



BlueWave Connect:

Streamlining Project Blue PH



Team Aghamulat

Albel, Ballon, Eltagonde | Ateneo de Manila University



THE PROBLEM

Project Blue, a youth-led nonprofit with a notable track record, faces a significant challenge in **sustaining its operations**, particularly regarding **member retention** and **operational capacity**. Despite being a multi-awarded movement, the organization grapples with daily problems. Throughout its establishment, it has 53 volunteers. Volunteers commit to a 6-month period, often leading to departures and a low retention rate. Currently, **only 10–20 members are currently active** due to various circumstances, impeding the organization's ability

Our proposed solution is **BlueWave Connect**: an all-in-one web application that revitalizes Project Blue's member base by systemizing the volunteer acquisition process, developing strategies to maintain members' active involvement, and maximizing overall organizational efficiency. With a **holistic, data-driven, and sustainable architecture approach**, the app ensures ease of management for long-term success in tackling challenges and sailing towards impactful goals.

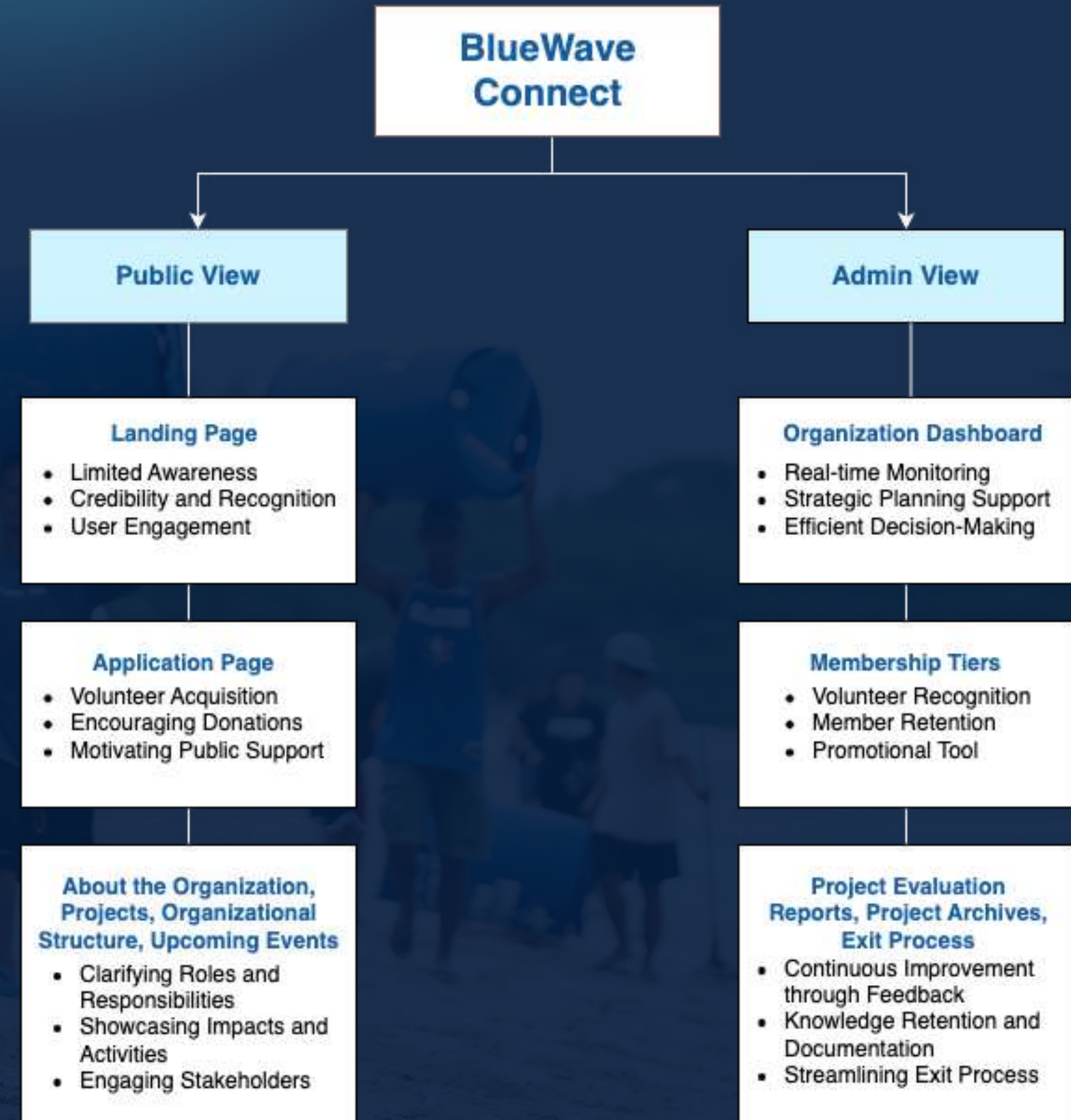


Figure 01. Proposed organizational structure with Information Management Committee.

