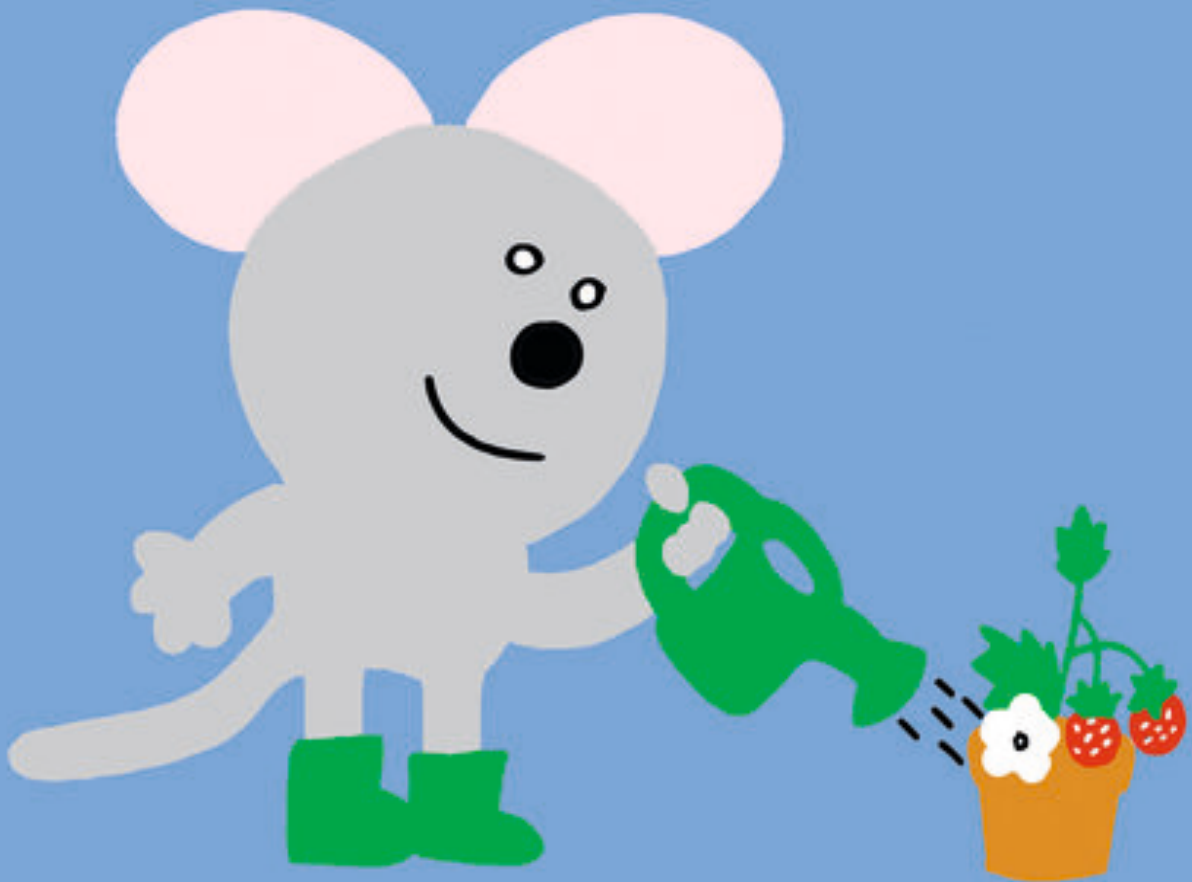


ENTREPRENEUR:

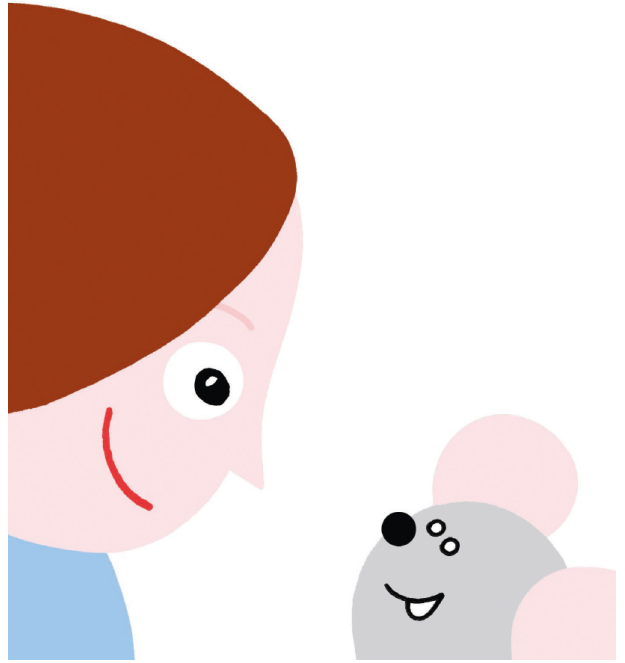
# Let's Create Value



This is Julia. Julia is 9 years old. She lives with her parents and her older brother Max. Her trusted companion is a stuffed animal – a mouse called Lewi.



