

ECO STUDY TRIP 2019

“YOUTH’S PARTICIPATION TOWARD SOCIETY’S PROSPERITY”

BIGGER - BETTER - LONGER

7th - 10th March 2019, Kampong Thom & Siem Reap

Presented by **Nith Kosal**, Student Representative at French Department in Economics and Management

March 1, 2019, RULE



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OBJECTIVES

- Improve national development and policy concerning environmental
- Alert local habitants and tourists about the environmental issues, and promote youth engagement in society.
- Build up people's solidarity spirit
- Provide supports such as study materials, funding, rice, and uniforms

OUR MAIN ACTIVITIES

Eco-Sharing



Eco-Visiting Temple



Eco-Solidarity Camp



Eco-Tree Planting



OUR MAIN ACTIVITIES – CONT.

Eco-Fish Releasing



Eco-365 Days Donation



Eco-Flash Mob



Eco-Friendly Cycling



OUR MAIN ACTIVITIES – CONT.

Eco-Mini Concert



EXPECTED AGENDA

| DAY 1, March 7, 2019 | |
|----------------------|---|
| 5:00am | Departure from Phnom Penh |
| 7:30am - 8:00am | Breakfast on the bus |
| 8:30am - 10:00am | Eco-Sharing at Chea Sim Kompong Thmor High school in Kompong Thom province |
| 11:00am - 12:20pm | Lunch time at Kompong Thom province |
| 12:30pm | Continue to Siem Reap |
| 3:00pm - 4:00pm | Visit Banteay Srei temple |
| 4:30pm | Solidarity Camping at Green House Homestay located in Tbeng Eco Community, Banteay Srei |
| 5:00pm - 6:00pm | Sponsor promotional games and team building Activities |
| 7:30pm | Dinner |
| 8:00pm - 11:00pm | Performance |

EXPECTED AGENDA – CONT.

| DAY 2, March 8, 2019 | |
|----------------------|---|
| 6:30am - 7:40am | Breakfast |
| 9:00am - 10:00am | Eco Tree planting at Boeung Chhuk community, Banteay Srei, Siem Reap |
| 10:30am - 11:15am | Fish releasing at Boeung Chhuk community, Banteay Srei, Siem Reap |
| 11:30am - 12:20pm | Lunch time |
| 12:30pm | Go to Siem Reap city |
| 3:00pm - 4:30pm | Activities at school of deaf and blind children at Siem Reap |
| 4:45pm - 5:00pm | Go to Hotel |
| 6:00pm - 7:30pm | Buffet |
| 8:00pm - 11:30pm | Visit Siem Reap city |

