



CITRUS SATURDAY

The Citrus Saturday experience

Elpida Makrygianni, Timothy P. L. Barnes, Jack Wratten

Citrus Saturday Analysis Group, UCL Advances, University College London, London WC1E 6BT

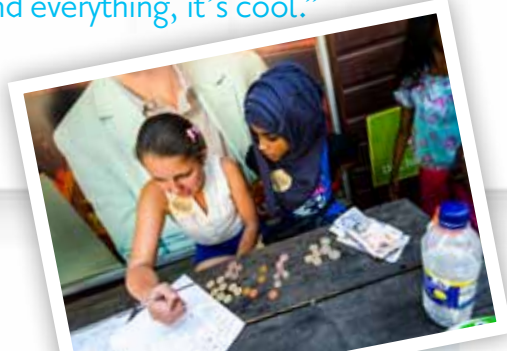
This case study reports on the Citrus Saturday brand experience among 11-15 year olds. It seeks to establish a better understanding of aspirations and goals of young people in the UK with an interest in business and to investigate how the Citrus Saturday brand fits in their lifestyles and relates to their brand and media preferences, usage and needs.

The Citrus Saturday workshops and main event took place this year, over three consecutive Saturdays, from the 22nd of June and until the 6th of July. 75 young people aged 11-15 years old from 26 different schools and boroughs participated, setting up 16 lemonade businesses, using 6700 citrus fruit, 815 liters of water, 100kg of sugar and 220kg of ice and making £3070 (avg. £200 per stall; £40 per participant) while selling lemonade in the boroughs of Camden, Westminster and Lambeth. But what did the young people participating think of Citrus Saturday and how did they see their

participation? Through semi-structured individual interviews, focus group discussions and creative activities with 28 young people we found out about their Citrus Saturday experience and how they would like Citrus Saturday to support them and connect with them in the future.

“We came here so that we can have our own business and our own money so we do not have to force our mum to give us”

“It helps because I did it last year as well and then when I went into Year 10 for my business GCSE I had the experience. I knew the risks that people have to take and how it can impact and then there is also the fun side, you know you can make the money and everything, it’s cool.”



Younger participants came to the workshops to make their own money and to have fun making lemonade with their friends and siblings. While older participants, especially those with a business idea already in mind or studying business for their GCSEs, came to achieve a deeper understanding and acquire knowledge and skills relating to management, budgeting, communication, different ways of thinking about different types of trade and also “a wider knowledge of how business works, how to get into it properly” as one of the participants stressed. Furthermore, the Citrus Saturday workshops seemed to give teenagers an opportunity to be in control, share control with other young people their age, hear views and ideas of others and be heard by other teenagers.

Tweens and teenagers really enjoyed the activities set by the Citrus Saturday team and were eager to be involved in every aspect of the process, from deciding on a name for their lemonade business, to pitching their business plan or idea, learning how to buy their merchandise in bulk, deciding on flavours and ingredients for their lemonade, developing their marketing strategy and poster, to actually going to the market stalls and selling lemonade to customers.

“I am a big fan of the Apprentice. When me and my friends saw this we thought ‘oh, an entrepreneurial thing and we like lemonade, so this should be fun!’”





CITRUS SATURDAY

“The booklet, which shows you about entrepreneurs and how they made it, so it’s like you can see that it is kind of reachable to be what you aspire to be”

One of the participants highlighted how she feels this experience will help her in setting up her property business in the future: “I think definitely management skills because when we were talking about the names, we are meant to pick who the

manager will be, it really brought up a discussion of “what is your best bit?” and I think that’s quite good, for people to learn how to see people’s best parts.”

The Citrus Saturday workbook was mentioned by several older participants as a very useful resource not only for the tips and information it provides but more importantly because it shows how other entrepreneurs achieved their goals, thus increasing young people’s self-confidence and motivation to start up their own business and reach their future goals.