Julia and Lewi share a big secret: They can talk to each other – without anybody else noticing.



Julia spends every Tuesday afternoon with her grandmother. They often take trips together.



Today they are planning to take the bus and visit a special garden, where there is much to see.



Julia loves its here: "Such a wonderful garden - they even have strawberries!"



- Our aim is to
- protect the diversity of plants,
  - conserve old types of fruit-bearing plants,
  - share our knowledge about this topic with others,
  - give out seeds and plants to others.

**We live sustainability!**

When I was Julia's age, we had different types of strawberries and carrots in our garden. I had almost forgotten!

What is sustainability?  
I'm sure I'll find out here.

Julia loves strawberries,  
so she asks her grandma,  
"Please, can we pick strawberries together?"

Pick your own  
strawberries!  
1 kg 4.00 EUR

1 kg 6.00 EUR

"That's a great idea! I bet we can eat  
some right away," Lewi whispers into  
Julia's ear.

They are all very curious to find out how  
the different berries and carrots taste.

Yum, I like these berries  
the best. They are very sweet.

These look really  
funny ... and each  
one tastes  
a little different!

Wow, these are the best  
carrots I've ever eaten.

SAMPLES



This is Benjamin. He cooks for the visitors who come to Arche Noah. Today he is making his famous strawberry jam with honey.



Now selling:  
strawberries  
and jam



Please return  
empty jars!

Strawberries 6.00 EUR per kilo

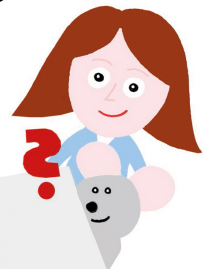
1 jar of jam (1/4 kg) 5.00 EUR

Julia asks her grandma why the people should bring back their empty jars. "So that Benjamin can use them again and doesn't have to buy new jars. That's good for the environment!", her grandma explains.

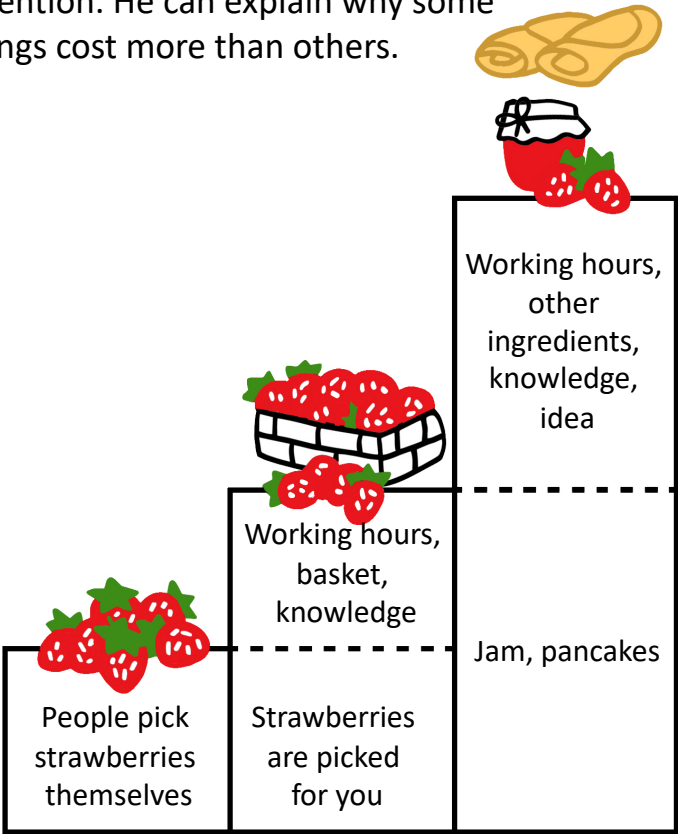


Julia reads the prices and wonders, "Why is a kilo of jam worth so much more than a kilo of strawberries?"

Do you have an idea?  
Can you help Lewi  
explain this to Julia?



It's a good thing that Lewi is always paying attention. He can explain why some things cost more than others.



Employees  
(wages)

Owners  
(profit)

Government  
(taxes)



The added value that is created is distributed between:

- employees (wages, salary)
- company owners (profit)
- government (taxes)

“Yum, I really like these pancakes. I could eat two more!”, says Julia.

Lewi thinks they taste different from other pancakes. He wants Julia to ask Benjamin whether he has a secret recipe.



Benjamin answers, “My pancakes and jam are so good because I use the best ingredients. I know where all the ingredients come from.”

Then he laughs, “I can even see all the ingredients from our church steeple.”





