

CIT 492 – Project Proposal

1. Project Fiche

Title of project	Sustainable Future with Recycling Culture
Implementation partners (Group Name)	Give Me Five
Total estimated budget	₺48.992.500,00
Duration of the project	12 months
Location of the project	For the first half of the project in big cities (Ankara-İstanbul-İzmir) of Turkey, for the second half of the project in the rest of the cities in Turkey.
Project purpose	To reduce the rate of unrecycled domestic waste and waste cooking oil by providing training programs on waste recycling and increasing awareness on waste reduction throughout Turkey.
Specific objectives	<p>1-reducing the household waste kilogram per/person in Ankara-İstanbul-İzmir-Samsun-Antalya-Van (at first hand) and all the country around 300-400 grams (which is 1.15 kilograms daily household waste per/person).</p> <p>2-increasing the ratio of the usage of recycled object in houses and increasing the ratio of reusable household waste around 2-3% (which is 13.2 for the last recording data, we aim to make it 15-15.5%).</p> <p>3-reduction of the ratio of illnesses that are caused by water and environment pollution which results metabolism disorders around 1.5%. (which is around 4.2% for general causes of death in country according to 2021 data)</p> <p>4-enhancement on economics for farmers and local businesses which are mostly affected from pollution. And also, increase in the agricultural production around 3% (which constitutes the 15% of national income).</p> <p>5-100-150 LGBTQI+2 and people with disabilities are participated our educations in total.</p>
Target groups	<p>General public and private</p> <p>Domestic users of oil and waste makers</p> <p>Commercial users of oil and household waste</p>
Beneficiaries	Everyone affected by the environment.
Expected results of the project	<p>Domestic waste and waste oil reduced</p> <p>Soil and water pollution reduced</p> <p>Awareness on water recycling increased</p>

<p>Success indicators</p>	<ul style="list-style-type: none"> - Our target groups which are planned as at least 20-25 individuals for each neighborhood (around 1400-1450 people in total) learning about what is waste and oil recycling and how to do it with a one-month education - Reducing the amount of unrecycled waste and cooking oil waste from 1.15 kgs daily per person to 700-800 grams in the country and observing the improvements of recycling on environment over time - Seeing a decrease of challenges being faced by people who make their living from soil and water because of pollution which leads an increase on the agricultural production as 3-5%.
<p>Activities</p>	<p><u>Activity No 1:</u> Application for new constitutional arrangements, meetings with investors, relevant ministries, and municipalities.</p> <p><u>Activity No 2:</u> Starting educations about how to recycle domestic waste and how to transform recycling into financial support in cities of Turkey.</p> <p><u>Activity No 2.1:</u> Starting a one-month education trial and observation period in Ankara.</p> <p><u>Activity 2.2:</u> Starting more detailed educations for businesses and minorities/disadvantaged people that a certificate will be given in 7 cities from 7 different states of Turkey. (Ankara, Istanbul, Izmir, Samsun, Sanliurfa, and Van)</p> <p><u>Activity No 2.3:</u> Starting general educations about recycling in 7 cities from 7 different states of Turkey. (Ankara, Istanbul, Izmir, Samsun, Sanliurfa, and Van)</p> <p><u>Activity No 2.4:</u> Giving seminars in 7 regions (every month in a different city from a different region)</p> <p><u>Activity No 3:</u> Starting advertisements to spread awareness about recycling domestic waste</p> <p><u>Activity No 3.1:</u> Preparing and publishing informative brochures to facilitate the process</p> <p><u>Activity No 3.2:</u> Preparing and publishing short informative videos on public transportations about recycling</p> <p><u>Activity No 3.3:</u> Preparing and publishing billboard posters for spreading awareness on recycling</p> <p><u>Activity 3.4:</u> Preparing and publishing informative contents to spread through social media for spreading awareness on recycling</p> <p><u>Activity 4:</u> Sending certificated participants abroad to learn about recycling on different countries.</p>

