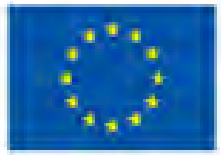


# Taste Europe on the Go!



Erasmus+

Experimenting Entrepreneurial eLearning  
Platform for the Success of International  
Pop-up Restaurant

Project code 2018-1-FI01-KA202-047269

Erasmus+ KA2, exchange of good practices

1.9.2018 – 31.12.2021

EUR 166 054,00

Coordinator:  
Perho Culinary, Tourism and Business  
College, Finland

<https://perho.fi/hankkeet/kaynnissa-hankkeet/erasmus-taste-europe-on-the-go/>



Co-funded by the  
Erasmus+ Programme  
of the European Union

**TASTE  
EUROPE  
ON THE GO!**



# Coordinator: Perho Culinary, Tourism and Business College

## Partner organizations - 8 partners in 4 countries

### Business

- Perho Culinary, Tourism and Business College, Finland
- MERCURIA Business School, Finland
- Col legi Badalonès, Spain
- Istituto di Istruzione Superiore “De Amicis”, Italy
- Breda University of Applied Sciences, the Netherlands

### Culinary and restaurant services

- Perho Culinary, Tourism and Business College, Finland
- Estudis d’Hoteleria i Turisme CETT, Spain
- Istituto Professionale per I Servizi Alberghieri e della Restarazione “Luigi Carnacina”, Italy
- Haaga-Helia Univerisity of Applied Sciences, Finland



# MAIN OBJECTIVES OF PROJECT

1. FURTHER DEVELOP and UPGRADE the pedagogical model “eLearning with Pop up Company Module”
2. **CREATE real street food pop up restaurants** in Finland, Spain, the Netherlands and Italy.
3. **UNITE European vocational curriculums**
  - vocational business and restaurant services students study **Working at a company (15 ECTS)**
  - students of the universities of applied sciences lead teams of vocational students in their studies of **team leading and business startup (5+5 ECTS)**
4. **DECREASE the threshold of vocational students to continue studies at universities of applied sciences** by putting upper secondary vocational and higher education students to study and work together for their own pop-up restaurant business
5. **CREATE a Business Model for the restaurant business** including business calculations and assessment of the viability of the business plan
6. **DISSEMINATE PEDAGOGICAL MODEL TO STUDY ENTREPRENEURSHIP** to other EU countries as well as countries outside Europe with the use blog descriptions and Instagram online social media

# E-learning platform in iPerho e-learning campus

The project has two main learning methods.

## **eLearning:**

The participating students of 4 countries acquire basic knowledge on entrepreneurship on iPerho Moodlerooms elearning platform.

## **Creating street food pop-up restaurant:**

The participating students of 4 countries establish and run their street food pop-up restaurant for 2 days in a foreign country with fellow students.

After vocational skills demonstration all the students of the participating 4 countries get **15 ECTS** to their studies for passing the **Working in a Company module**.



# Working in a Company (15 competence points)

## Vocational skills requirements

Students know how to

- plan business activities for a company
- build cooperation networks that promote the business activities
- conduct business
- evaluate and develop the company's operation.

Link to eRequirements:


<https://eperusteet.opintopolku.fi/#/en/esitys/3855077/reformi/tutkinnonosat/3929310>



# Contents of the Study Model in e-learning platform

Home / My Courses / Taste Europe on the Go in Barcelona!

## Taste Europe on the Go in Barcelona!



Erasmus+ Programme of the European Union [Change cover image](#)

