



VIETNAM
AUSTRALIA
INTERNATIONAL
SCHOOL

Chicken and friends

NO MORE Recycle



PROJECT SUMMARY

- Project name: **NO MORE RECYCLE**
- Location: At all of VAS's campuses and nearby school, university and some market place
- Project's expected starting date: 1/12/2018
- Expected finish date: 5 months (1/12/2018 – 29/4/2018)
- Capital required from VAS's community fund : 35,000,000 VND

Project Manager

1. Tran Man Linh – 11B5 – Ba Thang Hai Campus
2. Nguyen Anh Thu – 11B5 – Ba Thang Hai Campus

Member

1. Lieu Ngoc Xuyen – 11B5 – Ba Thang Hai Campus
2. Nguyen Do Hoang Anh – 11B5 – Ba Thang Hai Campus
3. Pham Ngoc Thuy Huong – 11B5 – Ba Thang Hai Campus
4. Tran Le Tam Anh – 11B5 – Ba Thang Hai Campus
5. Pham Trung Hieu – 11B5 – Ba Thang Hai Campus
6. Do Bao Long – 11B5 – Ba Thang Hai Campus
7. Doan Gia Hy – 11B5 – Ba Thang Hai Campus

PROJECT OVERVIEW

INTRODUCTION

- We all know that the current century - the 21st century is the industry's most prosperous period with many new innovations, such as: interpreting headphones, food scanners, automobiles, smart home, etc.
- As the industries start to develop, this also means the country will become more and more prosperous and, of course, will also lead to a significant increase in GDP. According to Luan Dung (cafef.vn), in 2018, our GDP is 2540 USD / person, which has increase 155 USD compare to 2017 and 325 USD compare to 2016.
- ➔ In the industrialization of the country, people will gradually become more depending on machinery, which leads to laziness -> Therefore, people tend to use packaged products, canned goods more due to its convenience as well as saving time.
- ➔ A large amount of waste is discharged everyday.
- ➔ In average, Vietnamese people emit about 12 million tonnes of waste a day and most of them are plastic bags. The garbage mainly came from large urban areas such as: Ho Chi Minh City, Hanoi, Hai Phong etc.
- ➔ In HCMC alone, there are about 7,000 tonnes of rubbish per day and the money required to completely decompose those waste is quite large - about 235 billion VND

- ➔ Thus, more generally, the amount of waste disposed on Earth is so high that it is extremely dense, ranging from 2.5 to 4 billion tonnes a year, of which China is the leading country.
- From the above figures, the daily amount of waste is very high -> the environment is polluted (including air, water, etc.) -> people living with rubbish - an invisible threat that people do not care much.
- Therefore, people need to do something to overcome this problem. We usually say :”Do not litter discriminately, sort as well as recycle garbage” as our catchphrase everytime we mentioned about protecting the environment.
- But actually, there are waste like nylon which takes at least 500 years or up to 1000 years to decay.
- And the other types of waste that we classified daily, only about 50% of it can be re-used, while the rest is usually taken to the landfill or buried underground which pollute the atmosphere, surrounding soil or the water source.
- ✧ We need to change our lifestyle, such as applying “Zero Waste” which has been prevalent in developed countries like USA, Australia, New Zealand, etc. But in our country, mostly no one have ever heard about this project before.

PURPOSES

- Improve the use of plastic products in Vietnam (first in district 10 - the center, supermarket, large residential areas - the main source of plastic bags)
- Change the trend of using plastic bags of Vietnamese consumers (although plastic bags are very handy but to destroy a plastic bag needs 500 - 1000 years -> very harmful to the environment)
- From the limited use of plastic products -> no need to spend 500 - 1000 years to destroy the plastic bags -> green plants back (when too much plastic bags have blocked the soil of the plant -> trees do not have enough space to grow -> not enough trees to filter the air -> more serious environmental pollution)
- ➔ Protect the environment
- ➔ At the same time we can protect the ecosystem and the species from the ocean will not be suffocated or entangled in the plastic bag again.

PROJECT’S BENEFITS

FOR SCHOOL

- Well-known for having an inspirational environment
- A better learning environment
- Students are more aware of garbage (limiting littering as well as waste disposal)

FOR YOURSELF

- Life experience
- Boost team productivity
- Understand the importance of the environment
- The harm as well as the consequence comes from "WASTE"
- Healthier lifestyle

FOR THE COMMUNITY

- Healthy, no pollution environment
- Better health, better spirit
- Life expectancy in each country will increase.

