300RIEL 300DERM PROPOSAL

MANGROVES PLANTING PROJECT

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Abstract

The main purpose of this project is to tackle the issue of deforestation in Cambodia, more specifically the cutting of the mangrove ecosystem. Through deforestation, remove the emissions that are contributed by the conversion and degradation of dense forests to a less dense environment; through climate and biodiversity change respectively, leakage effects are reduced and immense change is brought towards both the environment and local communities. The bad effects are combated by planting 300 mangrove saplings in the Trapang Sangkae community in the Kampot Province. There are 2 main things that the project aims to accomplish:

1) increasing awareness among GenZs of how important mangroves are using dynamic social media campaigns via engaging infographics and reels,

2) actually planting 300 mangrove saplings via collaboration with the volunteers for reforestation.

The activities include producing and disseminating informative social media, organizing and hands-on planting demonstrations, and an organized community planting day including educational tours of previous successes and future planning. The importance of the project, therefore, is its multifaceted approach. Not only does it directly help environmental restoration by providing more mangrove coverage, but it also gives these young people the power to cultivate their powers of activism through education and participation. Through creating awareness, bringing people involved, and motivating people to adopt sustainable practices, this initiative aims to have a positive lasting impact on the local ecosystem and contribute to broader climate change mitigation efforts as its own model for future conservation cases.

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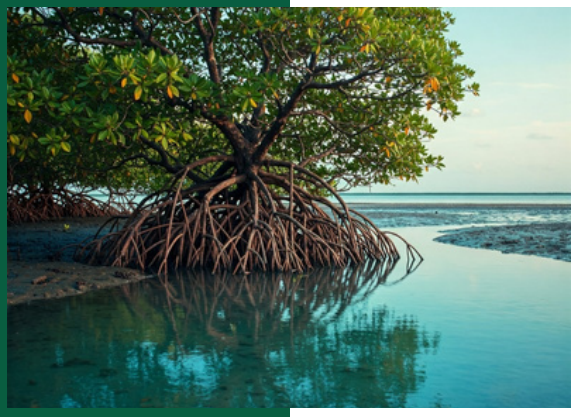
1. Project Background

Mangrove forests are a critical forest ecosystem in Cambodia that acts as carbon sinks, absorbing large amounts of dioxide and providing oxygen into the atmosphere. Not only that mangrove trees act as a natural barrier that blocks dangerous surges by tropical storms protecting the coast and locals from flooding. These ecosystems provide shelters for a wide range of biodiversity from birds and mammals to marine species. Kampot's mangroves were under grave threat from unregulated fishing and illegal development activities. Between 1989 and 2017, over 36,810 hectares of mangrove forest were damaged in Kampot (Mekong Tourism Coordinating Office, 2024). Like many coastal areas, Trampeng Sangkae is vulnerable to coastal erosion, rising sea levels, and storm surges. Without adequate coverage of Mangrove trees, Trampeng Sangkae is at risk of suffering from severe coastal damage, and the loss of land increases dramatically. The Trampeng Sangkae community also relies on fishing and eco-tourism as well, thus reforestation projects enhance the area's natural beauty and draw more tourists to the area. Through our efforts of planting trees in Trampeng Sangkae, our group is mitigating these issues and also inspiring others to take part in similar projects.



2. Problem Statement

Deforestation throughout Cambodia creates severe environmental issues which lead to three main effects: it enhances climate change while removing biodiversity and leaving more land vulnerable to soil loss. The 2023 year resulted in the disappearance of approximately 121,000 hectares of Cambodian forest cover (Esterman, 2024) which intensified unexpected weather patterns. Moreover, The coastline erosion itself causes additional effects to climate change while endangering biodiversity structures it also puts coastal community resources at risk. Coastline erosion contributes to water pollution because when coastal erosion occurs, large amounts of soil together with sand enter the water. An urgent response needs to be implemented because deforestation occurs at an alarming rate. The mangrove forests in Cambodia face depletion (Delgado, 2024). The disappearance of mangroves leads to a reduction of essential services which subsequently endangers the survival of dependent communities because the local people in that community also rely their living on them. Cambodia has a long coastline of 435 kilometers across four provinces: Koh Kong, Preah Sihanoukville, Kep, and Kampot, which have rich natural resources such as mangroves. However, our studies focus on planting mangrove trees in Kampot province as there are a lot of mangrove trees and mangrove communities found there. Kampot province is also known for its beauty but at the same time, the development, and construction activities also diminished the survival of mangrove trees and other types of trees as well which significantly harmed the environment. Our initiative will build on 300 trees. Our project aims to increase the current environmental situation through the mangrove planting of 300 trees in the Trapeng Sangkae Community. This will enhance air quality locally and increase carbon retention biodiversity and community resilience as it adds 300 new mangrove trees to Trapeng Sangkae. It also aims to deepen youth engagement with vital coastal environments.