### CONTENTS

**Main idea of the project**  
Progress: 0 / 3

- 1. Workshop information**  
Progress: 2 / 5
- 2. Partner Schools**  
Progress: 0 / 1
- 3. Video presentations**  
Progress: 0 / 2
- 4. Online meetings**  
Progress: 0 / 1
- 5. Interview of Restaurant Entrepreneur**  
Progress: 0 / 1
- 6. Entrepreneur test**  
Progress: 0 / 1
- 7. BP: Business Plan tasks using Business Model Canvas (BMC)**  
Progress: 0 / 9
- 8. H: Host tasks (mainly for hosting students)**  
Progress: 0 / 4
- 9. M: Marketing and Productization (material, task & ideas)**  
Progress: 0 / 4
- 10. C: Culinary tasks**  
Progress: 0 / 1
- 11. Instagram**
- 12. FINAL PRESENTATION**  
Progress: 0 / 1
- 13. Students' Personal Final Reports**  
Current • Progress: 0 / 2
- 14. FINAL PRESENTATIONS of Culinary Caravan Italy**  
~~Not published to students~~ • Progress: 1 / 11
- 15. Project coordinator materials**  
~~Not published to students~~ • Progress: 0 / 14

# Study tasks before the workshop

## PRELIMINARY (ALL THE PARTICIPANTS)

1. VIDEO PRESENTATION of yourself on Moodle Discussion Area: Deadline (DL) Fri 24.9.2021
2. COLLABORATE ONLINE MEETING on Moodle: INTRODUCTIONS on Wed 22.9.2021 at 13.30 (CET 12.30)
3. Assessment of own know-how with ENTREPRENEURIAL TEST - DL Fri 24.9.2021 on Moodle
4. INTERVIEW OF RESTAURANT ENTREPRENEUR and sharing of advice received – DL Fri 1.10.2021 on Moodle – discussion in a COLLABORATE ONLINE MEETING on Wed 6.10.2021 at 13.30 (CET 12:30)



### 1. C-TASK

- First ideas about menu and drinks on offer
- DL Wed 29.9.21 on Facebook

### 2. C-TASK

- Development of menu and drinks and suggestions
- DL Wed 6.10.21 on Facebook

### 3. C-TASK

- Final menu
- Recipes and ingredients
- DL Wed 13.10.21 on Facebook + Moodle

### 4. C-TASK

- Last feedback
- Final recipes
- Dish prices and costs
- Packaging
- DL Wed 20.10.21 on Facebook + Moodle

## WORKSHOP 4 – Barcelona Nov. 2021

### Tasks

C: Culinary

BP: BusinessPlan on BMC (all)

M: Marketing

H: Host tasks for hosts only

### 1. BP-TASK

- Customer segments, Value propositions
- DL Wed 29.9.21 on Facebook + Moodle

### 2. BP-TASK

- Channels, Customer relationships
- DL Wed 6.10.21 on Facebook + Moodle

### 3. BP-TASK

- Revenue streams, Key resources
- DL Wed 13.10.21 on Facebook + Moodle

### 4. BP-TASK

- Key activities, Key partners
- DL Wed 20.10.21 on Facebook + Moodle

### 5. BP-TASK

- Cost structure
- DL Wed 27.10.21 on Facebook + Moodle

### 6. M-TASK

- Marketing task: Flyers, poster, pictures, email ads and other advertising material
- DL Wed 27.10.21 on Facebook + Moodle

### 7. M-TASK

- Productization task: Point of sale display, price lists, packaging and labelling
- Customer survey
- DL Fri 4.11.21 on Facebook + Moodle

### 1. Host TASK

- Location and population
- DL Tue 28.9.21 on Facebook + Moodle

### 2. Host TASK

- National price levels and comparison
- DL for gathering price information Tue 5.10.21 on Facebook
- DL for comparison Tue 19.10.21 on Moodle

### 3. Host TASK

- Legislation; labelling & sanitary regulations
- DL Tue 12.10.21 on Facebook + Moodle

### 4. Host TASK

- Competitors and SWOT Analysis
- DL Tue 12.10.21 on Facebook + Moodle

### 5. Host TASK

- Menu prices and costs
- Estimated offer quantities
- Clothes
- DL Tue 19.10.21 on Facebook + Moodle

### 6. Host TASK

- Timetable for Workshop
- DL Tue 26.10.21 on Facebook + Moodle

# A Business Plan made by Italian students



<https://perho.fi/wp-content/uploads/2019/11/tego-Workshop-2-Final-business-plan.pdf>

