

projectgroup wnep

General Management
Office Europe
Office Southeast Asia

All contact details can be found at the end of this document.

Projekt-Description, Project AP-02 (updated version from 25.04.2024)

Project working title: "Video clip - for a better environment"

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, 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.

The clip is then published/distributed via the relevant social media channels (Facebook, Instagram, YouTube, 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)

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 20,000
- External logistics costs (2): USD 5,000

Total: USD 45,000

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

Total: USD 50,000

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 20,000
- External logistics costs (2): USD 15,000

Total: USD 55,000

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 20,000
- External logistics costs (2): USD 20,000

Total: USD 60,000

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 40,000

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

Total: USD 140,000

(*) 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 will be employed on site to implement the project.

Attachment

Details on the individual cost items

Internal logistics costs:

- Wages/salaries of employees
- office expenses
- Advertising, marketing
- Insurance
- Travel costs
- Other costs

External logistics costs (1) (production of the clips)

- Production costs (including all ancillary costs)

External logistics costs (2)

- other project support
- Other costs

Contact:

Office Southeast Asia

mail: 185/182 Ananda Lake View, Don Jom Tao Road, Thep Kasattri, Thalang,
Phuket, 83110, Thailand
phone: +66 99 3235000 (Mailbox)
fax: ---
e-mail: office@project-wnep.org
web: www.project-wnep.org

Please note:
PG WNEP is officially recognized as a non-profit organization.
Registration number: 127/675/52652.

Office Europe

mail: POB 220101
14061 Berlin, Germany
phone: +49 30 36809909 (Mailbox)
fax: +49 30 36809908
e-mail: office@project-wnep.org
web: www.project-wnep.org

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