RIDE FOR PEACE CAMPAIGN



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PROBLEM STATEMENT

- Increasing of air pollution and GHGs emission from cars, motors by local people
- Increasing of unhealthy behavior

RISE FOR PEACE CAMPAIGN

- Date: 22 September 2013 (World's Car Free Day)
- Time: Morning
- Location: Phnom Penh city
- Target: High school and university students (maximum 50 people)
- How to reach participants: Posters

OBJECTIVES

- Celebrate World's Car Free Day
- Raise citizens' awareness on the emission of vehicles gas contributes to the increase of greenhouse gases which results in ozone layer depletion
- Encourage biking (at the weekend) for being healthy

AGENDA

Time	Activities	
8:00 - 8:30	Registration & getting T-shirts and bikes	
8:30 - 8:45	Opening by CamYPA	
8:45 - 9:00	Explaining biking route and distributing biking map*	
9:00 - 9:40	Set off (Olympic Stadium -> Independent monument -> Koh Pich [Diamond Island])	



Starting points: Olympic Stadium (preferred) / Institute of Foreign Languages (alternative)





Independent Monument

Diamond Island (Kokh Pich)

9:40 - 10:00	(At Koh Pich) Introduction to activities and group division	
10:00 - 10: 30	Environmental quiz on ozone layer depletion (detail not developed yet)	
10:30 - 11:00	Slow-biking competition	
11:10 - 11:50	Set off (Koh Pich -> (along riverside or Norodom Blvd) -> Wat Phnom -> Olympic Stadium/IFL)	
12:00	Closing	



TIME FRAME

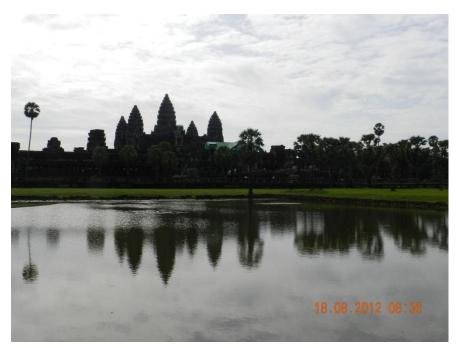
Now - 31 Jul 2013	Draft letter (for Phnom Penh Municipality Hall asking for approval and support) Seeking and meeting sponsors from bicycle company, water, venue, medical support, security guards (1 per 1km) Mapping biking route, support station Design poster Set up committee
1 - 31 Aug	Send the letter to capital hall and wait for the approval; prepare for posters, T-shirt logo, and registration list
1 - 15 Sep 2013	Announcement- Poster Participant registration (flexible, start right after getting the approval)
16 - 20 Sep 2013	Confirm participant list, number of bikes & printing T-shirts
22 Sep 2013	Set off

ESTIMATED BUDGET PLAN (IN USD)

Items	Quantity	Unit Price	Total
Doc for municipality hall			\$1
Poster	10	\$.4	\$4
T-shirt	50	\$3	\$150
Bikes	50	\$3	\$150
Sandwich	50	\$0.4	\$20
Water	3	\$3.5	\$10.5
Facility rental for Koh Pich activities			\$100
Ambulance/First Aids			\$100
Gov. admin & police/guards			\$100
Miscellaneous			\$100
Total			\$735.5

IF WE SUCCEED

Next step will be



Siem Reap Province, Cambodia







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