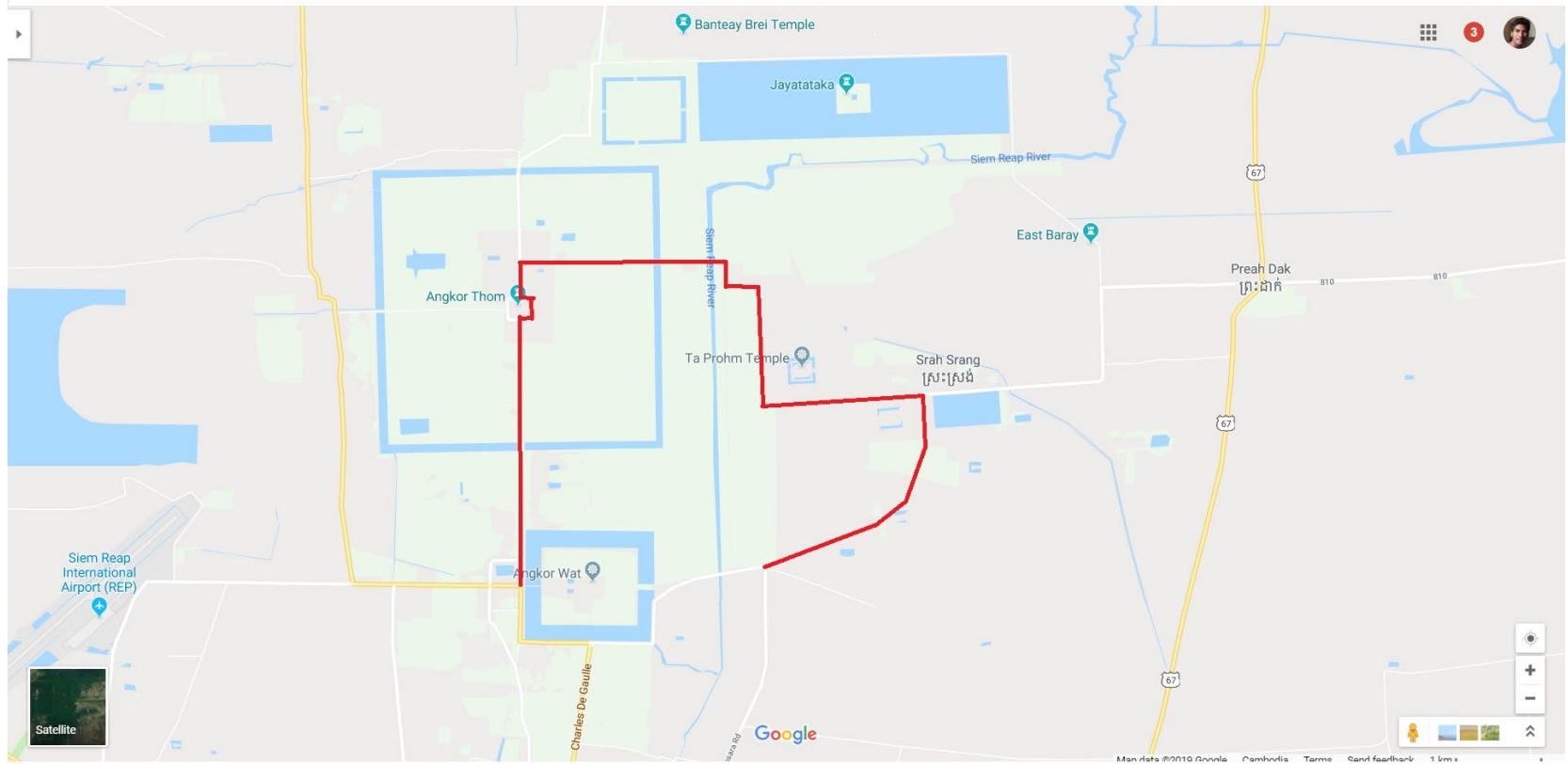
EXPECTED AGENDA – CONT.

| DAY 3, March 9, 2019 | |
|----------------------|---|
| 6:30am - 7:30am | Breakfast |
| 8:30am - 9:15am | Flash mob in front of Ankor Wat |
| 9:30am - 11:30am | Eco Friendly Cycling around small circuit at Angkor |
| 11:30am - 12:30pm | Lunch time |
| 1:00pm - 2:30pm | Visit Banteay Kdey temple |
| 3:00pm - 4:30pm | Back to Hotel |
| 6:00pm - 11:30pm | Eco-Mini Concert |

| DAY 4, March 10, 2019 | |
|-----------------------|-------------------------|
| 7:00am - 8:00am | Breakfast |
| 8:30am - 10:30am | Visit Angkor Wat temple |
| 11:00am - 12:00pm | Visit Ta Prom temple |
| 12:00pm - 12:45pm | Lunch time |
| 1:00pm - 7:00pm | Back to Phnom Penh |

EXPECTED AGENDA – CONT.