MODIFYING ORGANIZATIONAL STRUCTURE

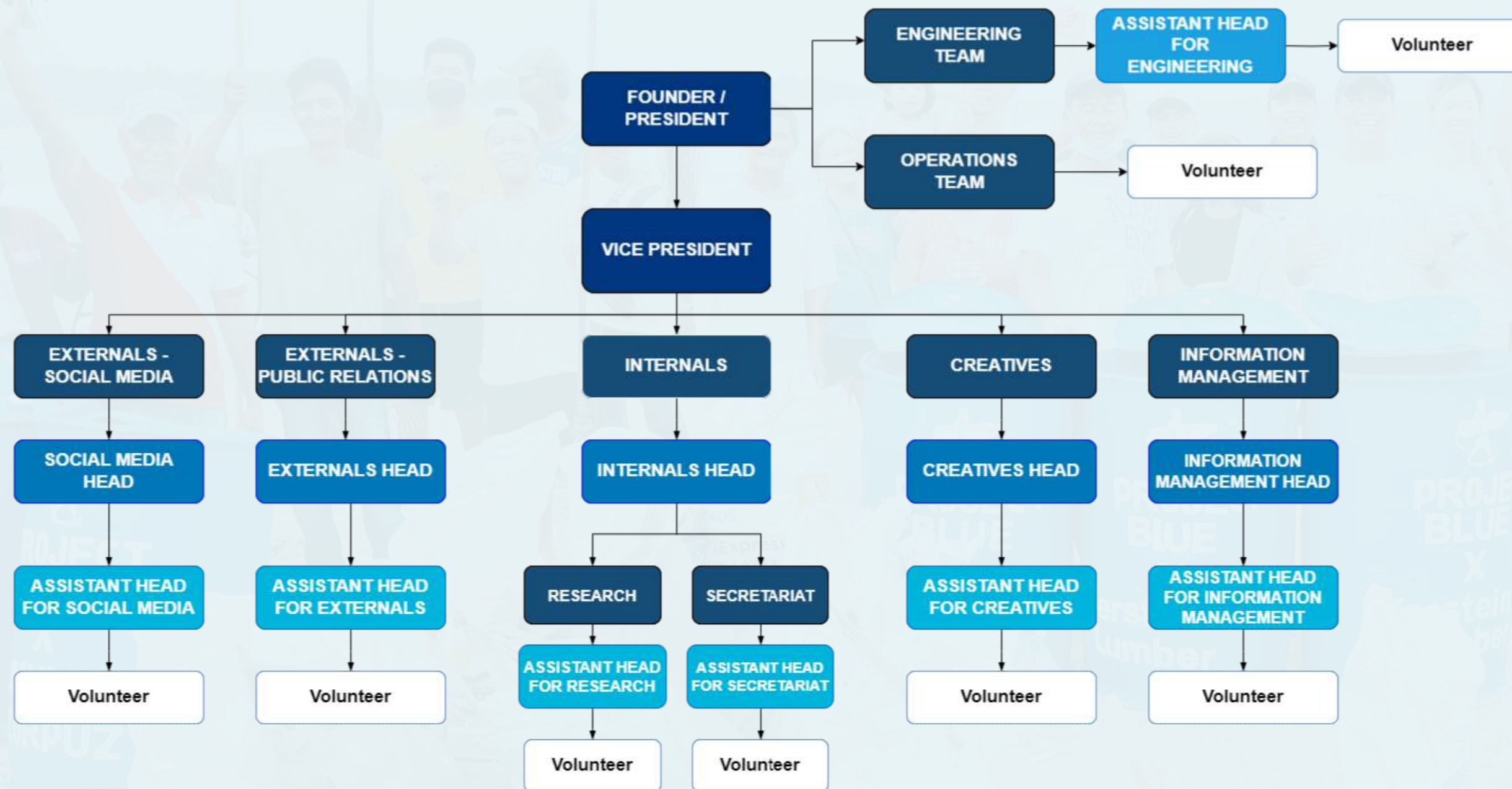


Figure 02. Proposed organizational structure with Information Management Committee.

BlueWave Connect introduces the **Information Management Committee**, an essential addition to Project Blue's structure. This committee, under the Office of the Vice-President, focuses on optimizing efficiency through strategic information handling and technological innovation. Its key responsibilities include **data governance, website development and maintenance, information systems integration, digital communication strategy, and cybersecurity and data privacy.**

LANDING PAGE

PUBLIC VIEW

With **organizational awareness and volunteer acquisition in mind**, the landing page serves as the **primary online gateway** to the organization—featuring the story, slogan, sponsors while providing direct links for aspiring members and ambassadors to apply. A quick impact-by-numbers is also shown through **easily updatable numbers linked to Google Sheets**. Moreover, the landing page highlights their national recognition with links to featured articles from reputable news outlets.

Built with Streamlit

BlueWave Connect is built with Streamlit, a Python-based free and open-source framework to create web apps. Notable packages utilized as well include pandas, pillow, and st-gsheets-connection.



THIS IS PROJECT BLUE

More than cleanups.

Project Blue (PB) is a youth-led nonprofit organization that focuses on raising awareness and providing sustainable solutions on ocean pollution and marine conservation.

OUR STORY

Project Blue started as a cleanup idea that turned into an organization after the realization that cleanups aren't enough and that we have to be more sustainable. We do a mix of physical and online projects that advocate for the oceans. It was founded in the province of Ilocos last December 2020.

