

WWF ECO-INTERNSHIP PROGRAMME COMMUNITY SERVICE PROJECT REPORT



WWF

THEME

Run for the Future: Protecting Karachi's
Environment

CAMPAIGN NAME

ECOTHON

GROUP MEMBERS

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1. Introduction

1.1 Vision

Our vision is to empower a healthier and more sustainable Karachi by promoting eco-friendly practices, reducing environmental pollution, and fostering a culture of fitness and wellness among our youth, thereby nurturing a society of vibrant and responsible individuals.

1.2 Mission

Our mission is to organize an eco-friendly marathon named as **Ecothon**, to raise awareness about environmental conservation, promote sustainability, inspire action among the youth and help control plastic pollution.

1.3 Problem Statement

We selected this topic because Karachi is grappling with pressing environmental issues like pollution, heatwaves, and climate change, which necessitate urgent action. Our team aims to contribute to the solution-finding process and inspire others to join the effort. Additionally, we recognize the prevalence of health issues in our community and believe that promoting fitness through marathons can foster a healthier population, enabling individuals to make more meaningful contributions to society.

1.4 Responsibility Matrix

I. Zehrah Minal

- Donated Rs 1500 to support the event
- Spearheaded overall event strategy and operations
- Managed finances, ensuring transparent and equal cost distribution among team members
- Coordinated publicity efforts, including creating the Instagram page and registration form
- Troubleshoot issues and addressed concerns raised by team members
- Collaborated with Al Hamd on writing and submitting the application for permission to use government-owned roads for the event
- Arranged for the production of official ID cards for the team, enhancing professionalism and unity

- Edited and refined Filzah's work, adding a professional finishing touch to the posts
- Designed the official logo for the event, skillfully incorporating the themes of eco-friendliness and athleticism
- Distributed digital certificates to all participants via email
- Provided refreshments, including water bottles and ice cream, for the participants' comfort
- Created flags and wristbands for the Capture the Flag game, which was part of the beach cleanup event, promoting a fun experience for participants while fostering environmental responsibility
- Compiled the community service report and designed the presentation for the final project demonstration

II. Al Hamd Khalid

- Donated Rs 1500 to support the event
- Secured partnerships with music band and limca stall owner, enhancing event experience
- Amplified event reach through targeted promotions and publicity efforts
- Collaborated with Zehrah on writing and submitting the application for permission to use government-owned roads for the event
- Provided innovative reel ideas for social media promotion, enhancing engagement and visibility
- Made arrangements for the supply and setup of tents and tables
- Collected the WWF banner and merchandise from the head office and brought them to the event for display

III. Syed Ali Abbas

- Donated Rs 1500 to support the event
- Arranged for police mobiles to ensure security at the event
- Provided a first aid kit to ensure participant safety and well-being
- Arranged for a sound system, including speakers and microphones
- Physically submitted the location permission application at government offices
- Conducted a site survey of the event location
- Made arrangements for food and refreshment stalls
- Managed to clear all the road to conduct the race

IV. Filzah Saqib

- Donated Rs 1500 to support the event

- Designed engaging reels and Instagram posts to promote the event
- Created certificates for event participants and winners
- Designed official ID cards for the event team
- Developed visually appealing content to enhance the event's brand and visibility
- Facilitated partnership with a T-shirt stall owner

V. Eeman Khalid

- Donated Rs 1500 to support the event
- Designed and produced recyclable medals, promoting sustainability and eco-friendliness
- Managed registration form responses, ensuring efficient data collection and analysis
- Created number bibs for all marathon participants, enhancing organization and participant experience
- Managed the registration desk, marking attendance for all participants and issuing numbered bibs

VI. Muhammad Asfandiyar Imran

- Donated Rs 1500 to support the event
- Conceived the idea of conducting a marathon, laying the foundation for the event
- Conceived and suggested the brand name 'Ecothon'
- Unfortunately, he was unable to attend the event due to a conflicting commitment - his university entrance exam, which was scheduled on the same day.