3. Project Objective

1

Objective: To raise awareness of Mangrove's importance to local communities, namely the Trampeng Sangkae community, to Gen Z through a social media campaign such as Facebook and TikTok within June.

2

Objective: To collaborate and plant 300 mangrove saplings at Trampang Sangkae community to increase local biodiversity in Kampot province to enhance local biodiversity in June.

4. Program Design

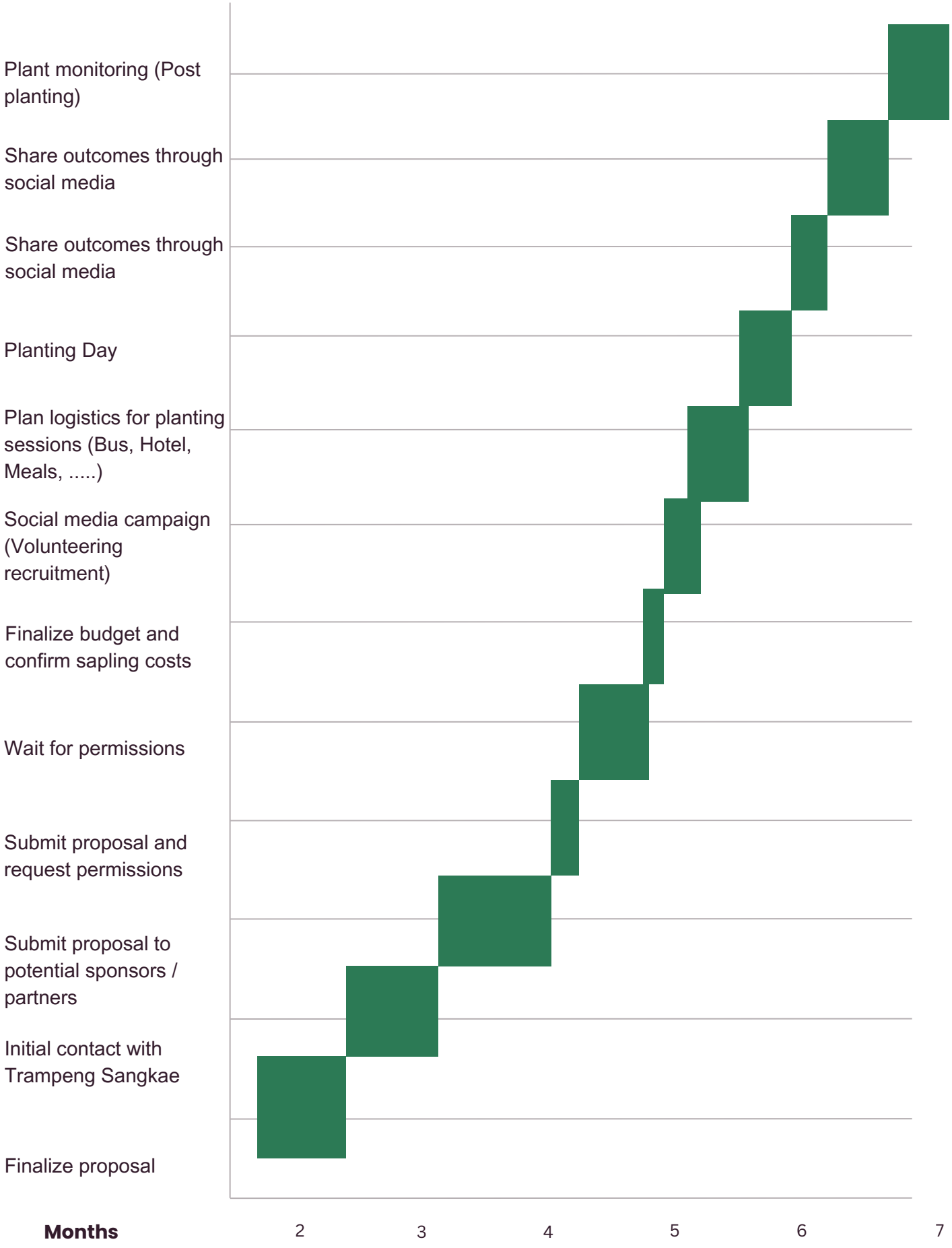
Raising Awareness Through Digital Content Creation

