

RIDE FOR PEACE CAMPAIGN



By Eng SEAK

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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



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TIME FRAME

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

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



AND

Sihanouk Ville, Cambodia



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