LOCATION OCCUR



- All VAS's campuses: Sunrise, Hoang Van Thu, Ba Thang Hai, Garden Hills, Sala



- Market place



- High schools

- Universities



PROJECT'S EXPECTED PLAN

1. Informing

1/12/2018: Write the application to VAS and neighbouring schools for permission to presenting and presenting time

4/12/2018 - 31/12/2018: Complete informing at campuses and some universities

2. Informing (2)

1/12/2018: Start the "No Trash Day" on Facebook

Propagandize in residential areas

3. Finalize the project

1/3 - 1/4: Return to informing points to receive feedback from product users

20-30/4/2018: Summerize the number of products sold

IMPLEMENTATION PROCESS AND MANAGE THE PROJECT

CONCRETE TIME

- 1/12/2018: create a Facebook page for the project and start this draft: **"No trash day"**
 - About project "No trash day": project aim for raising the standard of throwing litter of consumer in Vietnam, following the purpose stated above by: everyday you have to update your status on your page about what did you do to minimize the waste disposal with hashtag #nowasteday, image (if you have) and tag 10 people in your friendlist to make them do it like you for 1 month.
 - Group that have the smallest number of waste and provide evidence for it (image) will be awarded with 1 combo (contain straws, bags and toothbrush). We will have 3 prize: 1st, 2nd and 3rd to encourage people to participate.
- 1/12/2018: Write the application form and send it to principal of other campus in VAS and nearby schools also to ask for permission to come in and talk to students in those school (we will have the time schedule and our specific plan)
- 3/12/2018: If we success to have the permission to propaganda, it will start at Ba Thang Hai campus – Secondary with 100 samples and it will be given by answering our questions, also participate in our presentation
- 4/12 – 20/12: Completing on propaganda at other campus and start selling our group's products
- Beside the VAS's community fund, we also have our own fundraising plan by selling recycled products from plastic, nylon (buying plastic, nylon from bottling and recycle waste) and other products such as bamboo straws, canvas bag and organic soap which is made in our tutorial class that we planned to open, toothbrush and toothpaste.



- Excess money after fundraising (if have): buy books and personal items to do volunteer work for poor children or help in building house for them. At the same time, we also need to guide them about “Green Lifestyle” and help them know about “Eco Brick House” which is a form of building houses using different type of waste.



- 9/2 – 1/3 : Inform students n other school + universities and at the same time, about 100 sample are given with the same method as in VAS campuses (If the school is too large, we can get up to 200 sample).
- 20 – 30/4: Collect the result from the project “No trash day”, summarize the product sold to see if there is a surplus or not and summarize the feedback on the project (on Facebook or go back to the inform place to receive the feedback)
- 8/5/2018: Report the project’s result at school and write an application form to set up time and vehicle to go to the charity place with our extra money (if have) and open old book collection campaign and old materials around the school
- 15/5 – 20/5/2018: Buy more personal things by our extra money (if have) and bring them to the charity place with the books and old materials (which would be recycled to toys)

EXPECTED RESULTS

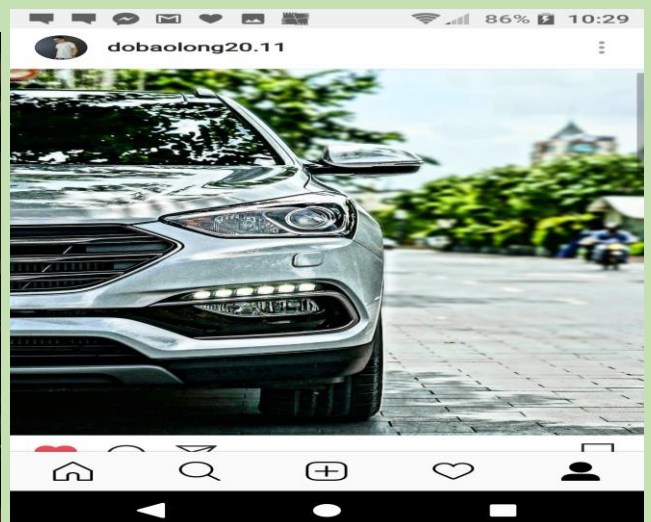
- After 1 month, we will go back to the place that we already inform to collect feedbacks of people after they use our products and see if it is useful or not.
- ➔ Considered as successful when receiving a lot of useful feedback
- Beside the useful feedback, number of people participate in project “No trash day”, number of products sold and number of people participate in guidance class is also an important element when considering about the successful of the project. If we have just break even with the fund given by VAS, it is success. But if we can make extra money, it will be a big success for the whole team.

