



Youth talking about the Environment

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Problems

- Although much is being said about environmental awareness/issues,

youth in Thailand

cannot translate words into action due to the lack of opportunity to connect and act together.

Goal

- To cultivate environmental consciousness in Youth.

Target

- Youth (15 – 35 years old)

Objectives

- To create a network for Youth in Thailand to **share, discuss,** and **advocate** for environmental issues.
- To inspire Youth to take sustainable actions around environmental issues.

Methods/Activities

Phase 1

- Setting up a Social Network
 - “Compiling green ideas which can be taken into action”
 - “Stimulate knowledge sharing and vibrant discussions”
 - “Getting members to create a community”

Methods/Activities

Phase 2

- Organizing 3 monthly events for members such as ...
 - **Picnic in the Park**
 - **Green Mini-Marathon**
 - **Environment Related Art**
 - Member Organized Activities from their action plans (i.e. bicycle sightseeing, planting trees, etc.) – funding from participants and/or partners

Event 1 – Picnic in a Park

Location: Lumpini Park, Bangkok

Features:

- non-disposable lunch box
- informal brainstorming/discussion session
- use of green bags

Event 2 – Mini Marathon

Location: Benjakiti Park, Bangkok

Features:

- 5 K Run
- “Green” wristbands
- Prize → organic food basket



Event 3 – Photo Contest

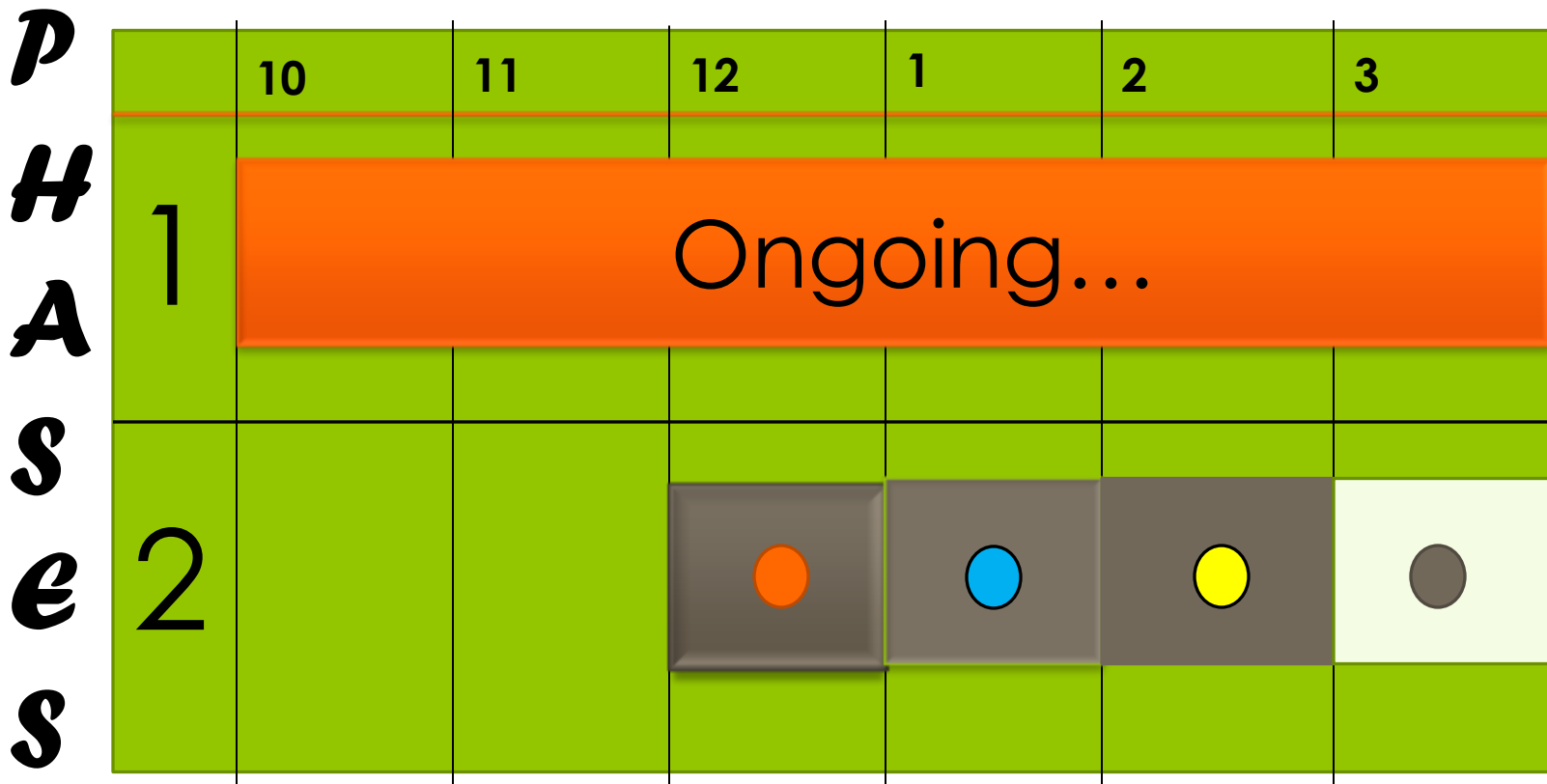
- To reflect on environmentally-friendly lifestyle
- Campaign the event through social media
- Participants can submit their photo online
- What will winners get?
 - Prizes
 - Exhibition of their work at BACC, Bangkok
 - Published or Interviewed by media i.e. “A day” magazine, ThaiPBS

Training programme

- One-day workshop for members to further develop upcoming events
- Topics
 - Fundraising techniques
 - Action plans development
 - Keynote lecture from environmental activist or expert (TBC)

Timeframe

Time in Months...



Budget

- Operational cost- \$600
- “Green” Bags - \$500
- Wristbands - \$300
- Mugs - \$1000

- 3 Events - \$1480
- Training program - \$1100

- **Total – USD 4980**

Event 1- Picnic

- Food: $100 \times \$4 = \400

Event 2 – Mini Marathon

- Drinks - \$20
- Rewards - \$100

*May ask participants for their contribution
- \$3 each

Event 3 – Photo Contest

- Venue - \$400
- Rewards - \$300
- Snacks: $100 \times \$2 = \200

Training Program for Event 4 (Member organized event)

- Venue - \$400 *
- Lunch: $100 \times \$4 = \400
- Snacks: $100 \times \$2 = \200
- Speakers - \$100

* Partner's contribution

Indicators for Evaluation

- Number of members and participation rate of each event
- Returning rate of participants
- Partner contributions, such as cooperation with Thai media, Sponsoring Companies, other organizations.
- Questionnaire

Expected problems

- Low participation both website/events
- Sustainability of the program
- Members' commitment
- Financial sponsor

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