Activity Outputs	<p><u>Activity 1:</u> Getting necessary permissions, meeting and presentations done and starting the project.</p> <p><u>Activity 2:</u> Raising awareness of the participants on how to recycle domestic wastes.</p> <p><u>Activity 2.1:</u> Raising awareness of the participants in Ankara on how to recycle domestic wastes.</p> <p><u>Activity 2.2:</u> Raising awareness of businesses and minorities/disadvantaged participants in cities Ankara, Istanbul, Izmir, Antalya, Samsun, and Van on how to recycle household waste in more detailed and advanced techniques and giving them certificates for their participations.</p> <p><u>Activity 2.3:</u> Raising awareness of participants in cities Ankara, Istanbul, Izmir, Antalya, Samsun, and Van on how to recycle household waste at home and the basic of the idea recycling.</p> <p><u>Activity 2.4:</u> Spreading awareness of attendants about the importance of recycling of domestic wastes.</p> <p><u>Activity 3:</u> Increasing the number of citizens with using different advertisements around the cities.</p> <p><u>Activity 3.1:</u> Distributing informative brochures throughout the country for raising awareness about recycling domestic waste.</p> <p><u>Activity 3.2:</u> Raising awareness of citizens who are using public transportation via informative short videos.</p> <p><u>Activity 3.3:</u> Raising awareness of citizens via billboard posters.</p> <p><u>Activity 3.4:</u> Raising awareness and knowledge of attendants of the seminars by choosing speakers to be occupied on the topic recycling.</p> <p><u>Activity 4:</u> Expanding certificated participants' horizons by sending them abroad and making learn about the techniques of more qualified countries possible for them.</p>
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2. Project Introduction: Summary of the Project

Earth's pollution level increases very fast every day because of the human interactions with harmful materials to the environment, and waste oil is one of them. Decreasing all interactions with these materials is not possible for now (interactions with fuel oils, natural gas etc.) but decreasing the pollution that waste oil causes is not as impossible as others. The best way to do that is recycling which is the main aspect of our project. To make our idea of recycling waste food oil around Turkey possible:

- Firstly, we are planning to contact with related institutions (Ministry of Environment and Urbanization, Ministry of Energy, Ministry of Health, Ministry of Agriculture and Forestry, Ministry of Justice), related organizations (TEMA Foundation, WWF Turkey, TURMEPA...), and municipalities of big cities like İstanbul, Ankara, İzmir, Antalya, Sanliurfa, Samsun and Van (one city from every region of Turkey as the first step).
- Secondly, our plan is providing education for people who own restaurants or small businesses on food so they can learn how to reuse, recycle, or reproduce the waste food oil they produced at the end of the day.
- Lastly, for spreading awareness for every individual person on this topic, we are planning to do public announcements on television, using subways and busses to publish sort films/commercials about how to recycle food oil at home, handing brochures around the country to making the learning process easier for everyone in the society.

With all these steps, we are planning to make recycling waste food oil possible firstly for everyone in big cities (in the first 12 months) and for everyone in every city of Turkey (in the second 12 months).

3. Project background and rationale

Waste is the inevitable result of human activities. Though it wasn't an enormous problem in the past, industrial activities accelerated the production of waste as a result of the mass production system. Thus, the number and quality of the waste have been increasing beyond the capacity of nature. Especially, with the increase in urbanization, in urban areas consumption and production have accelerated. However, contrary to popular belief wastes of consumption affects the living standards of urban areas more than wastes from the production process. Particularly, in the recent globalizing world, the cities have become more popular as the communication and commercial centers and the migration, due to several reasons, and the population has been increasing. That means a rise in the number of domestic wastes in urban areas. Therefore, nowadays recycling and reusing different types of waste is an important topic for local governments. Recycling and reusing wastes decrease energy consumption and increase environmental and economic sustainability. Nevertheless, the procedures aren't adequate for recycling domestic waste without social consciousness.

