



Workshop

Preserving Paradise:

The River's Role in Luang Prabang's Heritage

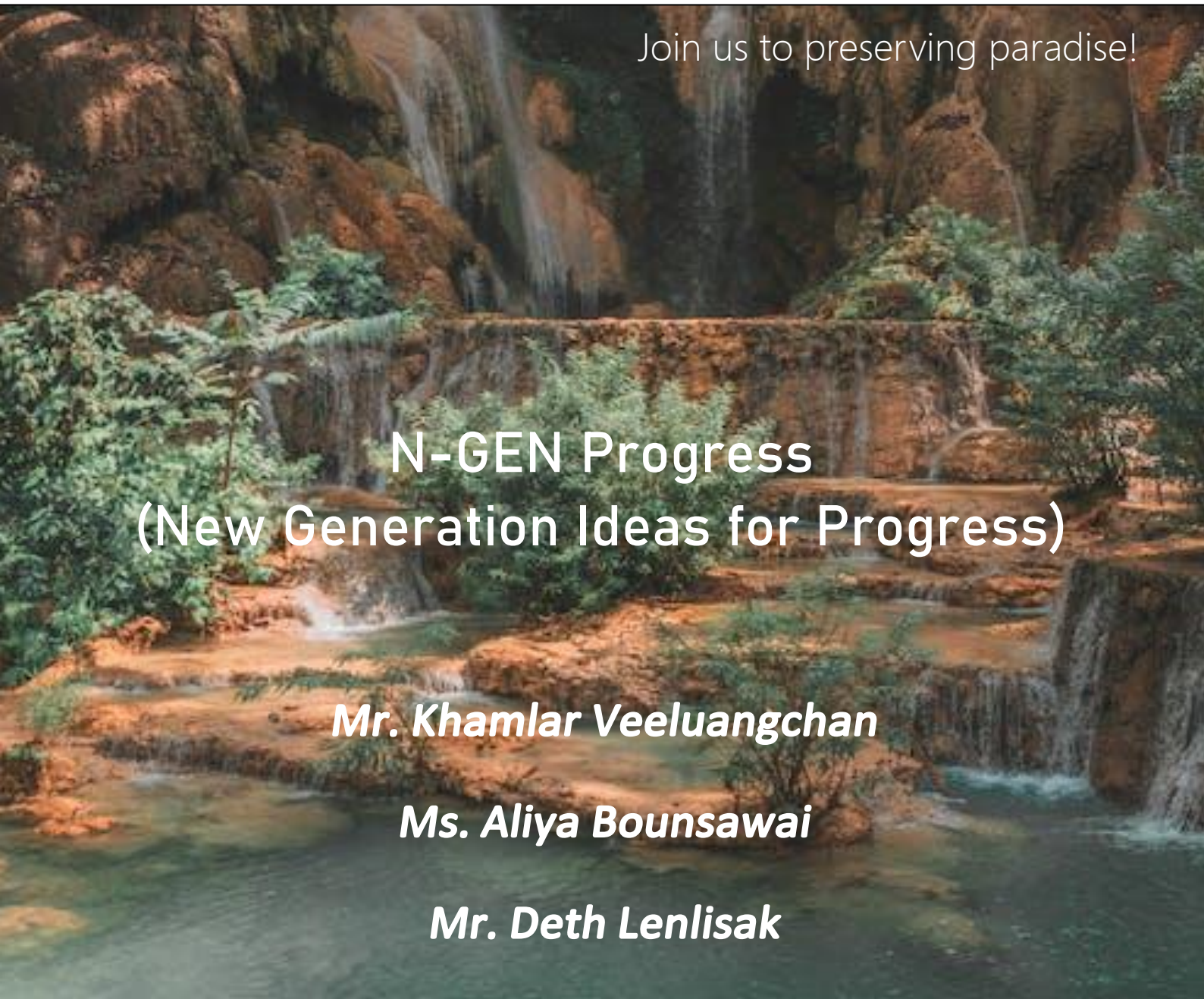
Join us to preserving paradise!

N-GEN Progress
(New Generation Ideas for Progress)

Mr. Khamlar Veeluangchan

Ms. Aliya Bounsawai

Mr. Deth Lenlisak



1. THE BIG IDEA

1.1 Project Background and Context:

- **Project location:** Luang Prabang, Lao PDR
- **Main beneficiary:** Local people (15-30 years old) in Luang Prabang
- **Problem statement:** Plastic pollution poses a significant threat to the Nam Khan and Mekong Rivers, jeopardizing the health of the river ecosystems and Luang Prabang's World Heritage Site status. Residents, particularly youth, often lack awareness about the issue and its far-reaching consequences.