To achieve our first objective, we will post engaging infographic posts combined with fun facts and digestible information by incorporating designs that highlight key information. Moreover, we will make multiple short and impactful reels to educate our target audience by highlighting the importance of mangroves to bring awareness to our targeted audiences. By leveraging these channels, we can reach a wider audience, share our achievements, and spark action to support mangrove conservation.

Building Community Involvement and Awareness Through Mangrove Planting Activities

To achieve our second objective, we will have volunteers engaged in a meaningful experience of planting mangrove trees in Kampot, coupled with fun and unforgettable activities to heighten the sense of inclusive community. To ensure the efficiency of the planting process, volunteers are divided into smaller groups and assigned to focus on different zones. Additionally, volunteers will be toured around the Trampeng Sangkae community and explore previous initiatives highlighting their success, to inspire a deeper understanding of our purposes and the ongoing conversation of mangrove trees.

Proposed Timeline



Proposed budget

Item Description	Unit	Unit Cost	# of Units	Total $
Mangrove Saplings	Sapling	1	300	300
Water	Bottle (500ml)	0.5	44	22
Meals (Breakfast, Lunch, Dinner)	Meal	3	33	99
Bus (15 seats)	Rental (per day)	380	1	380
Accommodation	Room	25	15	375
Custom T-shirts with Logo	T-shirt	8	16	120
Facebook Posting (Marketing)	Post	5	1	5
Website Hosting	Monthly free	20	1	20
Certificate Frames	Frame	3	15	45
Banner	Piece	20	1	20
First Aid Kit	Kit	15	1	15
Other Expense	-	-	-	150
TOTAL	**-**	**-**	**-**	1,551

5. Monitoring and Evaluation Plan

The Monitoring and Evaluation (M&E) plan of this project will take accountability along with impact measurement by conducting routine site assessments and connecting with community members. The project includes site checks during the first six months by following up and assessing the mangrove growth together with the mangrove survival rates and picture and written documentation of progress.

Our team will work collaboratively with The Trapeng Sangkae Community to take part in all project activities. The collaboration with the community will maintain mangrove care through sessions that teach both skills and knowledge. The project will continuously gather feedback from the community to enhance its alignment with community requirements. The partnership will help to create a sustainable mangrove management plan which will continue after the project period ends

By visiting the mangrove we can ensure that the data of M&E will consist of sapling survival counts and measurements as well as the assessments and photographic evidence of the site. The project management team together with key administrators will receive summary reports that help guide needed adjustments through monthly documentation. The project monitoring and evaluation system delivers sustainable outcomes by ensuring high performance and increasing positive effects on Trapeng Sangkae mangroves.

6. Plan of sustainability

Our sustainability goal is to Partner with existing local organizations which enable the project to actively conserve natural resources because this partnership will enhance results while bringing the initiatives in line with present environmental structures. The initiative aims to link up with operational conservation projects as well as community development of the plan that aligns with our mission.

This partnership also serves as a platform for mutual learning—while the local community strengthens the ecological foundation of the project, our team will support youth leaders in developing the skills and leadership capacity to carry forward future conservation efforts. Together, we will build a self-sustaining model of environmental stewardship that inspires broader regional action and ensures the continued protection of Kampot's mangrove ecosystems.

