

The Hounslow **Chronicle**

Students cash in with MyBnk – 21/11/16

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STUDENTS at Isleworth's The Green School made a £250 profit in a social enterprise challenge for Global Entrepreneurship Week.

In just four days, the 12-year-olds went from drawing board to trading, selling £60 of ethical goods like urban guerrilla gardening Seedbombs, Fair Trade chocolate and natural beauty products to make a 400% profit.

Experts from education charity MyBnk taught them how to give sales pitches, budget, market products and write business plans.

The Enterprise-in-a-Box project, supported by the players of the People's Postcode Lottery, is helping thousands of young people in London's poorest boroughs learn key skills like negotiating and customer interaction.

Student Ella Traczy said: "I really loved the sense of achievement and as a group we made lots of money. I really enjoyed our presentation at the end and receiving our certificates. I really want to continue selling products with MyBnk."

Emily Wooden, 12, added: "We inherited lots of responsibility. We encouraged each other and loved the opportunity to sell. The best part was actually seeing the money we have raised. I got a great buzz being creative in our presentations at the end of the session."



The Green School students celebrate.

MyBnk is the UK's leading deliverer of financial education and enterprise programmes for 11 to 25 year-olds in secondary schools and youth organisations.

Since 2007 it has reached more than 160,000 young people in 750 institutions. MyBnk recently won a Centre for Social Justice Award for Preventing Poverty and deliver the UK's most effective financial education programme for young people, according to the Money Advice Service.