The Citrus Saturday website

Participants were asked to collaborate on a creative writing and drawing activity to create a poster for the main page of the Citrus Saturday website and also for the game-play area. From the initial stages of this activity great care and time was spent developing the Citrus Saturday logo with its trademark lemon as well as outlining and discussing the other

components important for their website, these included:

- Social media (YouTube, Facebook and Twitter were selected);
- Images of a lemonade drink and of a lemonade market stall (lemonade market stalls on the website were also recommended by other younger and older participants in the interviews and focus group discussions);

“I like the idea of having it on twitter, so they will be tweeting with little ideas for you to help you. I would also like it to be an app”

- Photos and videos with young people who had participated in previous years in the workshops and events.

“YouTube videos of what people think of Citrus Saturday or what they have gone through and their experience”

All participants thought it was important to have YouTube videos of young people their age talking about their Citrus Saturday experience, as one of the younger participants explains, “we would like to learn it from other kids, not adults...you learn

“We would like to learn it from other kids, not adults...you learn from other kids that have already done that”

from other kids that have already done that.” While other participants stressed that they would like to “see videos or comments of people that have done it before, because usually we would like to know what the person that has actually tried has to say and the kind of process.”

Both younger and older participants recommended having a Citrus Saturday YouTube channel and application that they can access via their smartphone and also with their friends. While older participants also mentioned using twitter and Instagram to share entrepreneurial tips, ideas and news as well as photos of Citrus Saturday participants, workshops and events for this year and previous years.

“As an app, I think, that you can use with your friends.”

Although Facebook was added as one of the social media for the Citrus Saturday website, most participants stressed that they would actually not want to be contacted via Facebook by companies, charities or organisations, as “Facebook is for friends” rather they would prefer entrepreneurial tips on twitter, videos of previous participants on YouTube and photos on social media like Instagram.





CITRUS SATURDAY



The game-play area and “Mr Lemon” or “Lemonhead”

The game play area design generated many ideas for fun and educational games

with a focus on lemons and entrepreneurial activities. All participants, both younger and older ones agreed on the types of games, explaining that Citrus Saturday is “a hands-on thing” where you learn how to apply real business strategies and processes and not something abstract and theoretical.

“A game that you would have to sell it to actual people and stuff, so choosing your own ingredients, making it and then selling it to people. You could sell it to your friends and stuff, maybe online... because Citrus Saturday is more of a hands-on thing.”

All participants in individual interviews and focus group discussions would like a Citrus Saturday website with a separate area devoted to game playing. Games suggested can be classified in two broad categories: platform games and selling games. Platform game ideas included, “like a jumping game probably, where you learn little thing, when you reach a level you would probably get like a lemon, and keep on doing that with loads of levels”. While selling

game ideas ranged from Mr Lemon making food and selling it to customers while estimating money, time and resources required in order to go up a level and on the leader board; to a virtual community of customers and lemonade businesses where young people could learn from others, find out how to set up a market stall, make a successful pitch, share selling tips and lemonade recipes.

“Maybe like a selling game. Where there is like Mr Lemon and he makes food and you have to sell it to all these customers before time runs out and if you get certain amount of money by the end you get like a certain score and it goes on the leader board, that would be fun.”

Older participants went on to describe in detail game playing components of their selling game, “have generators for the weather, then you have to choose how many lemons you will buy on that day and how many cups of sugar and then you would press play and loads of customers could buy and you could change the price, high price may make customers go away, and at the end of the day it would be like “oh, you have made this much money, play again”. You would try and get the highest profit on the leader board”.

“As a figurehead we would like a lemonhead.”

The figurehead for Citrus Saturday was also discussed within the focus groups with all participants agreeing that the figurehead should be either Mr Lemon or a lemonhead. When asked if they would want an individual, a young person their age or an animal as a figurehead, younger and older participants all agreed that since Citrus Saturday is about lemons it should have a lemonhead as a figurehead.



Image I. Young people's suggestions for the Citrus Saturday website

Contact and more information

For more information about this case study or any of the other case studies and reports by Citrus Saturday please visit our website at:

www.citrusaturday.org

Or you can email us:

support@citrusaturday.org