

Talk2Trade

Talk finance. Treasure culture. Trade wise.

Talk finance – reflects the power of communication in global trade.

Treasure culture – highlights the value of cultural identity and traditions.

Trade wise – stands for making thoughtful, ethical, and informed decisions in business (understanding value, respecting culture, and thinking long-term)

Project Overview

Talk2Trade is an international, student-led initiative—born out of the TalkTime project—where small teams explore the connection between financial literacy, cultural identity, AI literacy, communication, and project management through the global promotion of local food products. Using Instagram and websites students take on the roles of traders and cultural ambassadors to simulate real-world food trade—with a strong focus on teamwork and purpose-driven entrepreneurship.

The general aims of the project are:

-  Practical financial knowledge
-  Real use of AI in a collaborative environment
-  Stronger communication and teamwork skills
-  Greater cultural understanding,

Project Objectives

Objective	Related Activities	Measurable Outcomes
1. Understand trade and finance concepts through real-world application	<ul style="list-style-type: none">• Create a mini financial plan• Trade Simulation Meet	<ul style="list-style-type: none">• Financial Plan
2. Communicate effectively across platforms and cultures	<ul style="list-style-type: none">• Instagram posts and commenting• Video presentations	<ul style="list-style-type: none">• 3 Instagram Posts/team• 50+ interactions/team• webpage for the project on the www.creativeteam.online• Reflection on communication
3. Explore cultural identity and sustainability through local food	<ul style="list-style-type: none">• Product Passport• Interview/podcast with a food industry/consumer guest• Final reflections	<ul style="list-style-type: none">• Completed Passport• 1 interview/podcast per team• Reflection insights
4. Apply AI tools to enhance creativity and project outcomes	<ul style="list-style-type: none">• Use AI for caption writing, image design, or audience analysis• Reflect on the strengths and limits of AI tools	<ul style="list-style-type: none">• 1 product made with AI /team• 1 AI insight shared in reflection

Activities

◇ 1: Learn & Plan - Know Your Product and Market

- **Choose Your Product** - Select a local food product (e.g., fish, cheese, cured meat, spices)
- **Create a Product Passport** that includes
 - Product Name, origin country/region
 - Price/kg locally
 - Cultural/traditional significance
 - Production methods (with optional AI-supported research)
- **Make a Mini Financial Plan** that includes:
 - Local cost
 - Transport estimate
 - Suggested export price
 - Profit margin
- **Learn Project Management basics**

◇ 2: Create & Share - Marketing, Communication & AI Tools

- **Instagram MVP – 3 Posts Per Team, using AI Tools**
 - Post 1: Product Introduction (photo + story)
 - Post 2: Market Info (chart or infographic)
 - Post 3: 1-Minute Video promoting the product
- **Use AI Tools**
 - Reflect on AI's benefits/limits in marketing
- **Engage & React**
 - Follow and interact with at least 2 other teams
 - Leave thoughtful comments and feedback
- **Talk with the Experts**
 - Host a live Q&A, mini-podcast, or written interview with a local producer, chef, food exporter or customer.
 - Share key takeaways on social media, on internet.

◇ 3. Present & Reflect - Global Thinking, Local Identity

- **Trade Simulation Meet (Online)**
 - Present your product, plan, and digital campaign to peers and invited guests
 - Connect with international teams in a live session
- **Final Group Reflection**
 - What did we learn about finance, AI, and trade?
 - What surprised us about other cultures' food?
 - How did we communicate with international teams?
 - What would we improve next time?

🔧 Tools & Platforms

- **Instagram**
- **website:** <https://www.creativeteam.online/> - dedicated page to be created
- **Google Sheets**
- **Canva / ChatGPT**
- **Zoom**

✦ Optional Add-ons

- 📜 Certificates of Participation
- 🏆 Awards: “Most Creative Video” “Top AI User,” “Global Communicator”
- 🧑🍳 Guest producers, chefs, marketers for insights or judging panels