OUR SLOGAN

MORE THAN CLEANUPS.

Raising awareness and providing sustainable solutions on ocean pollution and marine conservation in the Philippines.

IMPACT BY NUMBERS

Farmers given livelihood

4

↑ Lorem Ipsum

SustainaBoats donated

15

↑ Lorem Ipsum

Bottles upcycled

5000

↑ Lorem Ipsum

Communities reached

12

↑ Lorem Ipsum

Mothers with PWD children e...

5

↑ Lorem Ipsum

Filipinos reached in speakin...

13500

↑ Lorem Ipsum

AS FEATURED IN



MEMBER BENEFITS

What are you most excited about?

- ☒ Impactful Contribution
- ☐ Skill Development and Networking
- ☐ Inclusive Community
- ☐ Recognition and Appreciation
- ☐ Exclusive Opportunities

Engage in Meaningful Projects

See Your Impact

APPLY TODAY

Ready to start your journey with us? Click the apply button to be directed to the Application Page.

Apply now



DONATE TODAY

Help us make waves and impact a better tomorrow.

Donate now

OUR SPONSORS



Ready to **dive in?**

Project Blue Member Project Blue Ambassador

Become a Project Blue Member, and contribute to working towards a cleaner future for our oceans!

Joining Project Blue means becoming an integral part of a community driven by a shared dedication to making a positive change. As a member, you will have the opportunity to engage in diverse projects, both on the ground and online—making a real impact on ocean pollution and marine conservation. 🌊

1. Answer the provided Google Form with the necessary information.



Membership Application Form

malena.ballon@student.ateneo.edu [Switch account](#)

Not shared

Untitled Question

☐ Option 1

Submit

[Clear form](#)

2. Wait for an email confirmation which will provide details about the status of your application and further instructions.

