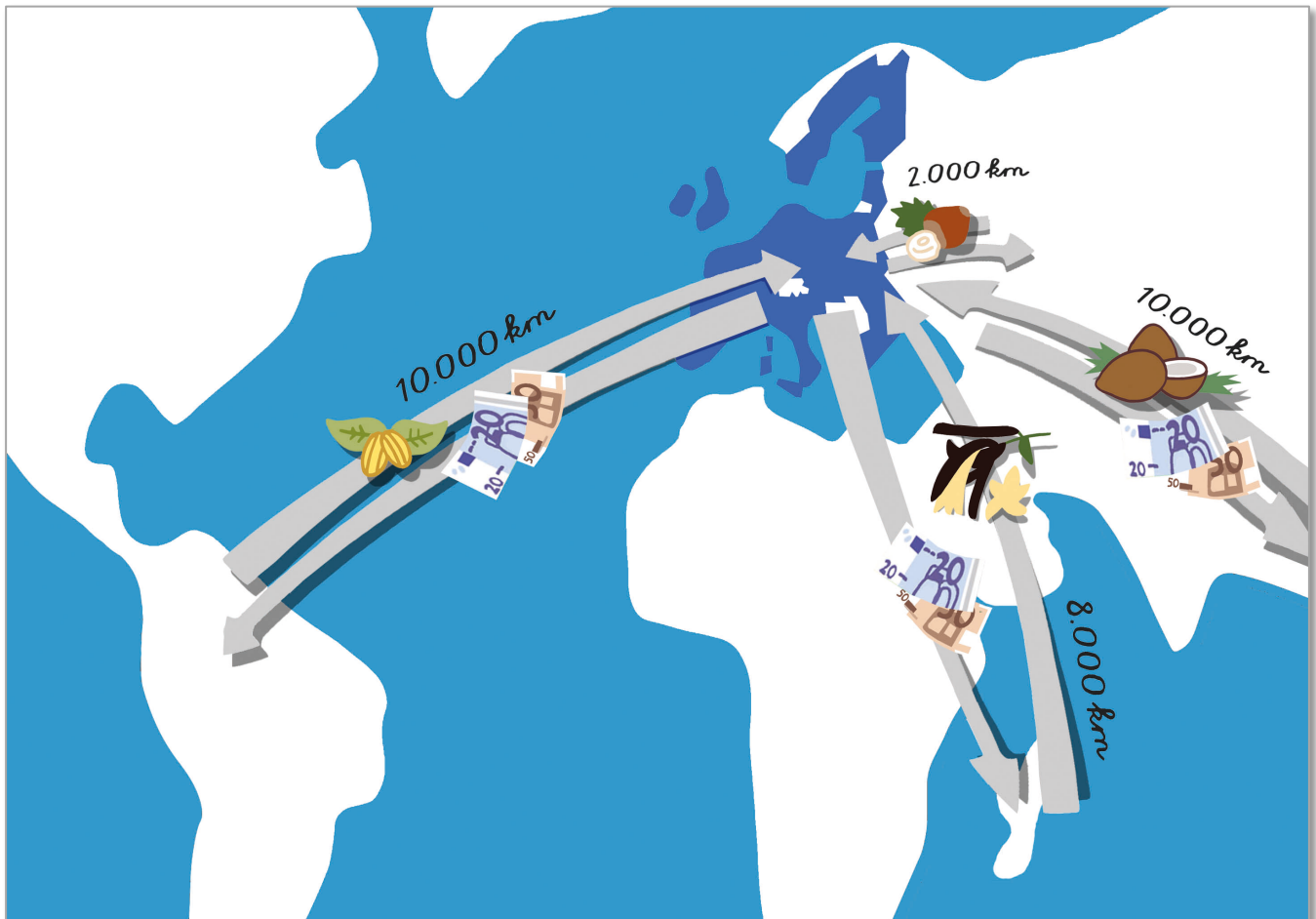
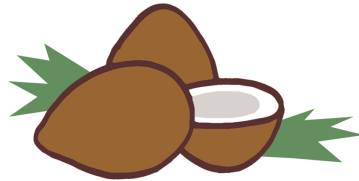


Some ingredients come from the European Union:



Other ingredients come from far away:

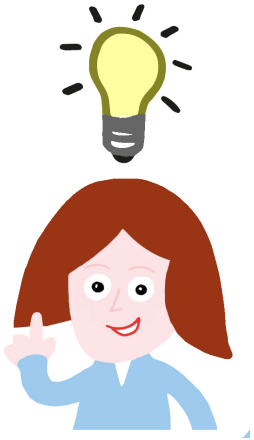
- Hazelnuts come from Turkey.
- Vanilla is shipped from Madagascar.
- Coconuts grow for example in the Philippines.
- The Cocoa beans are harvested for example in Brazil.



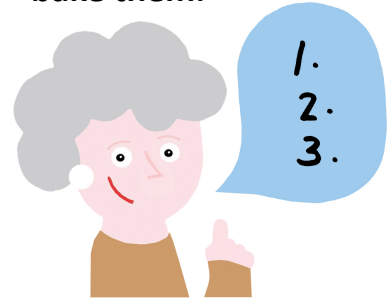
**Ingredients (raw materials) alone are not enough to bake excellent cookies.**

**You also need:**

- Great ideas



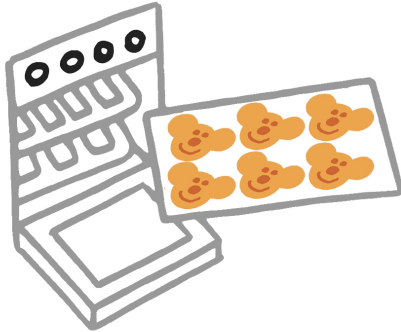
- Knowledge how to bake them.



