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02.12.2020

Project description, project A01

Project working title:

"My ideas for a better environment" / "My environment and me"

Preliminary considerations/explanations

The current global plastic waste problem can ultimately only be brought under control if we succeed in bringing about a sustainable rethink in the minds of the people (the population, especially in developing and emerging countries).

People have to be sensitized (more than before) to the problem of plastic waste in a sustainable way, otherwise all other measures (improvement of collection, disposal, processing, recycling management, etc. for waste) will ultimately not result in the sense of the objective (improvement of the current nature - and environmental situation).

Subject of the project

In-depth and comprehensive sensitization of the public in developing and emerging countries to questions of nature and environmental protection, in particular to the plastic waste problem.

Suggestion for your own practical measures to improve or eliminate the plastic waste situation.

Promotion of appropriate own practical measures.

Suggestion for your own thoughts on the following topics (key questions, in detail):

1.

What can I do myself to avoid creating (so much) plastic waste?

2.

What can I do myself to avoid that (so much) plastic waste continues to end up in nature (land, lakes, rivers, seas)?

3.

What can I do myself to help ensure that existing plastic waste disappears from land and from lakes, rivers and seas?

4.

What ideas do I have on how plastic waste can be used?

Details

1.

As part of this pilot project, schoolchildren are invited to take part in a national competition, the content of which is to send in ideas that show what they can or are already doing to improve the current nature and environmental situation (especially with a view to the current plastic waste situation).

Photos, drawings and/or descriptions can be sent in as images or in text form (via upload on a website).

2.

As part of this competition, it should (additionally) also be possible to send in photos/drawings of ideas that point to the current plastic waste problem - and show possible solutions.

3.

In addition, it should also be possible to submit photos of (original) notices/signs etc. that are already in public, which point out the plastic waste problem - and which show possible solutions, with details of the location. (Previous examples: see Appendix 01-05)

Incentive:

The best submissions will be rewarded with (popular) prizes.

Prizes, for example: bicycles (first prizes), school supplies (further prizes).

Expected results

The realization of such a project inevitably leads to a considerable, sustained sensitization to questions of nature and environmental protection, not only for the children who take part in the campaign, but also for their parents (!).

It is shown that it is necessary to take sustainable practical measures yourself so that the current natural and environmental situation is improved.

It is strongly encouraged to implement practical measures to improve the current nature and environmental situation.

Realization of the project (planning)

1. Regional assignment

Realization initially in Southeast Asia (Southeast Asia is known to be the 'core region' of the plastic waste problem worldwide).

Initially, implementation of pilot projects in Thailand and Indonesia.

Other countries (Cambodia, Vietnam, India, Bangladesh) could follow, provided the necessary budget is available.

2. Time allocation

Project start as soon as the required budget is available.

3. Cost calculation (for details on the individual item calculations see attachment)

Per country:

- Internal logistics costs (proportionally): USD 20,000
- External logistics costs (1): USD 15,000
- External logistics costs (2): USD 5,000
- Prizes: USD 10,000

Sum: USD 50,000

Notes (workers):

Only local workers are used in the implementation of the project.

Details on the individual cost items

Internal logistics costs:

- Employee wages / salaries
- Office rent, other office costs
- advertising, marketing
- Insurance
- Travel costs
- other costs

External logistics costs (1) (central marketing agency)

- central advertising, marketing
- Creation of the necessary websites
- Supervision of the necessary websites for the duration of the project
- other project support
- other costs

External logistics costs (2) (regional marketing agency)

- regional advertising, marketing
- Shipping of prices
- other project support
- other costs

External logistics costs (3)

- Prices