3. Consider donating funds to support the initiatives of the organization.

DONATE TODAY

Help us make waves and impact a better tomorrow.

Donate now

Choose your donation method

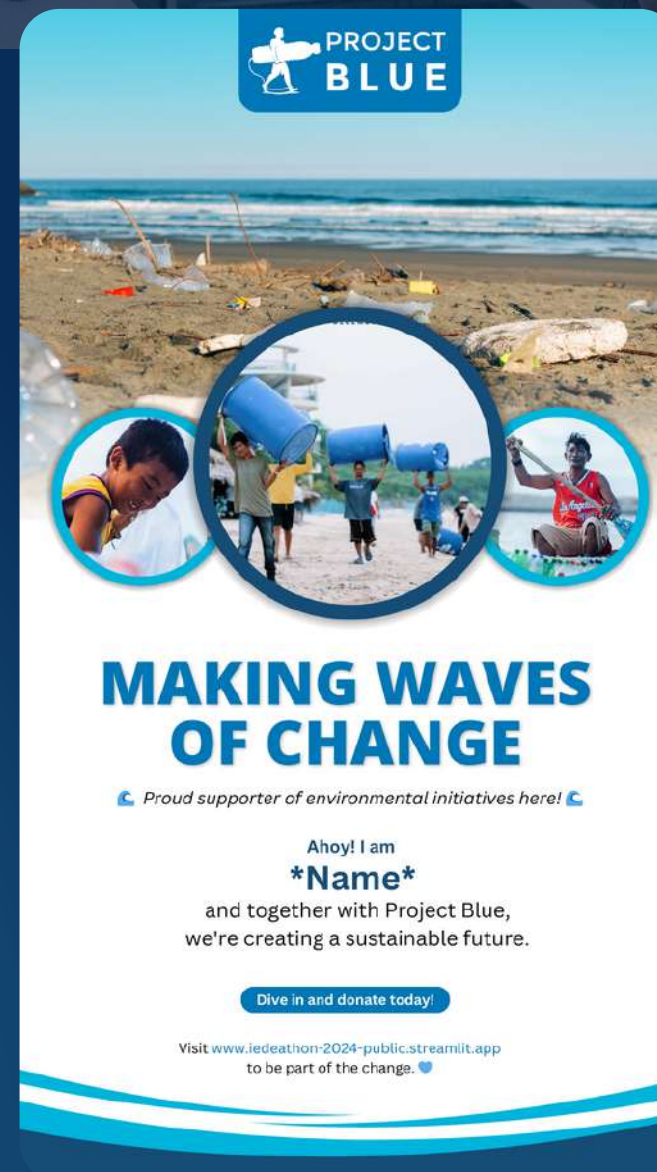
- ☒ BDO
☐ UnionBank
☐ PayMaya
☐ GCash



012620009274

Adem Marione C. Inovejas

Done donating



APPLICATION PAGE

PUBLIC VIEW

The Application Page comprises two sections: for aspiring (1) **members** and (2) **ambassadors**. Access to this page is made available to the public during specific application periods. The application process becomes easier as **all steps are detailed and streamlined in the page**, including the application Google Form. The final step of the application process includes an opportunity for individuals to donate. Upon confirmation of their donation, an automated system generates a **shareable photo**, featuring their name, which they can post on social media platforms. This innovative approach serves as an encouragement for individuals to contribute to the organization and, in turn, motivates wider public support.

Why integrate donation on the application page?

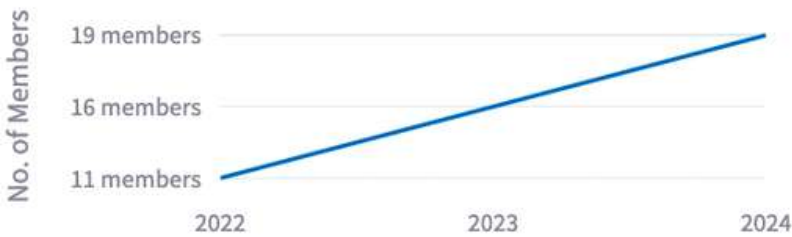
Research indicates that volunteers experience the strongest emotional connection within the initial 72 hours of engagement (Donorbox, 2023). Therefore, incorporating donation options within the application page is a strategic approach.