NEGATIVE RESULTS AND HOW TO SOLVE THEM

- Not interested in the topic -> Not interested in the sale of similar products -> Difficult to call people to buy products
 - HOW TO SOLVE? - When the project is accepted and financed by the school, the priority of the team will be promoting the project by printing poster and tape it to the wall (with approval from local citizens), also propaganda for people about the project and let them experience the sample product then they can buy later. By using posters to promote, even if the audience is not interested, they will be curious as why the project is so popular, which makes them to learn about the project's page and this makes the project become more and more popular with a great help from consumer's mouth-to-mouth advertisement.
- Feeling inconvenient and not responding to the project due to high cost
 - HOW TO SOLVE? – As mentioned above, the group will run a project called “No trash day” on Facebook page after the project “No More Recycle” is approved and for those who done the “No trash day” over 20 days, we will provide special offers such as: Buy a straw for 3000VND each, buy 03 straws will have 1 free bags etc. OR if people who do not interested in “No trash day”, the group would offer another promotions such as: purchase over 100,000VND of straws will have free carved name on the straws etc. In addition, the group will open more GIVEAWAY programs after the project is popular in the area.

GROUP IMPLEMENTING THE PROGRAMS IN THE PROJECT

- Propaganda plan:
 - Bao Long, Trung Hieu: take photos of the propagandize group to update on project's page and filming the process so that the team can draw experience for the next time to be more attractive and effective.



- Anh Thu, Man Linh: main speaker in the propaganda
- Hoang Anh: she will be the one keeps contact to the shop that we buy our product that we use to widespread, also she will negotiate so that the team can buy the best price to save money to provide to other events of the project.
- Tam Anh, Gia Hy: making ideas for the powerpoints that group will use when propagating
- Thuy Huong, Ngoc Xuyen: the speaker of the session because if only one speaker is quite bored and Huong, Xuyen will help the team to interact with the audience by asking questions so audience will tend to focus more on the presentation
- Project “No trash day” on Facebook and create an Instagram page
 - Trung Hieu: creator of the page and help updating the latest photos of the project
 - Tam Anh: manage the page on Facebook and update the team’s daily status as we must be the test runner for “No more trash” as an example and also answering questions from the audience.
 - Ngoc Xuyen: Instagram page management and help launching “No more trash” on Instagram.



- Open classes that teach people how to make homemade product and sell our products
 - Hoang Anh: contact to the production of the product to buy for good price.
 - Man Linh, Thuy Huong: main teachers in the craft classes
 - Tam Anh, Ngoc Xuyen: receive orders on Facebook and Instagram of everyone
 - Anh Thu: contact to the delivery unit to deliver the goods to the user and record the quantity of products sold to track the amount of people.

HOW TO MAKE SURE EVERYTHING TAKE PLACES AS PLANNED?

- Everything has to be done within the expected time frame, should only be late than 1 day of schedule time setting due to any reason and for the plan to follow as expected the application form must be sent to teachers and the principal 1 week before the time frame so they could have time to check, browser, also, to solve the problem if there were any in time.

- Meet the setting up deadline and be productive by follow the plan everyday and the team leader will be the one who remind members, supervise them.

APPROVED BUDGET PLAN

CONTENT	QUANTITY	TOTAL
Printing posters	200 sheets of A4	70,000/m ² → 1,000,000VND
Stainless steel straws	500 straws	20,000/straws → 10,000,000VND
Toothbrush	5 toothbrush	170,000VND each → 850,000VND
Eco Bag	100 bag	20,000VND per bag → 2,000,000VND
Baking soda, coconut extract, mint extract etc. for making toothpaste and soap		→ About 500,000VND
Jar	25 jar	8,000VND each → 200,000VND
Parchment paper (30cmx5cm)	2 roll	17,000VND each → 34,000VND
Transporting goods		→ 50,000VND for 4-5 orders
Renting fees for teaching classes	Deposit for 3 months Ereka Building – Ho Ba Kien St, Ward 15, District 10	5,060,000VND per month → 15,180,000VND
Team transportation	6 months	→ 500,000VND/month → Ask for help from the school vehicle while transport between campuses
	TOTAL EXPECTED FEES	30,314,000 VND