VII. Syeda Ayesha Iman

- Donated Rs 1500 to support the event
- Researched and identified affordable and high-quality vegetable seeds
- Purchased seeds in bulk and divided them into custom packets to distribute among our participants and spectators
- Provided a whistle to start off the race

VIII. Salikah Murtaza

- Donated Rs 1500 to support the event
- Designed and painted tote bags as eco-friendly alternatives to plastic bags, to be sold at the event
- Assisted in finding and arranging for local music bands to entertain the crowd at the event
- Collaborated with a photographer to effectively capture the event

- Furthered our eco-friendly efforts by collecting plastic bottles from each participant and donating them to local vendors at Seaview who creatively repurposed the bottles as water storage containers, hence reducing waste.

IX. Zoaiba Kamran

- Donated Rs 1500 to support the event
- Arranged for chalk and ribbon to mark the start and finish line

X. Saalim Faraz Siddiqui

- Donated Rs 1500 to support the event
- Featured in our Instagram Reels, helping to promote the event
- Positioned himself at the finish line and sprinted alongside the runners to determine the marathon winner

XI. Ahmed Shahid

- Donated Rs 1500 to support the event
- Had a heatstroke and was very sick but still showed up to the event

XII. Muntaha Jawed

- Donated Rs 1500 to support the event
- Was responsible for providing twelve 500ml water bottles for the team but failed to fulfill her commitment and did not appear as scheduled

1.5 Campaign Work Outline

Table 1: Weekly Breakdown of Campaign Work

WEEK 1 (14th June - 21st June)	<ul style="list-style-type: none"> • Conducted Zoom meetings to discuss potential project ideas • Conducted polls to finalize three ideas and then chose on ECOTHON as the best one
WEEK 2 (21st June - 28th June)	<ul style="list-style-type: none"> • Discussed idea with Sir Shamroz • Researched and made a list about possible places to conduct the marathon, and sought gov permission • Set up an Instagram page (@ecothon_pk) to begin publicizing the event and garner an audience • Made a registration form for participants to fill out

	<ul style="list-style-type: none"> • Made an itinerary for the event, and arranged for security protocol and first-aid • Effectively collaborated with different food stall owners to set up their respective stalls at the event • Talked to WWF Pak to set up their merchandise stalls • Prepared tote bags, seed packets and graphic tees to be displayed at Ecothon's stalls • Researched about and made an agreement with a music band from Iqra University to perform at the event • Made engaging content to post on our Ecothon Instagram page for more publicity
WEEK 3 (28th June - 5th July)	<ul style="list-style-type: none"> • Compiled a list of different activities to conduct at the event (e.g. a beach cleanup competition after the marathon) • Arranged for a tent, stage, chairs and tables for VIPs at the event • Arranged for a sound system • Made a WhatsApp group to better engage and relay instructions to participants

2. Campaign Instruments

2.1 Survey

Registration Form:

We used Google Forms to conduct the induction process for the participants. The link to the Google Form was shared on social media platforms and with friends and family members. You can access the form using the link below.

<https://forms.gle/upgriybkWwCbNk4M8>

2.2 Engagement (awareness) Session

Topic: 'Race Against Waste: How Your Generation Can Make a Difference'

Agenda: Participants will learn how to reduce plastic waste through marathon events via a short session

Audience: 25 people aged between 15-20

2.3 Competition

Goal: Complete the 1km track and come back without stopping or giving up

Number of Participants: 20 people

Agenda:

Table 2: Time Schedule of the Ecothon

8:00 AM - 8:30 AM	<ul style="list-style-type: none">• Participants receive individually assigned race bibs with unique identification numbers• Deposit used plastic bottles in a designated collection area
8:30 AM - 8:45 AM	<ul style="list-style-type: none">• Seaview Service Road cleared out and participants taken to the site of marathon
9:00 AM - 9:15 AM	<ul style="list-style-type: none">• Marathon
10:30 AM - 11:30 AM	<ul style="list-style-type: none">• Awareness Session• Beach Cleanup Activity combined with Capture the Flag
11:30 AM - 12:00 PM	<ul style="list-style-type: none">• Live Music Session