According to the predictions of experts, the cities will be 2-3times more crowded in 2025 compared to 2012.¹ The increase in the population of urban areas causes an increase in the amount of waste. Today, the amount of solid waste per capita is 1 kg, and the amount of domestic waste is 0.6 kg.² These domestic wastes include a high ratio of recyclable materials as the result of the extravagance culture of urban life. Each non-recycled/recyclable material cause to consume more raw materials, energy, and budget for processing and transportation. In Europe with a population of 500 million, 400 billion Euros are saved owing to recycling the domestic waste. In Turkey, even though approximately 30 million tons of domestic waste is generated annually, the recycled domestic wastes provide to save only 10 billion TL.³ Although in Turkey, 25% of domestic waste is recyclable, the profit is very low when we compare it with Europe. This situation is based on the fact that people don't take an active role in the process.

The recycling process begins with separation. The separation process can be divided into 3 main groups:

- Separation at the source
- Separation in transit
- Separation in the center

The most effective one is the separation in the source which means that the places that produce waste in it, such as houses restaurants, etc.⁴ Though, this separation type isn't actively carried out, a poll indicates 73.1% of people are aware of the importance of waste separation. The awareness about recycling the wastes is related to education, and social security. Also, waste types are related to income and lifestyle. In addition, the people, who are aware of the importance of separating domestic wastes, find it difficult to have more than one or two pieces of trash at home and empty them. In addition, 38% of housewives, one of our target groups, think that the separation of wastes is beneficial for only the municipalities. This data shows us, that many housewives are unaware of the economic and environmental effects of recycling.

¹ (GÜNGÖRMÜŞ, 2012)

² (KÖK, 2021)

³ (KÖK, 2021)

⁴ (GÜNGÖRMÜŞ, 2012)

We aim to raise awareness of people, who are excluded from society and don't have financial independence, about recycling and the separation process and provide them an opportunity to gain financial independence by being part of the recycling process and training in the craftsmanship that can be made with waste.

4. Project description and activities

General objective: Creating a better environment for everyone by recycling domestic waste & oil and raising awareness on recycling culture. Increasing the participation of the LGBTQI+2 and people with disabilities to the social environment.

Specific objectives:

- 1- Reducing the household waste kilogram per/person in Ankara-İstanbul-İzmir (at first hand) and all the country around 300-400 grams (which is 1.15 kilograms daily household waste per/person).
- 2- Increasing the ratio of the usage of recycled object in houses and increasing the ratio of reusable household waste around 2-3% (which is 13.2 for the last recording data, we aim to make it 15-15.5%).
- 3- Reduction of the ratio of illnesses that are caused by water and environment pollution which results metabolism disorders around 1.5%. (which is around 4.2% for general causes of death in country according to 2021 data)
- 4- Enhancement on economics for farmers and local businesses which are mostly affected from pollution. And increase in the agricultural production around 3% (which constitutes the 15% of national income).
- 5- 100-150 LGBTQI+2 and people with disabilities are participated our educations in total.

Results and Outcomes:

- Local people have learnt how to use their wastes and how to recycle them with the minimum damage to soil and their environment and the reduction of the household waste ratio is achieved.
- Recycling culture is increased 10-15% in the society (65% people know that recycling is something good for society and nature).
- Economic development is managed on local areas for agricultural production around 5-8% with respect to recycled material usage and less pollution on the soil.
- Illnesses caused by poisoned soil material usage is decreased by 5% (which is 15% for the agricultural areas have water pollution and illnesses because of lack of clean water).

Activity descriptions and activity outputs:

1-Reports and Permissions

Submitting a report -to Ministry of Environment and Municipalities of Çankaya and Mamak in Ankara/ Kadiköy Municipality for İstanbul / Bornova Municipality for İzmir- which explains how household waste causes pollution and how much we need to create awareness on society to recycle their wastes and getting the permissions to start our project for the beginning and opening courses in the big cities (Ankara-İstanbul-İzmir) at first hand.