Eco Friendly Cycling (13.6 Km)



FOR YOU

- Food allowance (3 times per day)
- Drinking water
- Accommodation (Tent and Hotel)
- First-aid
- T-shirt (Eco Study Trip t-shirt and Sponsor t-shirt)

WHO SUPPORTED US



UNIVERSITÉ
LUMIÈRE
LYON 2



សាស្ត្រិយាយកម្មាធីរូប់វិរូប្បុរាណយកកណ្តុំ



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DECATHLON

FACTORY
Collection



WHO SUPPORTED US – CONT.



Who Supported Us – Cont.

MARKETING TIMELINE

5 MONTHS: 26 NOVEMBER 2018 - 26 MAY 2019

26 November - 16 December 2018

- Company logo on the photo review
- Company logo on the video review

17 Dec 2018 - 5 Mar 2019

- Company logo on the online promotional materials
- Interesting video of company
- Thank you photo on FB Page

6 Mar - 10 Mar 2019

- Thank you video on FB Page

11 Mar - 16 Mar 2019

- Honorary mentioned in TVs, newspapers, radios, magazine, online news
- Article and Photo Contest

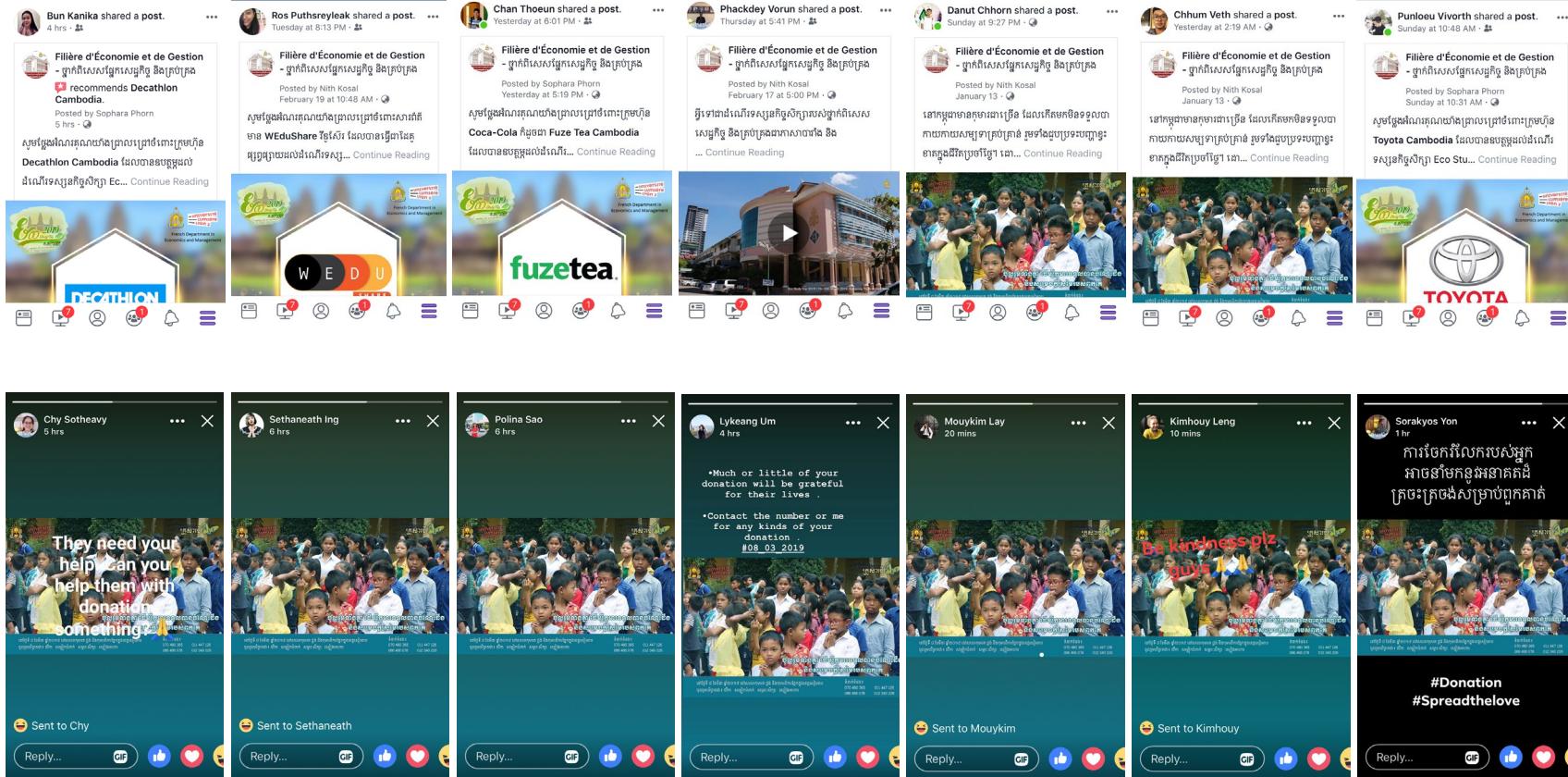
17 Mar - 3 Apr 2019

- Article and Photo Contest
- Video Contest

4 April - 26 May 2019

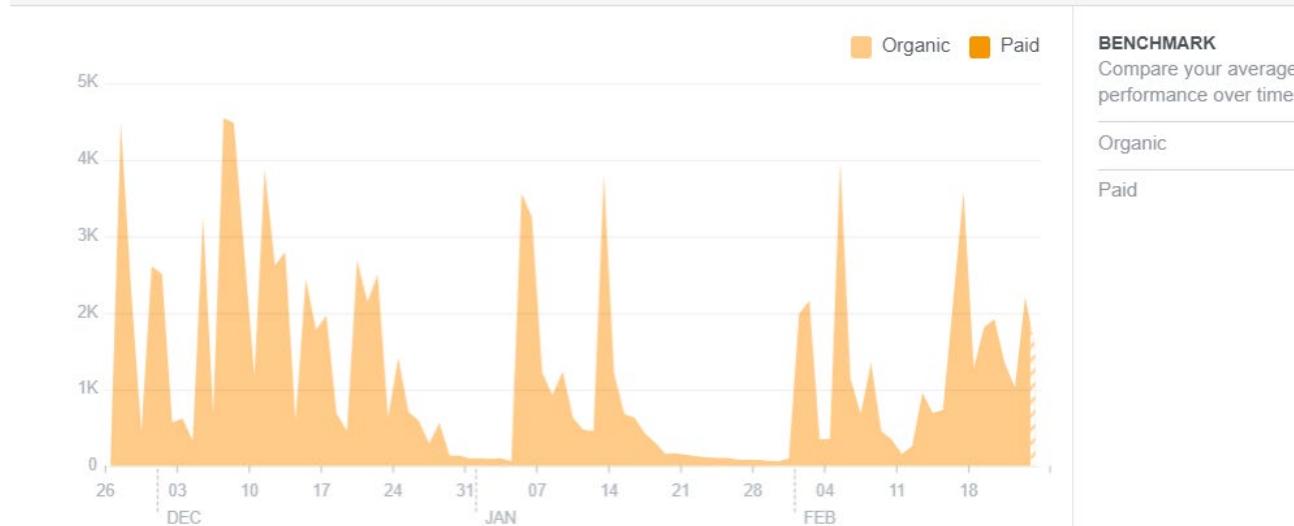
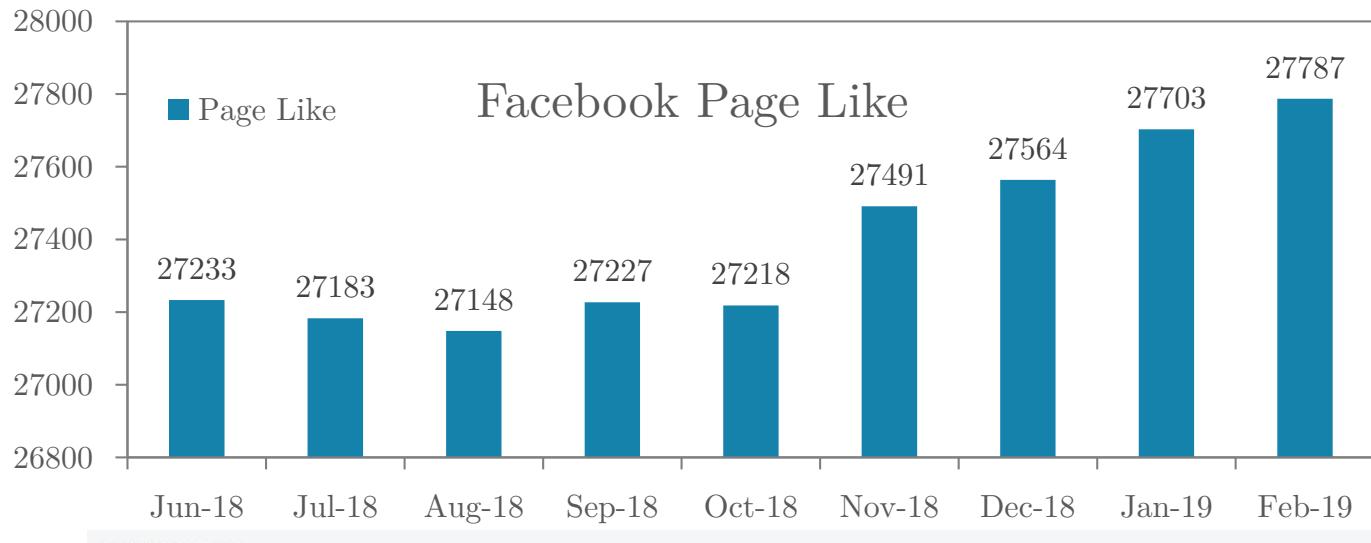
- Company logo on the photo & video review

