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Projekt-Description, Project AP-01 (updated version from 25.04.2024)

Project working title: "My ideas for a better environment"/"My environment and me"

Preliminary considerations/explanations

The current global natural and environmental situation must now be described as 'catastrophic'.

This applies in particular to the current worldwide (plastic-) waste situation in water bodies, on land areas close to water bodies and in the oceans.

This catastrophic natural and environmental situation has a direct impact on people in a variety of ways.

You can find detailed information on this under the following link.

<https://www.project-world-nature-environment-protection.org/situation/>

This situation can only be improved if we succeed in bringing about a lasting rethink in people's minds (the population, especially in developing and emerging countries).

People must (more than before) be sensitized to the (plastic-) waste problem in the long term, otherwise all other measures (improving collection, disposal, processing, recycling management, etc. for waste) will ultimately not produce any results in the sense of the objective (improvement of the current nature and environmental situation).

Subject of the project

1.

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.

2.

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

3.  
Promotion of appropriate own practical measures.

4.  
Suggestion for your own thoughts on the following topics (key questions, in detail):

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

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

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

d)  
What ideas do I have on how (plastic-) waste can be used?

#### Details

As part of this 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).

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.

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).

The school children are informed and the call to participate in this competition is made nationally (see, for example, the countries listed under the "Cost calculation" paragraph below), at the same time nationwide.

The information is provided directly and in a straight line via the responsible administrative structures (Ministry of Education, central school authorities, individual schools), which are informed in detail in advance.

## 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)

### Regional Allocation

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

Selection of the countries depending on the available budget.

### Time allocation

Project start as soon as the required budget is available.

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

#### 1. for countries with up to 50 million inhabitants (e.g. Cambodia) (per country)

- internal logistics costs (pro rata): USD 20,000 (\*)
- External logistics costs (1): USD 15,000
- External logistics costs (2): USD 5,000
- Prices: USD 10,000

Total: USD 50,000

#### 2. for countries with 50-100 million inhabitants (e.g. Thailand, Vietnam) (per country)

- internal logistics costs (pro rata): USD 20,000 (\*)
- External logistics costs (1): USD 20,000
- External logistics costs (2): USD 10,000
- Prices: USD 20,000

Total: USD 70,000

#### 3. for countries with 100-200 million inhabitants (e.g. Philippines, Bangladesh) (per country)

- internal logistics costs (pro rata): USD 20,000 (\*)
- External logistics costs (1): USD 30,000
- External logistics costs (2): USD 15,000

- Prices: USD 30,000

Total: USD 95,000

4. for countries with 200-500 million inhabitants (e.g. Indonesia) (per country)

- internal logistics costs (pro rata): USD 20,000 (\*)

- External logistics costs (1): USD 50,000

- External logistics costs (2): USD 30,000

- Prices: USD 50,000

Total: USD 150,000

5. for countries with more than 1 billion inhabitants (e.g. China, India) (per country)

- internal logistics costs (pro rata): USD 40,000 (\*)

- External logistics costs (1): USD 80,000

- External logistics costs (2): USD 60,000

- Prices: USD 100,000

Total: USD 280,000

(\*) At the start of the project, at least USD 50,000 must be available for the cost item 'internal logistics costs', regardless of the number of countries in which the project is being implemented.

Notes (workers):

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

## Attachment

### Details on the individual cost items

#### Internal logistics costs:

- Employee wages / salaries
- 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

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