We will assist younger generation in building their leadership abilities for future mangrove conservation initiatives. Our team will provide necessary assistance and advisory services to help them acquire funding grants and execute self-sustained projects following the termination of our initiative. Our goal is to establish enduring positive change for both the mangrove ecosystem and the dependent community through local expertise development.

7. Meet our team

Mey ChethaPuthi

Team Leader

Project leader

Puthi a dual major student who is pursuing Computer Science major and Professional Communication major. Having the background of a STEMS major, he sees the art of conserving the environment from a different angle. He is passionate about making positive changes in the environment through technology.

Sy Seyha

Event Planing

Executive Director

Sy Seyha is currently a senior majoring in Professional Communication. at IFL. He is also a well-known influencer in various social media platforms. Despite his fame, Seyha is committed to making positive changes for the environment for his massive fan base.

Sokha Nita

Finance

Finance Person

Nita currently pursuing two majors which are law at RULE University and Professional Communication at IFL. Balancing two fields of study has helped her develop strong time management, organization, and multitasking skills. She is interested in the environment, especially protecting mangrove trees and helping coastal ecosystems. She believes caring for nature is really important.

7. Meet our team

Vung Sophir

Public Relation

Project Secretary

Sophir, a fourth-year student at IFL majoring in Professional Communication. Alongside her studies, she is a strong advocate for environmental sustainability. She believes in taking action to protect our planet's delicate ecosystems. She is particularly passionate about the preservation of mangrove forests, recognizing their critical role in safeguarding coastal areas and supporting biodiversity.

Lim Vannliza

Human Resources

Project Secretary

She is currently a year 4 student, majoring professional communication in IFL. Environment is partly of her focus due to her interest with environmental problems which include Cambodian deforestation alongside mangrove preservation. Also, she has been learning about the measures that combined with a desire to make beneficial ecological change are what motivates her regarding ecosystem preservation.

Kong Pich Chenda

Media

Project Secretary

Chenda, a fourth-year student pursuing a double major in Professional Communication, and Finance and Accounting. Alongside her studies, she is gaining practical experience as an Accountant Intern.

Beyond academics and work, she is deeply passionate about environmental conservation. She believes in the importance of sustainable practices and protecting our natural resources. In particular, she is interested in the preservation of mangrove forests, recognizing their vital role in coastal ecosystems and climate resilience.

8. Appendix

Figure 1.1: Engaged with children through fun activities and capture memorable moments.

Figure 1.2: University students and lectures showing interest and make considerable contributions for our project.

Figure 1.3: High collaboration from core team, capturing unforgettable moments.

Figure 2.1: After a few tries, this young man secured his prize while also contributing a lasting impact.

8. Appendix

Figure 2.2: Students gathered around the booth, showing interest on the project and the game.

Figure 2.3: Inspiring performance done by core team at the end of the event

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Thank You!

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SPONSORSHIP PACKAGE

IN-KIND

- In addition to cash sponsorships, we have identified several possible areas for in-kind sponsorship, with benefits depending on the value of the in-kind sponsorship.
- These areas may include media, transportation, and refreshments. More areas can be discussed later on.

BRONZE

$100

- Logo on Banner
- Logo on Cover Facebook page
- E-Certificate of appreciation on social media (Facebook Page, TikTok)
- Acknowledgment in project recap video
- Social media shout-out with Logo (TikTok, Facebook) (x1)

SILVER

$200

- Logo on Banner
- Logo on Cover Facebook page
- Sponsor Logo Placement on Our Website
- Logo on T-shirts
- E-Certificate of appreciation on social media (TikTok, Facebook Page)
- Custom thank-you video (independence video)
- Acknowledgment in project recap video
- Social media shout-out with promotion (TikTok, Facebook) (x1)

GOLD

$300

- Logo on Banner
- Logo on Cover Facebook page
- Sponsor Logo Placement on Our Website
- Logo on T-shirts
- E-Certificate of appreciation on social media (TikTok, Facebook Page)
- Custom thank-you video (independence video)
- Acknowledgment in project recap video
- Social media shout-out with promotion (TikTok, Facebook) (x2)