Membership Growth

19%

↑ increase from 2023



Geographical Distribution

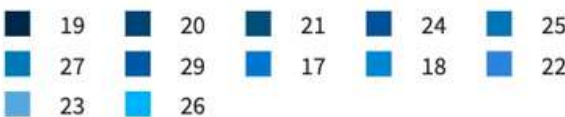
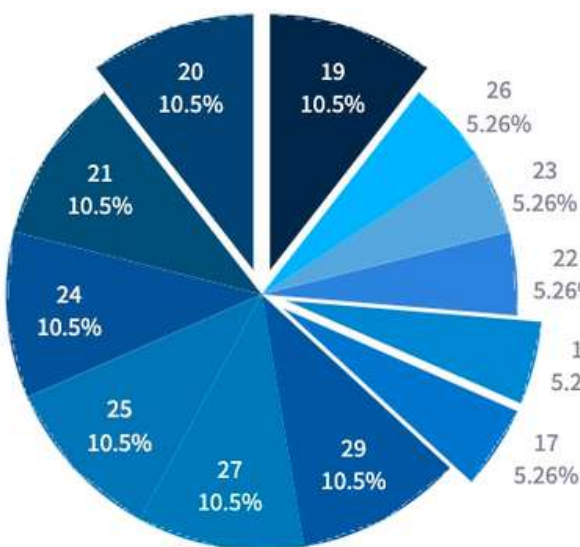
This chart displays the geographic distribution of our



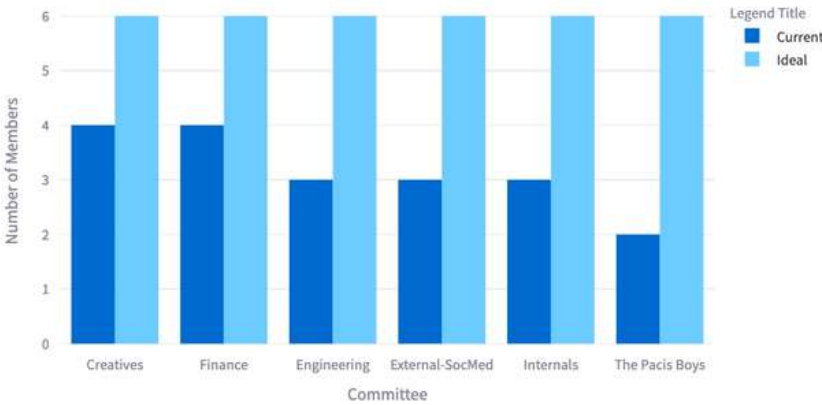
Explore the data by clicking on specific regions within the chart.

Age Distribution

This chart displays the age distribution of our members.



Distribution of Members across Committees



COMMUNITY OUTREACH

Total No. of Engagement Hours
Total Engagement Hours of the Organization to the Communities

204 Hours

Overall Success Rating
Average Success Rating of All Projects

77% Successful

Data-driven decision-making

Streamlining processes often involves the integration of data-driven decision-making tools. This enables organizations to access real-time information, analyze trends, and make informed decisions.



BLUEWAVE DASHBOARD

ADMIN VIEW

The BlueWave dashboard presents comprehensible data and charts, exclusively accessible to its members. This platform facilitates an **overview of the current status of the organization across various aspects** — contributing to strategic planning. The **real-time** feature of the displayed numbers and graphs ensures accuracy and timeliness; it **automatically gets updated as modifications are made to the connected Google Sheets databases**. This enhances the efficacy of decision-making processes within the organization.

Ahoy, First Name !

Welcome aboard to the Project Blue PH Membership Tiers page, where the tides of commitment meet the shores of distinction in our shared journey towards environmental stewardship. As you navigate this section, you'll discover the tiers that reflect the dedication and impact of our valued members.