As a result of this, we will start our project by arranging the permissions we need and lighting the first fire for the raising awareness on household waste and waste oil recycling at the management level of the country.

2- Education

Starting to give courses (4-6 hours weekly) in Ankara to raise public awareness with the theme of "domestic waste and waste oil recycling", which we will spread to 7 regions of Turkey to housewives/men [an estimated 20-25 different family members per regional schools (one school/classroom from each city which in total makes 7 classrooms)] regardless of gender who need to be aware of waste.

Activity No 2.1: Starting a one month-education trial and observation period in Ankara about how recycle domestic waste and how to transform recycling into financial support opportunity.

Activity No 2.2: Starting more detailed educations for businesses and minorities/disadvantaged people that a certificate will be given in 7 cities from 7 different regions of Turkey. (Ankara, Istanbul, Izmir, Samsun, Sanliurfa, and Van)

Activity No 2.3: Starting general educations about recycling in 7 cities from 7 different regions of Turkey. (Ankara, Istanbul, Izmir, Samsun, Sanliurfa, and Van)

Part 2.2 and 2.3 can look the same, but we aim to give different education programs:

1. for the business owners and people with disabilities and disadvantages in society to have a certificate for their business and applications for a job.

2. for the people who need general information and awareness about recycling. Also, transmitting the recycling and protection of the nature culture.

Activity No 2.4: Giving seminars in 7 regions (every month in a different city from a different region)

This part aims to spread the knowledge to people who are not attending our education but need to be informed about the recycling and

how useful and necessary for our country and environment. Each month, we aim to give 1 seminar for 1 region (7 in total).

As a result of this activities, we will increase the ratio of the people who are aware of recycling and how significant it is for the country from 65% to 80%. by creating awareness on household waste recycling and decreasing household waste pollution in the country around -40% which also causes a decrease in the illnesses rooted of polluted environment and water. This results of the decrease in pollution take us to the enhancement of agricultural production and economical improvement.

3-Commercializing

Activity 3.1: To distribute brochures containing information about the content and contributions of our education in environmental and climate fairs aimed at announcing the impact of our trainings (sending speakers to these fairs in order to raise awareness if it is possible)

Main goal of this activity is to reach as much as people we can, so that participation and sounds of our project can be at the level as we wish to have.

As a result of the brochure distribution, we aim to reach 40-45% of the cities that will be informed about the importance of recycling and our courses.

Activity 3.2: Preparing short informative videos on public transportation about recycling.

This part is also crucial for our project in order to be visible to each person who uses public transportation in their daily life around the city. These videos will be seen on mobile screens inside public transportation such as subways and buses.

As a result of this activity, we aim to reach 80% of the cities by showing our project and raising their awareness on household waste recycling and guiding them to join our project.

Activity 3.3: Advertising on billboards at Billboard-subway stops to announce "conscious environmental individual" certified course information and increase participation.

It will be our priority to attract the public's attention by using public transportation advertisements in 7 cities. For this type of advertising project, a design company will be signed, and banners will be created that stand out for the billboard. And the main goal is to be visible for everyone inside the cities by using these billboards.

As a significant result of this activity, we will reach almost 95-100% of these cities to let them know about our project and again how much the state gives importance to recycling and its outcomes for our country.

Activity 3.4: Giving employment as a government employee to some of the certificate participants including LGBTQI+2 members and people with disabilities in the society to inspect small businesses like cafes, restaurants, etc. about recycling.

We aim to increase the participation of the LGBTQI+2 members and the people who gained certificates from our recycling project and proved themselves as an aware member of the public into society and also creating opportunity for them to join economic development of the country by giving employment from the small businesses which need to be improved for waste recycling.