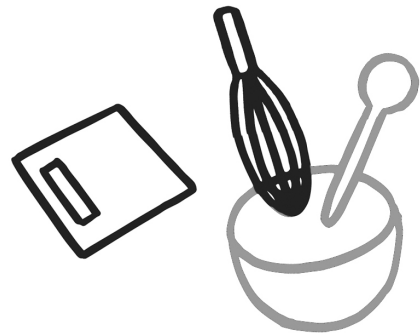
- Money to purchase the ingredients.



- A room where you can bake the cookies.



- Equipment



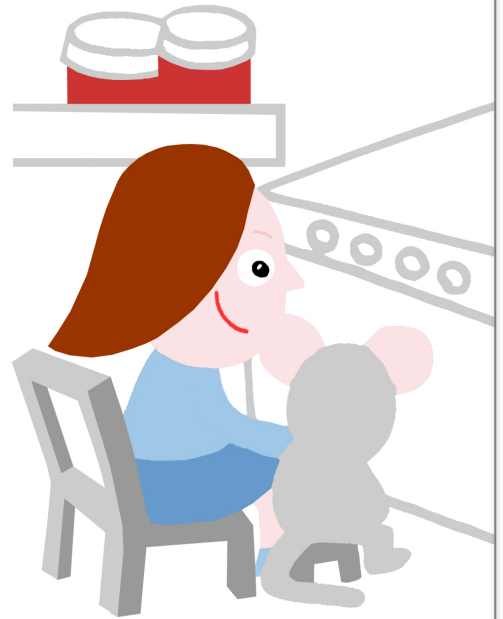
- People who will help you work (labour).



**Julia loves the great marmelade that her Grandma makes. That's why she would like to decorate the cookies with her Grandmother's marmelade and marzipan. So together, they finally decide to bake her dream cookie creation.**

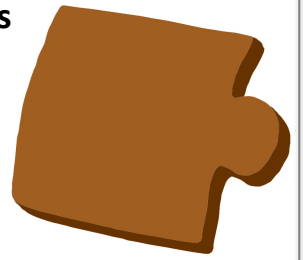
**Now Julia can bake and decorate her cookies just as she likes.**

**Baking yourself is cheaper and is much more fun.**





**In order to make your dream cookie creation, which ingredients do you need to have?  
List them here.**

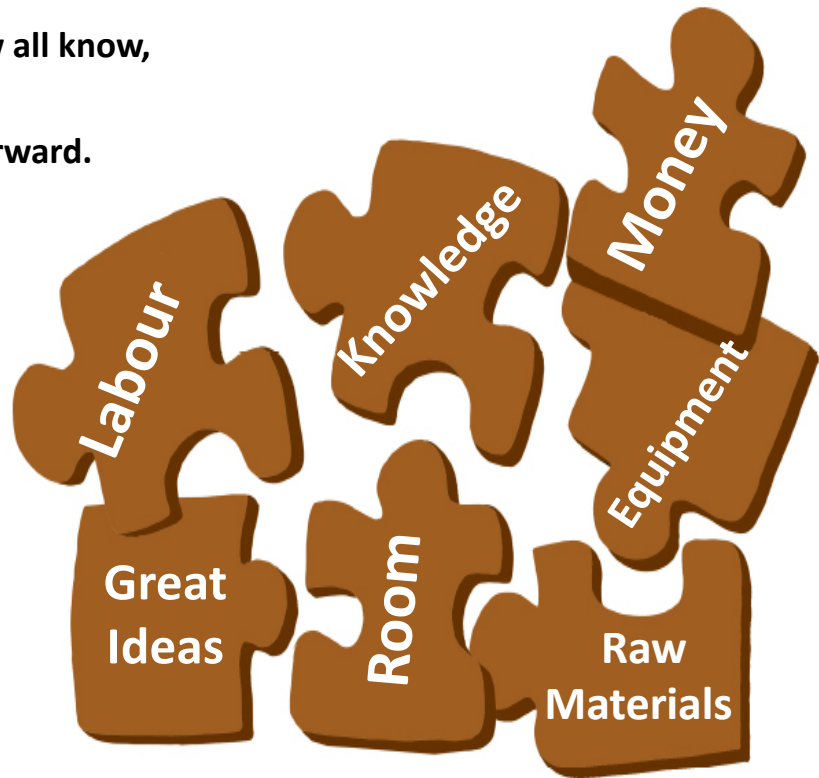


**How should your dream cookies creation look? Think about what shape they should have and how you plan to decorate them.**

**Now draw your dream cookie creation design and get your idea moving forward.**

It is good that Lewi pays attention. He baked extra cookies and decorated them with the important words.

And with this we now all know,  
what you need to get  
your ideas moving forward.



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**Series "ENTREPRENEUR": Get your ideas moving forward**

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Illustrations: Helmut Pokornig

Photos: [www.thinkstock.de](http://www.thinkstock.de)



**Didactic materials for children and teachers:**

A1 Idea Challenge: Get your ideas moving forward - [www.youthstart.eu](http://www.youthstart.eu)



Initiative for Teaching  
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Centre for Entrepreneurship Education  
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