Each tier represents a unique level of engagement, recognizing individuals for their contributions to our mission. Whether you are a Sea Sprout just beginning your journey or a Deep Sea Steward with years of dedicated service, these tiers symbolize the diverse efforts shaping Project Blue PH.

Join us in celebrating your milestones this year and inspiring further excellence in our collective pursuit of a sustainable and thriving marine environment. 🌊💙

Tiers

Tier 1 - Explorer Starfish	▼
Tier 2 - Steward Jellyfish	▼
Tier 3 - Guardian Crab	▲
Demonstrating leadership, actively engaging in community initiatives. Criteria: Holding leadership positions, initiating projects, mentoring.	
Attendance in Meetings: 75-90% Number of Projects Involved: 5-6 projects Number of Projects Led: 2 projects	
Tier 4 - Defender Dolphin	▼
Tier 5 - Sentinel Whale	▼

View Your Tier

 Project Blue Distinction Unlocked! 🌟

As a **Guardian Crab**, you're making waves in environmental conservation with Project Blue! 🌊🌟

Your Project Blue score sets you apart, propelling you to the next level of distinction. Show your commitment to a sustainable future by sharing this badge. 🌟 Let's inspire others to join the movement! 💙

#ProjectBlue #SustainabilityChampion

Thank you for being a vital part of our ocean-saving community! 🌊🌟

Share this to your friends!



Member Status

Everything is automated

The presented data and information are updated in real-time, and integrated with GSheets databases to facilitate modifications and updates.



MEMBER STATUS PAGE

ADMIN VIEW

With volunteer retention in mind, this page serves as a personalized section for each member, providing a detailed overview of their status and performance over various metrics. Members are then awarded **sea-themed tiers**. An **automated photo generation** allows members to share their tier on social media platforms. They can also include a **photo of their favorite memory** with Project Blue. This seamless process is **connected to Google Sheets databases**, automating the process of determining member performance. It not only serves as a promotional tool but also **fosters increased member engagement**.

Project Evaluation Report

Welcome to the Project Blue Project Evaluations Page, an exclusive hub designed for our dedicated members. Here, we invite you to embark on a comprehensive journey through our ongoing and completed projects, providing valuable insights, collaboration opportunities, and a platform for continuous improvement.

Project Evaluation Report

Your feedback matters! Streamline the evaluation process by accessing project-specific evaluation forms. Share your thoughts, suggestions, and feedback on each project, contributing to our continuous improvement and growth.

malena.ballon@student.ateneo.edu [Switch account](#)

Not shared

* Indicates required question

Project Title: Launching of SustainaBoat v1

Project Duration: May 2021

Evaluator's Name: *

Project Archive

Delve into our Project Archive, a repository of past projects. Gain insights and best practices from previous initiatives. This archive serves as a valuable resource for ongoing projects.

[View Project Archive](#)

PROJECT EVALUATION PAGE

ADMIN VIEW

The Project Evaluation Report page comprises two essential components: (1) the [project evaluation form](#) and (2) the [project archives](#). Following the completion of each project, all involved members are required to respond to the project evaluation form, a crucial step in gathering valuable insights for organizational improvement.

SEMINAR, TRAINING, AND WORKSHOP

Nature	Topic	Notes	Submitted by	Event	Date
Pain Point	Plan B for Venue	There was an unexpected heavy rainfall so we had a difficult time so we waited for the rain to stop.	Juan A. Dela Cruz <i>Project Head</i>	SustainaBoat-Making Workshop for the fishermen of Manila	January 1, 2024
Achievement	Assignment of Facilitators to Smaller Groups	It was easier to address some concerns during the application process of the workshop.	Matteo B. Santos <i>Project Head</i>	Aqua-Cage-Making Workshop in Ilocos Sur	January 20, 2024
Achievement					
Pain Point					
Tip					

