

KL-YES PARK

“One touch of nature makes the whole world kin”- William Shakespeare

The revelation of Technology& Social Media has drifted apart the youth from the beauty of nature. Building the KL-YES Park will provide the youth with a fully equipped space to be innovative,creative and productive. Creating the connection between nature and the Jordanian underprivileged youth and the Alumnis will also develop a sense of responsibility towards nature, and a sense of responsibility between alumnis and their community.

CATEGORY

Climate Change and Environmental Protection

LOCATION

Jordan

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

“One touch of nature makes the whole world kin”- William Shakespeare

The revelation of Technology& Social Media has drifted apart the youth from the beauty of nature. Building the KL-YES Park will provide the youth with a fully equipped space to be innovative,creative and productive. Creating the connection between nature and the Jordanian underprivileged youth and the Alumnis will also develop a sense of responsibility towards nature, and a sense of responsibility between alumnis and their community.

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

In cooperation with the Greater Amman Municipality (GAM) who has agreed to provide us with a park to rehabilitate and upgrade, the team will upgrade an existing park to a Go-Green Park, in coordination with GAM's "Plans for Green Amman in 2020". The park will have the proper utilities such as a common room equipped with a projector, laptop, large tables, an indoor theatre, portable toilets, libraries, an outdoor theatre, playgrounds and green zones with benches and round tables. We will be using container rooms which will be easier to re-modify with time.

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

In the midst of the chaos in the Middle East, youngsters are finding it hard to be themselves, to excel & to express their ideas. The need for a safe place which allows no discrimination, and promotes creativity is increasing. The Alumni's will mentor the underprivileged youth and help them make the best use possible of the park and its utilities. The park will be both used and run by Alumni's, which will help them implement what they were taught during their experience at the USA to real life. Research has proven that community-based programs promote effective youth development. The experiences of youth programs in parks around the world illustrate how these lessons can be applied on the ground. Having a group of youngsters and Alumni's in one space will promote acceptance and diversity. It will also allow the youth to grow spiritually, scientifically and artistically. Investing in & Educating the youth, is the sole purpose and goal of the KL-YES Park

WHO WILL BE INVOLVED?

WEBSITES

<https://www.flickr.com/photos/131478158@N07/sets/72157651209132397/>

<https://www.flickr.com/photos/131478158@N07/>

MEET THE TEAM

Project owner

Abdallah Al Raggad

Jordan

YES (Kennedy-Lugar Youth

Exchange and Study) Program

Global Business Institute - MENA

Project members

Manage members

Noura Al Moughrabi

Jordan

YES (Kennedy-Lugar Youth

Exchange and Study) Program

[remove from project]

Sireen Abu Asbeh

Jordan

YES (Kennedy-Lugar Youth

Exchange and Study) Program

[remove from project]

Haneen AlSousa

Jordan

YES (Kennedy-Lugar Youth

Exchange and Study) Program

[remove from project]

Mthni Aladwan

Jordan

YES (Kennedy-Lugar Youth

Exchange and Study) Program

[remove from project]

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

1- Jordanian Youth: The percentage of youth between the ages of 15 and 24 are 22% of the population in Jordan, the number of youth is continuously increasing. Therefore, this project will be directing all the youth in Amman who wish to experience a safe green area that supports innovation and creativity.

2- Alumni's: have been actively participating in community projects in Jordan, such as planting trees. Alumni's age group varies from 15-27. The park will be run and enjoyed by both age groups. The interaction between Alums and the Jordanian Youth will help inspire the youth to aim higher and be active participants in their community like the Alums.

3- Families & Community members: will highly benefit from the Park knowing that their children are in a safe monitored environment learning and interacting with others their age.

4- Amman: Amman is crowded with buildings and cars, Parks will help balance the green areas with the built up areas.

est # of people: 5,000/year

Local partners

Greater Amman Municipality: Providing the park for the project.

Local enterprises (Abshir): Abshir is an NGO founded by U.S Department of State Alumni that aims at fostering a commitment to Jordanian elderly citizens and youth that will promote pro-social friendships and a sense of hope in the future. The founder of this initiative will be helping us throughout reaching out to the youth that they have already built a relationship with.

State Alumnis: The park will be named after the KL-YES Alumni, therefore all the work done there will be implemented by the alumni themselves (voluntarily). KL-YES alumni also have strong relationships with alumnis from other programs who will also be helping out at the park.

Zain Communications: Zain Communication network will be providing free WIFI hotspots for the park to help the youth stay connected.

Abdul Hamid Shouman Library: will be providing portable mini libraries to be available at the park in accordance with their initiative to provide libraries to the public. The alumni's will also implement a system of which youngsters can donate the books they no longer need and exchange books with others.

Local Artists: The team plans to contact the local musicians and performers to host musical nights for the park attendees on weekends. The Artists of Jordan are very cooperative and are passionate about the progress of the community.

Alumni team

Abdallah Al Raggad is an architect. He will closely supervise the sub consultants working on the rehabilitation of the park: the civil works, the installation of the containers, the design layout of the park and the technicalities.

Haneen AlSousa is a Civil Engineer. She will be assisting Abdallah in supervising the works, and will contact the beneficiaries and the stakeholders of this project such as GAM, Zain, libraries and State Alumnis to ensure that we receive the deliverables.