1.2 Project Objectives:

- **Vision statement:** To empower local people in Luang Prabang to become active advocates for clean rivers and a sustainable future by raising awareness about plastic pollution and its impact.
- **Clearly defined and measurable goals:**
 - Increase awareness among 50 local youth (15-30 years old) about plastic pollution and its impact on Luang Prabang's rivers and World Heritage status by March 31, 2024.
 - Train at least 20 youth as volunteers to participate in community clean-up drives and awareness campaigns by April 30, 2024.
 - Collect and recycle/upcycle at least 50-100 kg of plastic waste in collaboration with local partners by May 31, 2024.
 - Reach 5,000 people through social media campaigns about plastic pollution and solutions by May 31, 2024.

1.3 Project Approach and Methods:

- **Clearly defined approach:** This project will utilize a two-pronged approach:
 - **Interactive workshops:** Conduct one engaging workshop for local people (15-30 years old), covering the following:
 - Introduction to plastic pollution and its impact on Luang Prabang's environment and heritage.
 - Interactive sessions on waste types, their effects, and waste management practices.
 - Creative activities such as "Trash Map" and social media campaign development.
 - Introduction to recycling, upcycling, and composting techniques.
 - **Post-workshop activities:** Engage participants in practical action through:
 - Volunteer recruitment for clean-up drives with TRASH Idol, Luang Prabang
 - Establishing plastic bottle collection points with LP Recycle
 - Launching a social media campaign to raise awareness on various platforms.
- **Digital integration:** Utilize social media platforms such as Facebook and TikTok for campaign promotion and participant engagement. Create informative infographics and short videos to share online.

1.4 Project Impacts:

- **Clearly defined and quantified expected outcomes:**
 - Increased knowledge, awareness, and concern among youth about plastic pollution.
 - Improved waste management practices like separation, composting, and recycling.
 - Active participation of youth in clean-up drives and community initiatives.
 - Reduced plastic waste in the environment through collection and recycling/upcycling.
 - Broader public awareness about plastic pollution through social media campaigns.
 - Establishment of a network of environmentally conscious youth in Luang Prabang for future engagement.

2. THE PILOT

2.1 The Pilot Project:

- **Concept:** Conduct a two-day workshop for 30 local youth (15-30 years old) followed by a one-week pilot implementation of post-workshop activities.
- **Objectives:**
 - Deliver the workshop content effectively and engage participants actively.
 - Successfully recruit at least 20 youth volunteers for post-workshop activities.
 - Conduct one community clean-up drive in collaboration with Trash Idol.
 - Collect at least 50-100 kg of plastic waste during the clean-up drive.
 - Launch the social media campaign with initial content and reach 5,000 people.

2.2 Pilot Project Timeline:

- **Week 1:** Workshop preparation, participant recruitment, and venue arrangements.
- **Week 2:** Conduct the two-day workshop (Day 1 & 2).
- **Week 3:** Implement post-workshop activities: clean-up drive, volunteer recruitment, plastic collection, social media launch.
- **Week 4:** Monitor progress, collect data, and address any challenges.
- **Week 5:** Evaluate the pilot project, analyze results, and prepare a report.

2.3 Stakeholder Mapping:

- **Key stakeholders:**
 - Local youth (target audience)
 - American Corner Luang Prabang (workshop venue and supporter)
 - TRASH Idol, Luang Prabang (clean-up drive partner)
 - LP Recycle (plastic collection partner)
 - Local government agencies (potential future partners)

2.4 Budget plan:

Activities	Estimated Cost (\$ / USD)	Explanation
Workshop (2 sessions, 30 participants)	Free	Venue rental (American Corner Luang Prabang)
	20	Materials (flipcharts, markers, paper)
	160	Refreshments (snacks, drinks, lunch)
	70	Transportation for facilitators (train tickets for 3 people + Motorbike for 3 days)
	65	Food costs for facilitators (3 people and 3 days)
	30	Hotel for facilitators (3 people, 2 room)
	13	Certificates (30 people and winners the social media campaign)
Post-workshop activities:	11	Clean-up drive supplies (gloves, trash bags, bins)
	40	Exchange prizes in activities (Collecting point...)
Social media campaign:	Use free option	Online graphic design tools
	15	Internet access and data costs
	30	Small incentives for volunteers contributing social media content
Monitoring and evaluation:	Use google form	Printing and copying
	Already have	Data collection and analysis tools
Contingency:	150	Unforeseen expenses (e.g., additional materials, transportation)
Total: \$604		

Despite our remaining budget of \$396, we're determined to continue our fight against rivers plastic pollution in Luang Prabang town through online workshops, targeted awareness campaigns in key locations, and collaborative cleanups with local partners. We actively seek additional funding to ensure long-term impact and significantly reduce plastic entering the river.