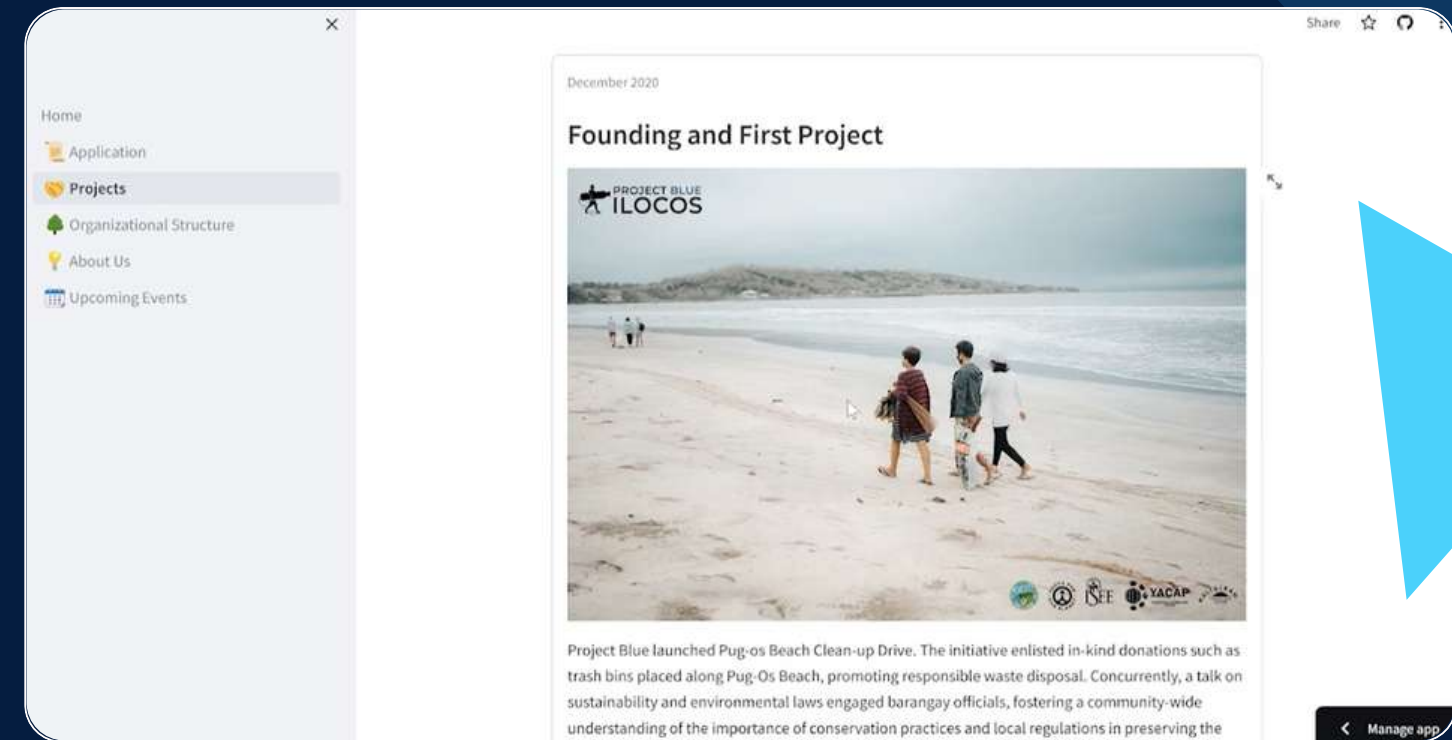
The [project archives](#), hosted on a Google Sheet, serves as a repository for the Information Management Department and project heads. Each section corresponds to **primary recurring projects** such as clean-up drives, seminars, outreach programs, and innovative initiatives. Within these archives, comprehensive documentation includes insights into **strengths, weaknesses, areas for improvement, focal points, and tips contributed by the various project heads who led each project during different periods.**

This systematic approach ensures an efficient and thorough evaluation process, offering future project leaders a centralized repository of insights accumulated from the inception of each project type—facilitating informed decision-making and ongoing improvement initiatives.