Muthna Aladwan is a Mechanical Engineer. He will be assisting Haneen and Abdallah on the field. He will also handle the time schedule and the work plan of the project to ensure that the park is ready on time.

Noura Al Moughrabi is a Marketing Specialist, She will be responsible for the publicity of the park. She will promote the park and will contact local artists.

Sireen Abu Asbeh is a writer. She will be monitoring the youth, the usage and functionality of the park. She will be our liaison managing officer.

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

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

The team will start with a kickoff meeting with all the participating parties involved in rehabilitating the park. We will meet with GAM and start the technical procedures to acquire the park. The Team will also meet with the Engineers responsible for conducting the

infrastructure works of the park. This will be within 15 days after the grant has been given to the Team. (Abdallah, Sireen, Haneen, Muthanna and Nora)

July- August 2015: The Team will meet with the Alumni Volunteers and will form teams with specific tasks. These mini teams will be responsible for the implementing of the utilities of the park, along with developing the Social and Economical aspects of the park. A work & time plan will be ready to be distributed amongst the mini teams to ensure effectiveness. The KL-YES Alumni in Jordan are approximately 250 alumni. A big portion of this number is expected to help out during the implementation of the project. Our team will be managing, leading and participating with the mini teams.(Sireen & Haneen)

August 2015 - January 2016: The infrastructure works of the park will be conducted, trees will be planted, the playground will be set up, and the containers(Common room, theatre, toilets, etc) will be built and equipped with the needed materials and utilities. (Projector, Data-Show, Stage, Boards, Chairs, Tables, small library... etc.) (Abdallah, Muthana and Haneen)

January- April 2016: The marketing and social networking will start at this stage and extend till after the finishing of the project. The utilities and essentials such as electricity, water supply and landscape will be conducted throughout this stage. The volunteers lead by the team members will be working according to the time and work plan to ensure optimum efficiency of the process. (Nora & Sireen)

May- July 2016: wrapping up the project, finalizing the works, preparing the park for the grand opening. The team will have special activities and performances by local artists. The opening will be highly advertised by our media team. (Abdallah, Haneen, Sireen, Nora & Muthanna)

The dates are subject to change according to the availability of volunteers, proper weather and strict follow up of the timeline.

Communication Plan

The Marketing plan will be broken down to the following tasks:

1- Social Media: Facebook, Twitter, and Youtube Channels. These Social Networks are the most used in Jordan by our targeted age group.

-Facebook: a dedicated Facebook page will be created named after the park, and shared across the Alumni's finding its way to the Jordanian Community. The page will include the progress of building the park leading up to the grand opening to create suspense for the youngsters. This page will also include news and pictures of the Park, the activities provided and a feedback section for the attendees of the park to use. -Twitter: a dedicated Twitter account for the Park will be sending out tweets advertising the Park. This Twitter account will be connected to the major Twitter accounts in Jordan, like journalists, artists, active volunteers, civil rights advocates, bloggers, etc..

- Youtube: A Youtube channel will be posting mini videos showing the volunteers working on the park, will also show the progress of the park, leading up to the opening night which will be taped and uploaded on Youtube for Jordanians to enjoy.

These Social Media Networks will be monitored by our team closely.

2- Newspapers: Announcements in local newspapers will be advertised to promote the Grand Opening of the park.

3- Flyers: Flyers will be printed and hung in appropriate locations like schools, libraries, Cafes to draw attention to the park.

4- Internal Memos: Memos of a Custom Format will be used to send our reports of the progress of the works to the other stakeholders and team members internally. these memos will document the communications between the team members and others.

Evaluation

The Evaluation process will be conducted using the following methods:

1-Monthly analysis of the numbers of visitors of the park and users of its utilities. These numbers will be graphed and analyzed to ensure that the park will continue to serve the maximum number of youth.

2- Surveys will be distributed to the visitors randomly to get information about their opinion and expectations. Statistics will be conducted every three months, collecting and analyzing the following data: Age groups, Interests, Benefits gained from the park, preferable times to visit the park, future developments .. etc

Surveys will also be conducted with the surrounding community to inquire about the impact the park has had on the youth, and on the scenery of the city itself.

3- Personal interviews videos with the visitors about their opinions and expectations for the park. These videos will be shared on social media websites to help promote the park.

4- Team Meetings: The team will conduct meetings monthly to evaluate the success of the project, suggest new plans, follow up with the economical & Social progress of the park, and to manage the park and its needs.

Sustainability

The park will self-sustain its costs by offering rentals of the indoor/outdoor theatre and common rooms for a very low price. These fees can be afforded by students. These fees will be used to maintain the conditions of the park. Extra money will be added to the KL-YES Park budget for future upgrades.

The project will be implemented to offer the community a safe green space to enjoy, and an affordable place to conduct events. At the same time, this project will make it easier for the alumni to implement their community services projects by using this park as a place to implement the projects instead of renting places for relatively expensive prices, and the income will help the alumni fund their community service projects.

The Outdoor Theatre will also be used for charity concerts, which will be done in collaboration with local artists and performers who will be keen to help the park prosper and develop. the team will continue to collaborate with telecommunication companies, private companies, governmental associates and accept donations in the form of money or required utilities for the park.

TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)