This activity will give us a result that a decrease in the unrecycled material seen in the public areas (1.15 kilograms per person daily, but will be decreased to 750-800 grams), economic improvements (3-5% for agricultural areas) for local businesses and LGBTQI+2 members (100-150) that are gained for social development of our country for the creation of awareness and economical wellness.

4- Different opportunities for certificated participants

Sending certificated participants abroad to learn about recycling to different countries for a weekend after the trial process finished.

After we have taught how to recycle the domestic waste and how to make them useful for the environment of our country and gave the certificates for the ones who successfully finished their education, we aim to show them how European countries use and separate their domestic waste for recycling by sending them abroad for the continued education. (Belgium and Netherlands as model countries)

As a result of this activity, we will teach the European recycling system to 1% of our participants which means 5-10 people who will get recycling education in Europe to transplant in our country as a model of recycling culture. (The financial issues caused by the exchange difference holds us to send more people)

Target groups and final beneficiaries:

Target group: housewives/men/LGBTQI+2 members [an estimated 20-25 different family members per regions in a one-month education (40 schools in total around 7 regions)] regardless of gender who need to be aware of waste.

Final Beneficiaries: housewives/men/LGBTQI+2 and people with disabilities - next generations who will face with a less polluted environment- entire society which gained awareness on recycling waste and reducing pollution.

Timing and location:

12 months – Ankara (beginning) + 7 regions of Turkey (Ankara, Istanbul, Izmir, Antalya, Sanliurfa, Samsun, and Van) + Europe (to learn the methods for waste recycling system with a weekend long experience)

5. Risks and assumptions

Risks	Impact	Risk Level	Mitigation Strategy
Failure to receive the required appropriation as a result of the presentation made to the municipalities	High	Medium	Re-preparing and presenting the project in detail or finding sponsors for the project
Housewife/househusbands' inability to attend trainings due to problems of not leaving the house.	Medium	Medium	Providing online training option for participants who do not have the opportunity to participate physically.
Emergence of material-related problems in greenhouse construction	High	Medium	Making a comprehensive agreement with the construction company to provide material and operational control.
Not being able to go to the fairs held abroad as a result of the closure of overseas exits due to the pandemic etc.	Medium	Low	To participate in fairs online

Assumption	Probability	Description
Approval for the project and necessary financial support were received	High	To be able to implement the project, we should have approval and the financial support from investors.
The project became known as a result of the advertisements made to announce the project	Medium	Provides increasing awareness of participants without any previous education.
The expected participation in the project was achieved and the training was productive	Medium	Participants do not have the education on recycling and cannot be employed due to not being able to attend provided classes.
Seminars were organized for individuals who could not attend the training but who needed to have knowledge about recycling.	High	Seminars were organized, participation was ensured, recycling awareness increased.

Cafes and similar venues in the city were willing to participate in the project	Medium	Craftsman and little artisans thinking that this type of change might be affecting them financially.
The greenhouse construction was completed without any problems and the work continued with volunteers	High	We planned all process with detail, there will not be any problems or failures on this step.
Determined groups participated in international fairs, their knowledge on the subject increased	High	As a result of the number of participants attended the classes, we think that the participation on this step will be successful.
As a result of the 1-year training, participants who gained environmental and recycling awareness were recruited, and certified participants were employed in cafes and restaurants.	High	Regardless of gender, individuals completed their education, and certified participants were employed as planned.