MARKETING TIMELINE – CONT.



Marketing Timeline – Cont.

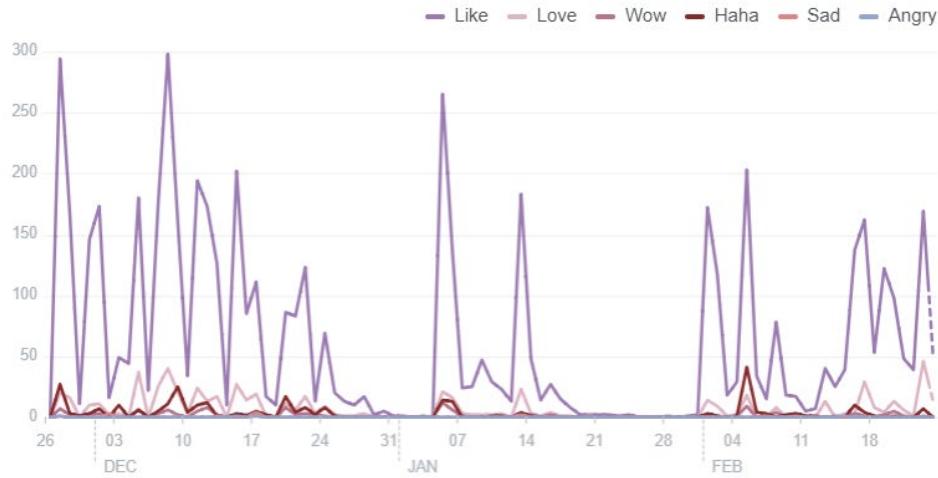
MARKETING TIMELINE – CONT.



MARKETING TIMELINE – CONT.

Reactions

Likes and other ways people react to your Page posts.



BENCHMARK

Compare your average performance over time.

