

Ecological Competition

Paraguay generates more than 3.115 ton/day of paper in urban populations, of which only 48% is collected, and none of it properly disposed. The practice of material recovery is incipient and done informally, representing a population exposed to a high risk.

With our project we want to reorganize society in better ways through gameplay, connecting stakeholders, raising awareness, reducing externalities of informal recovery, increasing the recycled materials and using the profits to educate the poor children who live near landfills in order to give them an opportunity to have a better future.

CATEGORY

Climate Change and Environmental Protection

LOCATION

Paraguay

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

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Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

Our approach, as the title suggests, aims to motivate students and households to take an active role in recycling through a fair and healthy competition among stakeholders, and thus raise awareness on the subject. We are convinced, that putting the right incentives between stakeholders, will motivate them enough to perform this collective action in benefit of the environment.

The traditional approach of recycling in (a few) schools is setting garbage cans with different colors and signs on it. However, this fails on giving the right incentives for the people who actually use them.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

The project will have multiple impacts on the community.

"My school"

- 1) Recycle more than 30 tons of paper that normally go to municipal landfills, where only approximately 10% is recycled
- 2) Raise awareness of children between 6 and 12 years about the importance of recycling for the environment
- 3) Children will make the role of multipliers to their parents, who will feel pressed to comply with the recommendations learned by their children and care for the environment
- 4) Donate school supplies to a school from Cateura landfill, improving their education and their

WEBSITES

<http://vimeo.com/10835397>

MEET THE TEAM

Project owner

[Carlos Jara](#)

[Paraguay](#)

[Fulbright Faculty Development Program \(LASPAU\)](#)

Project members

[Manage members](#)

[Santiago Garcia](#)

[Paraguay](#)

[Fulbright Faculty Development Program \(LASPAU\)](#)

[\[remove from project\]](#)

[Gustavo Espínol...](#)

[Paraguay](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Ale Jara](#)

[Paraguay](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[ADRIANA ESTER M...](#)

[Paraguay](#)

[English Access Microscholarship Program \(Access\)](#)

[\[remove from project\]](#)

[Digdem Sezen](#)

[Turkey](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Silvia Terol](#)

[Paraguay](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Alicia Esquivel](#)

[Paraguay](#)

[English Access Microscholarship Program \(Access\)](#)

[\[remove from project\]](#)

[Alberto Samaniego](#)

[Paraguay](#)

[Fulbright Faculty Development Program \(LASPAU\)](#)

[\[remove from project\]](#)

[Silvia Arrua](#)

[Paraguay](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

chances to leave the circle of poverty.

[Juan Pane](#)
[Paraguay](#)
[Fulbright Student Program](#)
[\[remove from project\]](#)

"My Neighborhood"

- 1) Connect all stakeholders
- 2) Design and implement a system where everybody wins
- 3) Increase the recycled materials
- 4) Reduce public landfills
- 5) Raise public awareness, though all family members
- 6) Reduce the amount of trash bags that informal recyclers break and scatter contents

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

"My school"

- a) Students from elementary schools between 6 and 12 years. We estimate reaching more than 15,000 students
- b) Students of public schools of Cateura that will receive schools supplies, approx. 500
- c) Student Body Councils, because they will lead the project from inside the school
- d) The school, which will offer a fun way to complement the children's education
- e) The society, that will have better educated and ecologically conscious citizens

"My neighborhood"

- a) 3 neighborhood committee, with a minimum of 133 households each, totaling 400 households with about 2000 people
- b) Households, because they will receive training and their trash bags will not be opened as they are today
- c) Informal recyclers, because recyclables will be in one spot of easy access, and they will have extra time
- d) Municipality, since the amount of waste having to be collect will be smaller and more orderly
- e) Recycling company will receive more raw materials

Local partners

• **15 Schools and their Student Body Councils** will be participating in the ecological competition. We are planning to invite schools and student representatives to an official launch of the project. Student Body Councils will lead the execution of the project from inside the school.

• **Municipality of Asuncion:** We will look for their endorsement in order to provide key information about the neighborhoods and its committees. To accomplish this we will contact the Recycling Unit, part of the Environmental Management from the Center for Promotion and Environmental Education.

• **Ministry of Education:** Seek support in issuing a statement that the event is of national educational interest. Members of the team have already done this procedure with positive results.

• **NGOs related to the environment,** environmental experts would give lectures related to the environment and the benefits of recycling in schools.

• **Recycling companies** are the ones who receive the raw materials to be recycled. They have stakes that this project succeed and constitute the perfect partner; moreover, they are a good source of information. We will invite them also to the launch of the program.

• **Cateura Public Schools** will benefit from the donations that we will make because of the recycled materials. We will donate school supplies to help their quality education.

• **Association of Recycling Men & Women:** they will be a key player of "My Neighborhood". We will collaborate with them, and work together in order to increase the quantity and quality

of recycled materials.

