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Project description, project A02

Project working title:

"Video clip - for a better environment"

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

As part of this pilot project, a (professional) video clip (length approx. 30 seconds) will be produced for each country. Subject of the clip: The current plastic waste situation - and what anyone can do to change this situation.

After completion, the clip will be published and distributed via the relevant social media channels (Facebook, Youtube, Twitter, etc.).

If the budget is appropriate, the clip will also be published on TV.

Note:

The clips are shot regionally on site (in the individual countries) with regional actors. Only in this way can an effect be achieved in the subsequent publication (regionally different mentality).

Expected results:

The realization of such a project inevitably leads to a considerable, sustained sensitization of the population to questions of nature and environmental protection.

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 (pro rata): USD 20,000
- external logistics costs (1): USD 20,000
- external logistics costs (2): USD 5,000

Total: USD 45,000

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) (production of the clips)

- Production costs (including all additional costs)

External logistics costs (2)

- other project support
- other costs