# SWOT Analysis made by students

## SWOT Analysis

	Positive	Negative
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>• International dishes, many nationalities</li><li>• Smoked fish, healthy food</li><li>• Seating area in front of our stand</li><li>• Position at the end of the market</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• No beverages (drinks)</li><li>• No experience</li><li>• Position at the end of the market</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>• Near the beer stand</li><li>• Regular customers of Palo Alto market</li><li>• Social media is familiar to us</li><li>• Good weather</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Competitors are experienced</li><li>• There are other international food (mexican, african)</li><li>• Price</li></ul>

# Social Media Marketing



**TASTE EUROPE ON THE GO**  
Entrepreneur

6.11.-7.11. In Palo Alto Market Barcelona  
#erasmusplusproject #tasteuropeonthego  
#erasmusplus #tego #tegobarcelona  
#iloveerasmusplus #erasmusplus

21 Posts    193 Followers    635 Following

## Content Plan Per Day

### Thursday

- Create template for pictures
- Create promotion posts
- Kitchen preparations
- Introduction students

### Friday

- Post pictures of preparations
- Introduce Culinary and Business teams
- Previews of the market and our stand

### Saturday

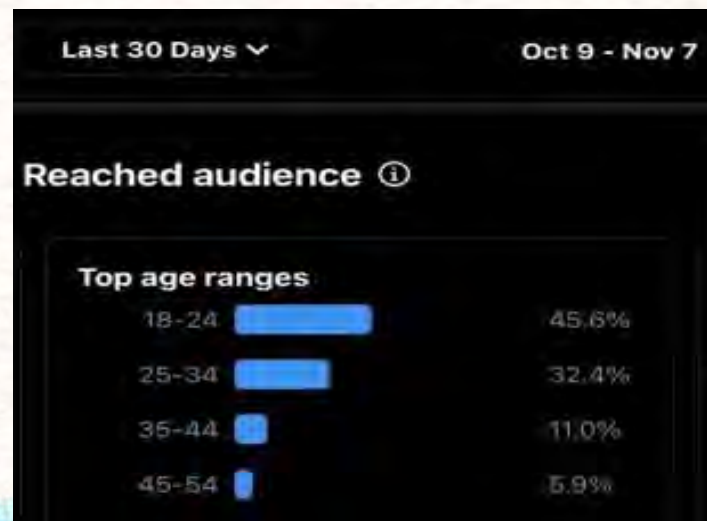
- Post pictures of the market
- Post actively on stories about the market

### Sunday

- Post pictures of the market
- Post actively on stories about the market

Last 30 Days ▾    Oct 9 - Nov 7

**1,728**  
Accounts reached



11:07 4G

**togo.barcelona2021** +9

**TASTE EUROPE ON THE GO!**

**FOLLOW US!**  
Instagram: @TASTE EUROPE ON THE GO  
Facebook: TASTE EUROPE BARCELONA  
Twitter: @TASTE EUROPE ON THE GO

**TASTE EUROPE ON THE GO!**  
DATE: 04 NOV - 07 NOV 2021  
LOCATION: PALO ALTO MARKET, BARCELONA  
TIME: 12:00 - 13:00

**OUR STORY**  
WE ARE BUSINESS AND CULINARY STUDENTS FROM FOUR DIFFERENT EUROPEAN COUNTRIES: SPAIN, ITALY, FINLAND & THE NETHERLANDS.

Erasmus+

# Workshop Schedule in Barcelona, Spain, 2021

## Day 1

Welcome to the TEGO Barcelona workshop at CETT School.

At mid-morning study visit to the Codorniu winery in Sant Sadurni de Noya. Free afternoon to visit the city and the attractions in student groups.

