

A – EXECUTIVE SUMMARY

Project Name	The Plastic Problem & The Solution: classes for students and businesses
Project Summary	<p>I am funding a program to save 650,000 kg of plastic per year in perpetuity from going to landfill, the streets and the ocean by training and supporting 7 Vietnamese persons between the ages of 18-35 living in Ho Chi Minh, Da Nang and Da Lat to teach environmental awareness classes and help implement waste reduction practices at schools and businesses in their communities because it supports the U.S. mission goals of education and environmental challenges outlined in the Lower Mekong Initiative.</p> <p>Schools and businesses will receive a total of 575 classes and follow-ups over a 6 month period on the effects of plastic pollution and solutions to the problem as well as receiving help transitioning to waste reducing practices.</p> <p>An online resource will be created for public use so that anyone can conduct the same education classes far into the future.</p>
Total Budget (\$)	\$24377
Cost-Sharing Amount (\$) (if any)	\$677
Requested Amount (\$)	\$23700
Project Location	Ho Chi Minh City, Da Nang, Da Lat
Start Date	08/15/2018
End Date	02/12/2018

Number of direct beneficiaries and who they are

7 Vietnamese persons to be trained in environmental communications and waste management.
350 schools and businesses in Ho Chi Minh, Da Lat and Da Nang.
17,500 students, 1,750 school faculty and 1,750 business professionals

Applicant Information

Name: Michael John Burdge
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B - PROJECT DESCRIPTION

I. PROBLEM STATEMENT

Vietnam is one of the top five polluters of ocean plastics in the world according to a report by Ocean Conservancy. The problem is getting worse.

Plastic waste results in economic loss of valuable materials; creates health and labor concerns, harms ocean productivity, with a substantial impact on fishing revenues and ruins the aesthetic and economic value of beaches. The ocean is inherently connected. Vietnam’s waste is the world’s problem.

80% of ocean plastic comes from land-based sources according to the same report. The most effective way to stop plastic from entering the oceans is to stop people from using it and throwing it away.

The Vietnamese love their country but the majority are unaware of the plastic problem. They must be made aware of the problem and then given solutions and support to fix it.

I chose these 3 cities for the following reasons: Ho Chi Minh City is the trendsetter and economic center of Vietnam, Da Nang is the leading industrial center of central Vietnam and relies heavily on fishing and tourism, Da Lat is a center for agricultural production and can be looked at as an example of the best that Vietnam has to offer.

II. BENEFICIARIES

People who will directly benefit: 21,000. People who will indirectly benefit: 65,000

7 Vietnamese citizens who speak native Vietnamese and English will receive training in environmental communications and waste management and 6 months salary.

350 businesses and schools will receive education and support to reduce their plastic use.

An estimated 17,500 students, 1,750 school faculty and 1,750 business professionals will receive direct education.

Of course, the number of people will vary depending on school size business size and attendance.

65,000 more people will be affected indirectly through institutional changes, sharing of knowledge and the ability to teach this same class through the online resource.

III. PROJECT GOALS, OBJECTIVES, AND ACTIVITIES

My goal with this project is to transition 15 schools and 15 businesses to single use plastic free practices and save 650,000 kg of plastic per year in perpetuity from going to landfill, the streets and the ocean.

Objectives:

Create 2 classes in Vietnamese and English; one for schools and one for businesses.

Create a recommended plan of action for schools and businesses

Train 7 Vietnamese persons to be able to teach the classes in Vietnamese and English

Each will teach at 50 different schools or businesses for a total of 350 schools and businesses altogether.

Each teacher will have a goal of teaching 12 classes in the first month and 8 classes each additional month with 5 days of follow-up meetings per month. They will each be responsible for finding interested schools and businesses and scheduling the classes and follow-ups. They will work 4 hours per day 5 days per week.

Each teacher will have a goal of transitioning 10% of these organizations to lasting waste reduction techniques.

The class presentation and waste reduction plan will be made available online so that teachers and businesses can do this for themselves even after this project is complete.

IV. JUSTIFICATION

My wife and I run an organization called Zero Waste Saigon. We are dedicated to helping people in Vietnam reduce their use of single use plastic. We have been pursuing this mission for the last 9 months with much success.

We are already doing this program in Ho Chi Minh and have seen incredible results. British International School banned plastic straws. We helped the American Internal School run a plastic free day and are working on a plan to go full plastic free next year. We have helped over 30 businesses to transition away from single use plastics and helped even more individuals.

Based on my experience, what is needed the most is public education on the problem and in-depth troubleshooting with individual business management teams.

What I need the most is help from native Vietnamese people in influencing the Vietnamese population. I know there are a lot of Vietnamese people who care, I talk to them everyday. They just need the support to spread the message.

This particular method is effective in the long-term because we not only teach but we actively assist throughout the transition to plastic free solutions. Monthly consultations give the organizations a chance to fix problems, ask questions and rollout changes gradually to ensure a smooth transition with help from us all the way.

We bring with us the lessons and successes of all of the people and organizations we have worked with so far.

C. MONITORING AND REPORTING PLAN

I. PROJECT EVALUATION

Success will be evaluated on the number of schools and businesses that have stopped using single use plastics and the amount of waste that was previously created by those organizations.

The sustainability of the organizations reduced waste practices will be monitored by the teachers during their follow-ups.

The teachers will send a questionnaire to schools and businesses before the first class gauging knowledge and use of single use plastic and plastic free alternatives. They will send another after 3 months and another near the end of the program. This will show the change in people's mindsets and get an idea of the type of changes they have made.

The teachers will give one distinct hashtag to all classes. They will encourage people to share their zero waste efforts on social media. We will be able to review these during and after the program has ended.

II. MONITORING PLAN

Teachers will be required to share their schedule with me online via google calendar so that I can always see when and where they have appointments. I can also share this with U.S. Embassy/Consulate

Once a week they will need to report to me about what happened that week via a shared Google Doc. All of these will be kept in a google drive folder. I can share this with U.S. Embassy/Consulate.

The teacher will fill out a waste assessment form via Google Forms for each organization that requests assistance in reducing their plastic waste. They will update this assessment each time they follow up with the organization. This will also be available in the google drive folder.

I will send this info to U.S. Embassy/Consulate every 3 months.

A web page will be created on Zero Waste Saigon with information about the program, results, examples of classes and downloadable presentations for others to use.

At the end of the 6 month program I and the teachers will give a presentation at the American Center in Ho Chi Minh on the project, what was accomplished and our recommendations on what should happen next.

III. REPORTING PLAN

2 reports will be submitted - Halfway: 10/15/2018 & Final Report: 02/12/2018

D – PERSONNEL

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