2.4 Social Media Platforms

Instagram Page

Instagram, a well-known social media platform, helped us attract a significant number of participants. We posted various updates and created reels to publicize the event, successfully gaining 40 to 50 participants within a week. The link can be accessed to our Instagram page through the link below.

https://www.instagram.com/ecothon_pk?utm_source=ig_web_button_share_sheet&igsh=zDNIZDc0MzIxNw==

Gmail Account:

The Gmail ID for certificate distribution and inquiries related to the event has been created and is provided below.

ecothon.pk@gmail.com

3. Results

3.1 Findings

40 plastic bottles were collected and repurposed, being donated to vendors at Seaview. These vendors will utilize the bottles to store water, which will be sold to beachgoers seeking to clean themselves, promoting a sustainable and eco-friendly practice.

3.2 Campaign Impact

Environmentally, we successfully collected 40 plastic bottles, reducing waste and promoting sustainability by repurposing them as water storage containers for vendors at Seaview.

Socially, we engaged the community, raising awareness about environmental conservation and promoting a culture of fitness and wellness among our youth.

Economically, we supported local vendors, providing them with a new means to generate income while promoting eco-friendly practices.

3.3 Audience Feedback

The audience feedback was very positive, with participants and spectators praising the event.

"I never thought I'd be running for a cause, but Ecothon inspired me to take action," said Maryam Jameel, a participant in the marathon.

Sumit Ahuja, a 17-year-old city-level runner, said, "Despite some management issues, Ecothon was lit! Loved the energy and the impact we made. Can't wait for the next one!"

Another participant, Muhammad Anas, appreciated the event's emphasis on sustainability, saying, "It's amazing to see young people taking charge of environmental issues - we need more initiatives like Ecothon!" The feedback highlighted the campaign's success in engaging the audience and inspiring a sense of environmental responsibility.

3.4 Learning Outcomes:

Ecothon was an unforgettable journey that taught us some invaluable lessons. We learned that putting on a successful event requires more than just a great idea - it takes meticulous planning, attention to detail, and a willingness to adapt when things don't go according to plan. We faced some unexpected hurdles with the government authorities, but we worked together to resolve them and pulled off an amazing event. We discovered that even the smallest details can make or break an event, and that effective management is key to keeping everything on track. Through it all, we gained a deeper

appreciation for the importance of teamwork, communication, and problem-solving. And, of course, we learned a thing or two about environmental conservation and sustainability - and the impact our actions can have on the planet. It was an incredible experience that we'll never forget, and we're all better off for having been a part of it.

3.5 Sustainable Plan

We implemented the following sustainable measures at Ecothon:

Reduced Plastic Waste

We collected and recycled three plastic bottles from each participant for registration.

Eco-Friendly Awards

We awarded medals and certificates made from sustainable materials, minimizing waste.

Tree Planting

We distributed seed packets to participants, encouraging them to plant trees and support reforestation efforts.

Sustainable Alternatives

We offered eco-friendly tote bags as an alternative to single-use plastic bags.

Recyclable Gifts

We gave winners recyclable gifts and WWF goodies, promoting sustainable practices and supporting conservation efforts.

3.6 Supporting documents

Photos and Videos from the event:

https://drive.google.com/drive/folders/1I4PteYiV25YOnHnrTGxVokm6M8P9_Q4?usp=s_haring

Certificates for the event:

https://www.canva.com/design/DAGJDoXGpi8/cN762bliyQ05EV_wzjvEfQ/view?utm_content=DAGJDoXGpi8&utm_campaign=designshare&utm_medium=link&utm_source=editor