ERASMUS TEGO BARCELONA									
2-9 November 2021									
Tuesday 02/10	Wednesday 03/10		Thursday 04/10		Friday 05/10		Saturday 06/10 Sunday 07/10	Monday 08/10	Tuesday 09/10
Participants Arrival	9:15h Meeting at CETT Entrance 9:30-10:30 Participants reception Workshop-IV presentation <i>Classroom B016-B017 (Floor -1)</i>		Culinary Team: cooking tasks 9:30h <i>Elaboraciones Classroom (Main floor)</i>	Business Team: MKT tasks 9:30h <i>Classroom 2.1 (2nd floor)</i>	Culinary Team: cooking tasks 9:30h <i>Elaboraciones Classroom (Main floor)</i>	Business Team: MKT tasks 9:30h <i>Classroom 2.1 (2nd floor)</i>	12:00-17:00h Palo Alto Market According shifts	Students prepare their presentations 10:00-11:30 Classroom 1.4	Coffee staff 10:00-10:30 Staff meetings 10:30-11:30 Classroom 2.1 Students presentations 12:00-13:00 "The square" Classroom (Floor -1) Final evaluation 13:00-14:00
	10:30-11:00 Welcome coffee <i>L'Olivera</i>		mid-morning break	mid-morning break	mid-morning break	mid-morning break			
	11:00-12:15 Culinary Team: Defining Cooking tasks <i>Classroom B016</i>	11:00-12:15 Business Team: Defining MKT and Social Media Tasks <i>Classroom B017</i>	Culinary Team: cooking tasks 9:30h <i>Elaboraciones Classroom (Main floor)</i>	Business Team: MKT tasks 9:30h <i>Classroom 2.1 (2nd floor)</i>	Culinary Team: cooking tasks 9:30h <i>Elaboraciones Classroom (Main floor)</i>	Business Team: MKT tasks 9:30h <i>Classroom 2.1 (2nd floor)</i>			
	Alfalfa winery visit 13:00h-14:30h Picnic pick-up Take the bus at CETT at 12:15h		Lunch Time in Agora (business team): 13:00h Culinary team at CETT: 13:30h		Lunch Time in Agora (business team): 13:00h Culinary team at CETT: 13:30h			Lunch time at Agora	
			Culinary Team 14:30-16:00 <i>Elaboraciones Classroom</i>	Business Team 14:30-16:00 <i>Classroom 2.1</i>	Culinary Team: cooking tasks Business Team From 14:00 to 16:00h, stand set-up in Palo Alto			17:30-22:00h Palo Alto Market According shifts	

## Day 2

Culinary Team: Preparation menu to offer in Palo Alto Market.

Business Team: We will work with three different teams.

- Social media team: make a schedule for disseminating the project on Instagram. Start launching networks from this day. Objective: get followers.
- Visual media team: the main objective is to make a video-summary of the project. On the first day, the video story board will have to be prepared. Start recording from the first moment.
- Marketing and economic team: collect the previous information (canvas) and make a unified canvas. In addition, define the forecast of sales and costs that must be presented in a spreadsheet. This spreadsheet should be reviewed day by day.

All groups will present the work they have done at the end of the day and explain it to the rest of the group.

## Workshop Schedule

### Day 3

#### Business team

- Social media team: follow the timing
- Visual media team: follow the timing
- Marketing and economic team: obtaining data on costs of the culinary offer.

Culinary Team: Presentation of the dishes to the whole group with detailed explanation of ingredients, way of preparation, strong point of the dish, justification of the presentation of the dish, etc. Students must prepare a short script before the presentation.

In the afternoon, everyone to Palo Alto to see the market location and set up the stand.

### Day 4 – Day 5

The Smokehouse restaurant is open at Palo Alto market, students are working according to shifts.

### Day 6

#### Culinary Team:

- 1. Analysis of the competitors in Palo Alto.
- 2. Target analysis
- 3. Analysis of our gastronomic offer

#### Business team:

- Social media team: Compilation of posts in a powerpoint or video and analysis of the data in networks. An oral presentation will be made about it.
- Visual media team: Presentation of the video. Along with the video visualization, the students will have to make an oral presentation explaining how they have carried out the initial activity.
- Marketing and economic team: Balance sheet and income statement in an oral presentation

Students' evaluations and transnational project meeting for the coordinators.

