



# Eco Apprentice



In an eco-special edition of our popular event, teams must invent and create a product out of recycled “scrap”.

From a variety of (clean!) junk items such as cardboard tubes, CDs, fabric offcuts, old magazines and newspapers and much, much more, teams create a new invention, product or sustainable clothing brand.

Not only must they use the recycled materials provided to make a prototype of their invention, but their product itself must also benefit the environment in some way.

Then, in the style of The Apprentice and Dragon’s Den, teams must demonstrate their business acumen in a bid to impress the boss and get hired!

To make their product a success, teams must turn their product into a brand, giving it a catchy name and logo. They must identify their target market to ensure that their choice of logo and colours will appeal to the right audience as well as having “shelf appeal” against its competitors! Teams then write a marketing plan to demonstrate how they intend to market their product (market?), where it will be sold and how they will attract customers.

As a bonus task, teams can also produce promotional products by painting their own zero waste reusable water bottles and bags for life. Teams then pitch their product, brand and marketing strategy in a presentation to the judges, before performing a 30 second advert in a fun finale!

#### Notes

**Cost:** £POA

**Activity duration:** 2 – 3 hours (indoors)

**Guest numbers:** 10 – 300

**Requirements:** 6ft round table per team, chairs and 3 x 6ft x 2ft trestle tables for our equipment



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## Why Firebird Events?

- Our fantastic team are creative, knowledgeable, experienced, friendly and fun. Thanks to our drive, dedication and attention to detail, we will deliver you an unforgettable event experience.
- We listen. We can provide you with great ideas, bespoke solutions and reliable service, helping you to create an event which suits *your* needs and objectives.
- Well established within the industry since 2000, our reputation and fantastic relationships have enabled us to work with an array of clients, including many large corporations and top UK venues, time and time again.
- We can provide everything from a single activity, to an entirely produced event, providing first class team building days and corporate events.
- Our hard work has been recognised within the event industry, winning awards in the category of “Best Event Provider” at the M&IT industry awards – silver in 2018, bronze in 2019 and silver in 2020.
- Firebird Events are covered by a minimum of £1 million Public Liability Insurance.

## Notes

- All prices are subject to VAT at the current rate.
- All prices are subject to availability.
- Prices may be subject to change.
- All prices where an event set up fee is stated are subject to the relevant per head fee on top.
- Some services or items may be subject to minimum order fee.
- Prices may be subject to travel and accommodation charges.
- Full payment will be due 30 days prior to event date (unless a credit account has been agreed in advance).
- Soft or hot drinks (weather dependent) should be provided for our team throughout the duration of the event.
- Depending on length of the event, hot food may be required for the team.

## Copyright

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