

Project “Tour the Green”

Dates: **July 9th 2014**

I. What is Project “Tour the Green”?

Project “Tour the Green” is a cycling(?) event engineered primarily to promote the public image of REDD+. The project combines two events in one day: Cycling and Tree Planting, both of which will require participants to wear the REDD+'s iconic Green Vest.

II. Objective

- To promote the public’s image of REDD+
- To engage the public in taking action to help the forests
- To celebrate Arbor Day (July 9th)

III. Rationale

Given the problem that the concept of REDD+ is found rather intangible by the majority of public, especially those who don’t know much of and/or have no interest in forest issues, we must take public relations to a higher level in a concrete and simplified way, i.e. the establishment of iconic events like those of Project “Tour the Green”.

PTG will imprint REDD+ into public perspective as a leading initiative for forest protection while Tour the Green will serve as a concrete idea for the public to associate REDD+ with. The events will surely evoke media’s interest as it is unprecedented and the view will be spectacular.

The project itself can run on an extremely low budget and is potentially self-sustainable if materials will not be much required.

IV. Potential Partners

- Union of Youth Federation Cambodia
- Forest Administration
- Ministry of Environment
- NGOs

V. Potential Sponsors

- Giant Bike (bike hiring contract)
- Beverage Companies (Coca Cola, etc.)
- Telecom Company (Smart Axita Company)
- Sabay Company
- Embassies (USA, UK, Sweden, etc.)
- Other companies in need show social responsibility

VI. Keys Facts

- July average temperature is 27 degree Celsius, good for cycling. There's a slim chance it might rain because it's the beginning of raining season.
- Average bike speed is between 30km/h - 40km/h which makes only 5 destinations appropriate
 1. Kandal (11km)
 2. Takeo (78km)
 3. Kampong Speu (48km)
 4. Prei Veng (90km)
 5. Kampong Cham (91km)
- Destination is decided by agreement Forestry Administration and/or Ministry of Environment. The location for the end of the tour must be suitable for the planting of many trees.

VII. Strategies

- Recruiting volunteers under the name "Green Ambassadors"
 1. UYFC
 2. University of Health Science (first aids)
 3. Other universities
- Commence advertising campaign **ten(?) weeks** before the event
 1. Target all students, especially those who own bicycle
 2. Target foreigners
 3. Everyone else who is interested can ride their own bike or hire a bicycle via project
- Invite celebrities to join the cycling
- Prepare media package for all media
- Encourage bloggers and citizen journalists by making a competition for the best photos taken or piece written etc.
- Use the event to boost Facebook outreach by having those riders, bloggers, and photographers sharing the page

VIII. What to prepare?

- A place in Phnom Penh for the cyclists to congregate in the morning of the event
- One sapling for each cyclists
- One green vest for each cyclist (see the design)
- Three or four facilitator trucks which contain first aids, drink, and space for cyclists to temporarily rest if they are too tired
- One siren motorbike to clear traffic ahead and ensure road safety
- One big bus to deliver cyclists back to Phnom Penh if the distance is too far to ride back to Phnom Penh
- One half-way stop for the cyclists to rest if the destination is far
- Meals and other preparation at the destination
- Air time on media