# Pop up Restaurant The Smokehouse at Palo Alto market, 2021



# Pop up Restaurant in Bardolino, Italy 2019



# Pop up Restaurant in Breda, The Netherlands, 2019



# Pop up Restaurant in Helsinki, Finland, 2018



FILE002

Raportit

Kuukausi

Palkkiot -32,83 €

Kortti -32,83 €

TUOTEPARHAITEN MYYVÄT TUOTTEET

JUUTA 2018		
nnuntaina	1 453,00 €	47 Vorschmack 282,00
1 ostot		
uantaina	1 651,00 €	46 Stroopwafel 276,00
12 ostot, 1 palaut		
erjantaina	0,00 €	64 Churros 256,00
ostot, 2 palautukset		
orstaina	0,00 €	29 Focaccia 174,00
ostot, 2 palautukset		
naanantaina	6,00 €	25 Stampot 150,00
osto		
tiistaina	12,00 €	26 Polvorones 130,00
ostot		
naanantaina	30,00 €	35 Rosemary salt 105,00
osto		
SKUUTA 2018		
tiistaina	24,00 €	19 Cantuccini 95,00
4 ostot		
maanantaina	24,00 €	10 Honey 80,00
4 ostot		
perjantaina	12,00 €	23 Tea 46,00
2 ostot		
		9 Kimchi 45,00
		13 Hot chocolate 26,00