DEMO VIDEO

To get a deep dive on **all features** of BlueWave Connect, click the video thumbnail for a 10-minute tour of the web application as well as a brief discussion on the code architecture's sustainability.

Streamlining and embracing technology are crucial for organizational survival as they can result in productivity gains, cost savings, and improved employee/customer satisfaction. Technology, such as BlueWave Connect, allows for enhanced collaboration, data-driven decisions, task automation, and communication, all critical for future success. Organizations that adapt and optimize are positioned for a sustainable and flourishing future.



TRY BLUEWAVE CONNECT

BLUEWAVE CONNECT PUBLIC

iedeathon-2024-public.streamlit.app/

BLUEWAVE CONNECT ADMIN/PRIVATE

iedeathon-2024-org.streamlit.app/

WEB-APP FRAMEWORK

BACKEND

Streamlit
Google Sheets
Pandas
Plotly

MIDDLEWARE

Python
Streamlit API

FRONTEND

Streamlit Server

Users will only interact with the app frontend, while the Technical Committee will interact mostly with the middleware.

PROJECTED IMPACT



Enhanced Member Engagement

20% increase in annual member participation rate



Elevated Public Awareness

30% increase in annual social media reach (followers)



Increased Volunteer Retention

10% increase in annual volunteer retention rate



Transparency and Accountability

15% increase in reporting and evaluation compliance rate



Sustainable Growth and Scaling

25% increase in annual volunteer acquisition rate



Time and Resource Efficiency

20% reduction in project completion time

REFERENCES

ABS-CBN News – BANGKANG PLASTIK. Isang estudyante ang nakabuo ng... (2021). Facebook.com. https://www.facebook.com/abscbnNEWS/posts/10159569761440168?_rdc=1&_rdr

CNN Philippines. (2022). Turning discarded plastic bottles into boats | New Day [YouTube Video]. In YouTube. <https://www.youtube.com/watch?v=TliKjqgRzQU>

Daily Guardian – PLASTIC BOTTLE BOAT 🚤👩 A youth-led non-profit... (2021). Facebook.com. <https://www.facebook.com/DailyGuardianPH/posts/pfbidOTvLk7AAT7LaptnTs5kfJBwrqfpqEG9Mx6zh7XZjr1WiqC8f8Kk5uXUKeAEkUWV83l>

De La Cruz, C. I. (2021). This Seaworthy Boat Made of Discarded Plastic Bottles Was Designed by a 19-Year-Old. SPOT.PH. <https://www.spot.ph/newsfeatures/the-latest-news-features/86315/plastic-bottle-boat-made-in-ilocos-sur-a833-20210527>

De La Salle University – Posts. (2021). Facebook.com. https://www.facebook.com/127612997282544/posts/4203833589660444/?d=n&_rdc=2&_rdr

Donorbox. (2023, June 15). Donor Acquisition vs. Retention – The Surprising Truth 📊 | The Nonprofit Podcast Ep – 67 🎧🎧 [Video]. YouTube. <https://www.youtube.com/watch?v=Ep5Z8F9VH-I>

GMA News Online. (2015). DLSU student designs boat made of plastic bottles. GMA News Online. <https://www.gmanetwork.com/news/lifestyle/hobbiesandactivities/789641/dlsu-student-designs-boat-made-of-plastic-bottles/story/>

News5 – BANGKANG PLASTIC BOTTLE 🚤 Isang estudyante mula sa De La... (2021). Facebook.com. <https://www.facebook.com/News5Everywhere/posts/pfbidOWTmvKzhJFRhb8tBcqHrGfV84nzm22USuMAcX7V1FLJbPhxJ4TpLfT3rWemFEM4ScI>

Project Blue. (2020). <https://deluxe-sale-5ca.notion.site/Project-Blue-Of4b66753fd14997a0842dd5a701190c>

PTV CORDILLERA. (2021). News: Bangka a naaramid babaen kadagiti plastic bottles, inaramid ti Project Blue Ilocos [YouTube Video]. In YouTube. <https://www.youtube.com/watch?v=XSs7Pe4WGUw&feature=youtu.be>