6. Work plan (Gantt Chart) and Resource Plan

Activity /Months	1	2	3	4	5	6	7	8	9	10	11	12	Implementing Party
Activity No 1: Application for new constitutional arrangements, meetings with investors, relevant ministries, and municipalities.													Ministry of Justice, Ministry of Environment and Urbanization, municipalities, relative institutions, organizations, investors, and ministries
Activity No 2: Starting educations about how to recycle domestic waste and how to transform recycling into financial support in cities of Turkey.													Ministry of National Education and Municipalities
<i>Activity No 2.1:</i> Starting a one-month education trial and observation period in Ankara.													Ministry of National Education and Municipality of Ankara
<i>Activity 2.2:</i> Starting more detailed educations for businesses and minorities/disadvantaged people that a certificate will be given in 7 cities from 7 different states of Turkey. (Ankara, Istanbul, Izmir, Samsun, Sanliurfa, and Van)													Municipalities
<i>Activity No 2.3:</i> Starting general educations about recycling in 7 cities from 7 different states of Turkey. (Ankara, Istanbul, Izmir, Samsun, Sanliurfa, and Van)													Municipalities
<i>Activity No 2.4:</i> Giving seminars in 7 regions (every month in a different city from a different region)													Ministry of National Education and Municipalities
Activity No 3: Starting advertisements to spread awareness about recycling domestic waste													Promoters and Municipalities

<i>Activity No 3.1:</i> Preparing and publishing informative brochures to facilitate the process													Promoters
<i>Activity No 3.2:</i> Preparing and publishing short informative videos on public transportations about recycling													Promoters and Municipalities
<i>Activity No 3.3:</i> Preparing and publishing billboard posters for spreading awareness on recycling													Promoters and Municipalities
<i>Activity 3.4:</i> Preparing and publishing informative contents to spread through social media for spreading awareness on recycling													Promoters
Activity 4: Sending certificated participants abroad to learn about recycling on different countries.													Ministry of National Education, Ministry of Environment and Urbanization, and Promoters

7. Budget

Project Title: Future with Recycling Culture				
Project duration: 12 months				
1. Project Budget				
Costs	Unit	Amount	Unit Cost (TL)	Total cost (TL)
1. Human Resources				₺532.500,00
1.1 Project Coordinator	Monthly	1	₺10.000,00	₺120.000,00
1.2 Instructors (trial process)	Monthly	1	₺5.500,00	₺5.500,00
1.3 Instructors (after trial process)	Monthly	7	₺5.500,00	₺308.000,00
1.4 Graphic designer	Monthly	1	₺3.000,00	₺27.000,00
1.5 Ad Agency (for distributing brochure)	Monthly	1	₺3.000,00	₺27.000,00
1.6 Ad Agency (for distributing social media platforms)	Monthly	1	₺5.000,00	₺45.000,00
2. Activity Costs				₺48.312.000,00
2.1 Publication Costs (public transportation)	Monthly	200	₺2.000,00	₺3.600.000,00
2.2 Publication Costs (billboard)	Monthly	40	₺60.000,00	₺21.600.000,00
2.3 Publication Costs (brochure)	Monthly	2000	₺0,50	₺4.000,00
2.4 Transportation (abroad)	Person	10	₺12.000,00	₺120.000,00
2.5 Transportation (domestic rental cars)	Unit	10	₺10.000,00	₺100.000,00
2.6 Greenhouse Costs	Area	2000	₺750,00	₺13.500.000,00
2.7 Training costs (working materials, meals, coffee-breaks)	Monthly	1425	₺600,00	₺7.695.000,00
2.8 Accommodation for training participants	Person	10	₺25.000,00	₺250.000,00
2.9 Abroad education and certificate	Person	10	₺800,00	₺8.000,00
2.10 Visibility costs and stationery	Monthly	1425	₺100,00	₺1.282.500,00
2.11 Seminar costs (meals, coffee-breaks)	Monthly	300	₺30,00	₺63.000,00
2.12 Seminar costs (instructors)	Monthly	1	₺8.500,00	₺59.500,00
etc.				₺30.000,00
3. Administrative costs				₺148.000,00
3.1 Accountant	Monthly	1	₺5.000,00	₺45.000,00
3.2 Office rent	Monthly	1	₺5.000,00	₺55.000,00
3.3 Office costs	Monthly	1	₺3.000,00	₺33.000,00
etc.				₺15.000,00
3. Total Project Budget				₺48.992.500,00