Alumni team

Carlos Jara - Team Leader - Responsible of setting the guidelines, contacting key stakeholders and oversee the project.

Silvia Terol - "My School" Private coordinator - Responsible for engaging schools to the project and organize the competition.

Analia Rojas - "My School" Public coordinator - Responsible designing the concept.

Luis Novelo - "My Neighborhood" coordinator - In charge of creating a network with all the stakeholders, and select the methodology and participating neighborhoods.

Anna Kalinowska - Communication coordinator - Design and implement the best communication plan for each stakeholder.

Digdem Sezen – Advisor.

Alicia Esquivel - Brand Designer

Volunteer coordinator – Gather, organize and oversee the work of volunteers needed to implement the project.

Budget coordinator - Keep track of expenses and foster local partnership to sustain the continuity of the project.

Recycling coordinator - Research all recycling companies

Proposed Project Dates: July 01, 2015 - June 30, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

The Ecological Competition will have two target within the community, but with different approaches.

1) **"My school"** consists in elementary school students collecting the largest amount of paper and competing against other classrooms. The collected paper is then sold to a recycling center. The money earned is used to buy a prize for the winning classroom and donate school supplies to public schools around the landfills.

2) **"My neighborhood"** consists in installing a recycling bin in 3 different neighborhoods and have them compete to develop mechanisms of separation into the source. The winning neighborhood will get a public recognition and a prize for the community.

July – August 2015

- * Contact Partners and main stakeholders.
- * Design competition and all divulgation materials.
- * Recruitment of volunteers and participating institutions.

September-November 2015

- * Perform an official launch of the project, with all participating stakeholders.
- * Start of the Ecological Competition "My School" with 5 schools.
- * Buy recycling containers for "My neighborhood".

December 2015 -January 2016

- * Start Ecological Competition "My Neighborhood" for 6 months.
- * Evaluate the first round of "My School" and prepare the next round, since during this period there is a summer break.

February – Abril 2016

- * Second round of Ecological Competition "My School" with 5 schools.

May - June 2016

- * Organize an Ecological Competition "My School" between at least 5 schools.
- * Closing ceremony of both Ecological Competitions.
- * Evaluation, finalizing materials to make available online for other entrepreneurs who want to replicate this project.

Communication Plan

The Ecological Competition will have a communication and promotion plan targeted to all stakeholders.

With the use of all free media available:

- To start we will create a youth appealing logo, promotional information and materials.
- Social media presence; our backbone will be our Facebook Fan Page, but we will have Twitter, a YouTube channel, Instagram, also.
- We plan to identify bloggers, trendsetters and places in social media to reach students in elementary schools.
- Since over 1/3 of all internet visits (world average 2014) are via smartphones, one goal will be to build a mobile easy/ smart/ funny application with quizzes to attract young target.
- Print media: local newspapers will be invited to the events, posters and flyers will be distributed to participating schools, partner organizations, and residential areas covered by this project.
- We will do an "Ecological Competition Guide" where we plan to describe all steps taken to accomplish it. This material will be distributed to all partners and available to download as an e-book from or online presence.
- Finally, the project team will seek interviews with several radio programs like "Sonido Urbano" and "La hora de lo Bueno", to increase awareness of the project's objectives.

Evaluation

This project has many objectives, and thus many ways to evaluate the success of it.

"My School"

- 1) Number of participating Schools, with a minimum of 10 schools.
- 2) Number of participating students, aprox 15.000.
- 3) Amount of recycled paper.
- 4) Number of Student Body Council volunteering for this project, minimum 30.
- 5) Survey to school representatives and Student Body Council, about their involvement and perception.
- 6) Number of students attending beneficiating schools near the landfills.

"My neighborhood"

- 1) Number of participating households, aprox 400.
- 2) Number pf participating informal recyclers around 6
- 3) Amount of recycled materials
- 4) Survey to household's representatives
- 5) Survey or interview of informal recyclers

Sustainability

Recycling itself is a growing issue around the world, and recently is taking more attention in developing countries.

We plan to make this project sustainable with a good network of partners. With the active participation of International Alumni, our project aims to becoming 100% replicable, and set a benchmark for other countries.

- 1) As a result of the first year, we will have all stakeholders mapped and engaged.
- 2) Because of the benefits to the community and their public image that this generates, we are confident that we will receive the best possible price for the generated recyclables with the recycling company.

"My School"

Once the network is set, and the price for the recyclables is high enough; this project can be self-sustained, because it generates income.

"My Neighborhood"

The main investment and strategic planning, will be done. So in order to make it sustainable we will look for local partners, NGOs or even the municipality, who have vested interest. The competition will iterate itself every 6 month, with system of neighborhood elimination (unless they buy their own recycle bin). Thanks to the competition, the winners will get public recognition, and the option to continue.

TOTAL FUNDING REQUESTED

\$24,982.00

PROPOSAL DOCUMENT:

[Download budget](#)