Like

Love

Wow

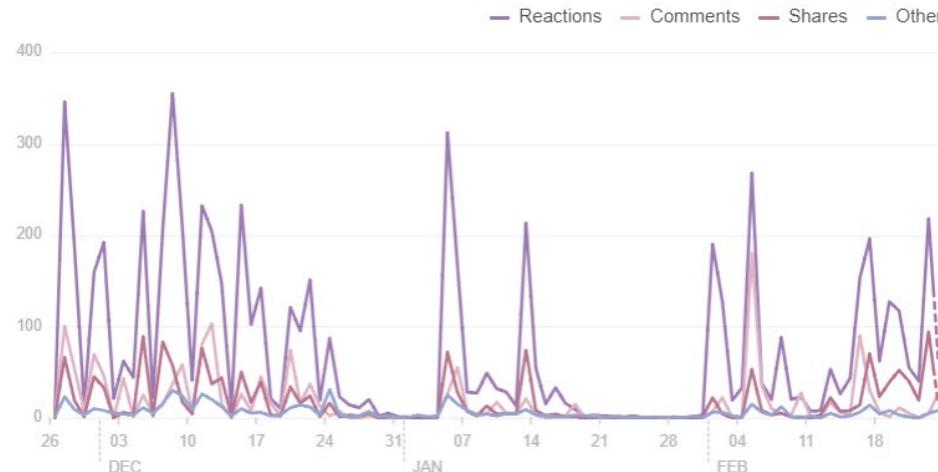
Haha

Sad

Angry

Reactions, Comments, Shares, and More

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Reactions

Comments

Shares

Other

MATERIALS FOR ECO STUDY TRIP

- | | | |
|--|---------------------------------------|--------------------------------------|
| ✓ សម្បៀកបំពាក់យោងតិច ៥ កំដើរ (ខោអារ៉ែងសម្រាប់បាន៖តង់ និង សម្បៀកបំពាក់ហេលទីក) | ✓ ក្រាសសិតសក់ ✓ ប៉ាញពេឡូដ្ឋាល់ខ្ពន | ✓ អារ៉ែង ប្រថ័ត្រ ✓ Sun cream |
| ✓ ម្អក | ✓ ខ្លួយកៅីយកុងខ្សាន | ✓ Hanger for clothes |
| ✓ ដីនតា | ✓ អាច្បូក្រឹង | ✓ កូនសៀវភៅ សៀវភៅ កណាត់ហេតុ និងបិច |
| ✓ សៀវភកដើងផ្ទាត់ | ✓ បុពិល និងពិល | ✓ Power bank |
| ✓ កន្លែងជូតខ្ពន | ✓ កូនកងារ | ✓ បង់បិតរបុស |
| ✓ សាប្បីបាកខោអារ៉ែង | ✓ អំពូលក្រុងលេគិត | ✓ ប្រងកូន្យា និងប្រងខ្សោល |
| ✓ សាប្បីលាងខ្ពន និងកក់សក់ | ✓ ផ្ទិត | ✓ ក្រដាសអនាម៉យ |
| ✓ ប៉ាងុះធ្វូឡូ និងប្រាស់ុះធ្វូឡូ | ✓ ប៉ាការពារមុស | ✓ និងសម្រារដែលខ្ពនចាំបាច់ |

ECO STUDY TRIP RULES

- ✓ Arrive in plenty of time to get on the bus.
- ✓ The participants must be on time for all scheduled activities. Tardiness may result in the group missing planned activities.
- ✓ Collaboration
- ✓ During periods of independent activity, the participants must remain in groups of at least three participants.

EXPECTED RESULT

- Deepen Social and Historical Knowledge
- Better Academic Performance
- Develop Critical Thinking Skills
- Promote Interest in Art, Culture and Environment
- Write articles and create video

THANK YOU
FOR YOUR ATTENTION!

QUESTION?