"My products are not transported very far. That's good for the environment."



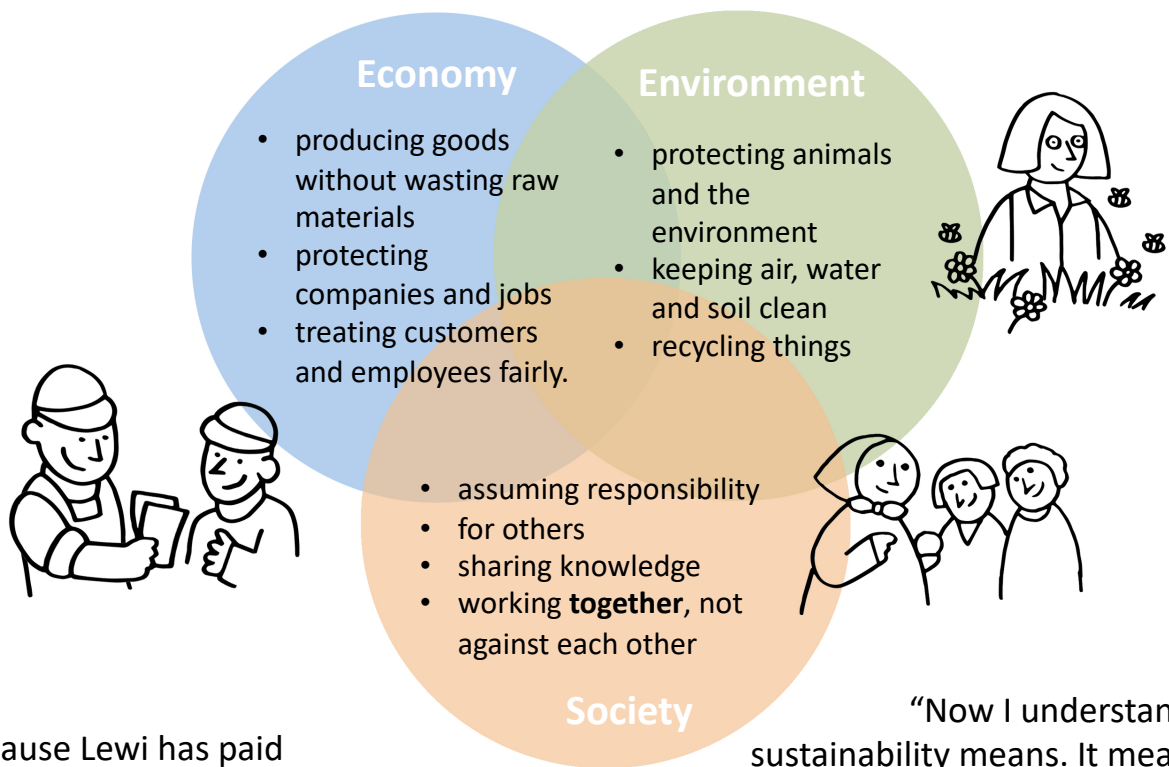
"Because the locals buy my products, I have my job here and do not have to move away. I always treat my customers and employees fairly."



"My customers know exactly how all my products are made. I take great care of my animals."



"Our products taste great – and they are healthy, too!"



Because Lewi has paid attention, he can explain to Julia just what sustainability is.

“Now I understand what sustainability means. It means that we are all well – people, animals and the environment”, says Julia.

Julia also wants to do something so that everybody can be well. She buys little strawberry plants, herbs and carrot seeds. She wants to grow strawberries in the garden and carrots and herbs on the window sill.



Julia wonders, “What do I have to do to make sure my plants grow? I’m sure grandma can help me.”

Her grandma tells her what she needs: “You need a good place with enough light and good soil. And you must give each plant the right amount of water.”



Julia's grandma shows her how to plant strawberries:

"Make sure you leave enough room between the plants. The roots must be covered with earth so that the plant can grow."



Whether your plants grow in the garden, on the balcony or on the windowsill, it will take some time until you can harvest – so you will need to be patient. You will have to wait a few months until you can eat your strawberries.



Luckily, grandma has time to cook strawberry jam with Julia and Lewi. Of course they use Benjamin's secret recipe.



Julia has invited some friends to come over in the afternoon and eat pancakes with strawberry jam. She is really looking forward to that.





All her friends love the delicious pancakes.  
Because they like her strawberry jam so much,  
Julia gives each of them a small jar to take  
home.

From a few little plants,  
Julia and Lewi have created  
something valuable that everybody  
enjoys.



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Series "ENTREPRENEUR": Let's create value  
Concept and text: Heidi Huber and Gerald Fröhlich  
Illustrations: Helmut Pokornig



Didactic supporting materials for children and teachers:  
A1 Idea Challenge: We create value - [www.youthstart.eu](http://www.youthstart.eu)



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