# Videos of the workshops made by students



- <https://www.youtube.com/watch?v=hbrxdxUWYmI>

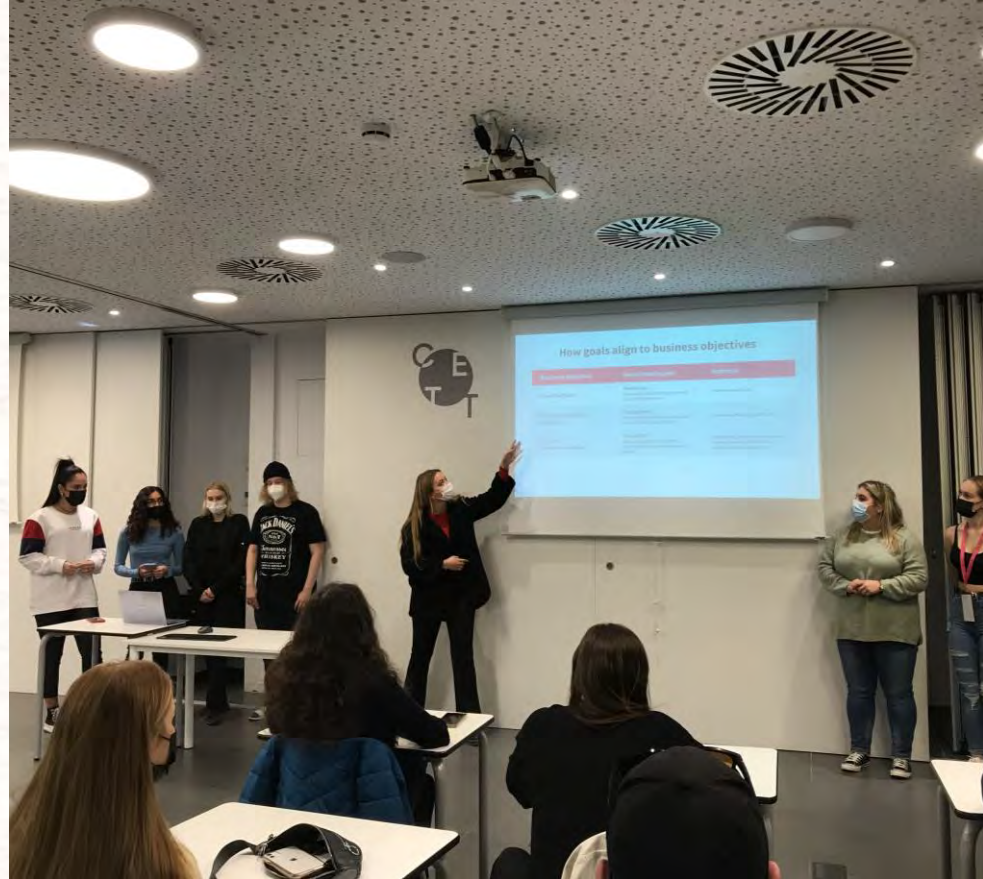


- <https://www.youtube.com/watch?v=v-dKM-YZxFc>

# Final presentations of vocational students in international teams guided by university students

Final presentation includes

- personal experience: international teamwork, workshop week, working in English, key learnings
- business plan
- marketing
- success (sales and profit)
- results of customer survey



# Outputs of the students' final presentations

## The solutions:

SANDWICH	5€ (-28,60%)
4 MINIS	4€ (0%)
TIRAMISÙ	3€ (-14,30%)

**\*REDUCTION OF THE PRICES  
EVEN IF IT DECREASES OUR  
BENEFIT**

**\*CREATION OF A NEW  
PRODUCT: THE 4 MINI  
SANDWICHES!**

## What did we learn from the project?

Customer  
segmentation  
beforehand is  
super important

Understanding  
the dynamics of  
multicultural  
projects

Working together  
with different  
teams

Problem solving  
and innovation

Importance of  
communication  
beforehand and  
during the project

## Profit & Loss Statement

### Profit & Loss Statement

	Day 1	%	Day 2	%	Total	%
Revenue Salmon Sandwich	€ 259	90,2%	€ 160	37,1%	€ 419	58,4%
Revenue Salmon 4-Piece	€ -	0,0%	€ 220	51,0%	€ 220	30,6%
Revenue Tiramisu	€ 28	9,8%	€ 51	11,8%	€ 79	11,0%
<b>Total Revenue</b>	<b>€ 315</b>	<b>100,0%</b>	<b>€ 431</b>	<b>100,0%</b>	<b>€ 746</b>	<b>100,0%</b>
<b>Variable Costs</b>						
Production Costs	€ 99		€ 164		€ 263	
Staff Costs	€ -	0,0%	€ -	0,0%	€ -	
<b>Fixed Costs</b>						
Cost of the stand					€ 800	66,0%
Cutlery and plates					€ 104	8,6%
Printed Materials					€ 45	25,4%
<b>Total Costs</b>					<b>€ 1.212</b>	<b>100,0%</b>
<b>Final Result</b>					<b>€ -466</b>	

## MARKETING

### What did we learn?

- ▷ Promotion is fundamental for a business to be successful
- ▷ Preparation is very important and takes a lot of time
- ▷ We learned from our competitors and made adjustments
- ▷ We learned how to sell the products and keep the attention of our customers
- ▷ We learned how to work with numbers in a real business
- ▷ We learned how to work in an international group as a team
- ▷ We improved our abilities to communicate in different languages.

# Students' Learning Experiences

## Student 1

I think the most valuable thing I learned was reacting and solving problems quickly. That required communication and being responsible. Sometimes it was difficult between other teams since no one seemed to be responsible for anything, so a team leader in every team could've worked.

I think the richest thing working in teams was that incredible brainstorming we did! We observed the environment and noticed what we could do differently and came up with new ideas like cutting the sandwich in smaller pieces and doing a tasting platter. Also, we made some more signboards to the stands with the menu and the prices and lowered the prices. We never gave up.

## Student 2

I think all of us learned about the importance of communication, working as a team, the importance of interaction between teams and about the courage to take action if something needs to be done, no matter whose responsibility it is. I also learned about the challenges of intercultural team work and next time I'm sure to be better at it if and when the time comes.

So all in all a very rich experience of learning better leadership, handling a multi-cultural team, meeting wonderful people and of course some fun cooking!



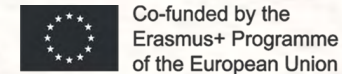
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**TASTE  
EUROPE  
ON THE GO!**

