



## **Project Final Report**

Name of the Team: GreenPath

Submission Date: 25.01.2025

## **Project Information**

### **Description of Project**

Polythene Paradox: Inspiring Change for a Greener Tomorrow aims to reduce polythene pollution by promoting the use of cloth bags, raising awareness about environmental conservation, and encouraging indoor plant care. The project focuses on educating children and families about the harmful effects of polythene and the importance of sustainable practices. Through workshops, tree-planting activities, indoor plant distribution, and the use of cloth bags, it encourages habitual changes and fosters a culture of environmental responsibility in Sylhet communities.

### **Start date and end date:**

01.05.2024 to 12.12.2024

### **Targeted Participants of the Project:**

1. Children and Youth: To educate and empower them about the harmful effects of polythene and encourage environmental stewardship through interactive activities like tree planting and indoor plant care.
2. Families (Guardians and Parents): To promote the habitual use of cloth bags and sustainable practices in daily life.
3. Teachers: To involve them as key facilitators in raising awareness among students and supporting sustainable practices in schools and communities.
4. Community Members: To build collective awareness and participation in reducing polythene usage and promoting environmental conservation.

### **Location:**

The project was conducted in Sylhet City, targeting areas - Tukerbazar and Tilaghar

### **Objectives of the Project:**

- To reduce polythene usage by promoting the adoption of cloth bags for daily activities.

- To educate children about polythene pollution and the importance of environmental conservation.
- To engage communities in climate-resilient practices and foster sustainable living.

## Measuring Progress of the Project

Name of Activities	Target	Progress	Remarks
Promoting cloth bags instead of polythene	Encourage 150 families to use cloth bags	65 Families adopted cloth bags for shopping	Significant behavior change observed
Workshops for children on plastic pollution	Educate children in 2 schools (100 Children)	60 Children participated enthusiastically	Improved awareness among children
Tree planting activities with children	120 Distribute and plant indoor plants	Children showed interest in growing plants	Positive shift towards sustainable habits
Awareness sessions for guardians	Engage families in 2 communities (80 Families)	70 Guardians attended and learned about polythene impacts	Greater understanding of eco-friendly practices
Social media updates on GreenPath	Engage a wider audience	Positive feedback and increased engagement	Extended project outreach
Documentary on	Highlight	Documentary	Enhanced

local bazar  
activities

polythene use  
and alternatives

created and  
shared

community  
awareness and  
participation

## **Achievement of the Project**

Objective 1: To reduce polythene usage by promoting the adoption of cloth bags for daily activities.

We successfully motivated 65 families to use cloth or jute bags instead of polythene for shopping and household activities through awareness sessions and presenting documentary. Many families adopted this practice, showcasing a positive shift towards sustainable habits.

Objective 2: To educate children about polythene pollution and the importance of environmental conservation through indoor plants.

60 Children participated enthusiastically in workshops where they learned about the harmful effects of polythene and the benefits of indoor plants. By distributing 120 indoor plants, we encouraged children to care for them, helping them understand the importance of greenery and fostering a sense of responsibility toward nature.

Objective 3: To engage communities in climate-resilient practices and foster sustainable living.

70 families along with teachers, and community members joined awareness sessions and indoor plant activities. These initiatives helped build a stronger understanding of climate-resilient practices and encouraged community-wide efforts for environmental conservation.

Objective 4: To inspire wider engagement and outreach for environmental conservation.

Our social media campaigns on GreenPath and the documentary on polythene usage and alternatives successfully reached a broader audience. Positive feedback and engagement from viewers highlighted the project's impact and encouraged more individuals to adopt eco-friendly practices.

## Reached People:

### Number of people reached directly through project interventions

Events	Children	Women	Men	Total
Workshop-1	30	21	15	66
Workshop-2	30	25	10	65
Awareness Session	60	50	20	70

### Number of people reached through social media (On particular awareness raising issues)

Posting Date in Social Media	Number of People Reached	Social Media Link
27.11.2024	2455	<a href="https://www.facebook.com/share/v/15ZMdQi755/?mibextid=oFDknk">https://www.facebook.com/share/v/15ZMdQi755/?mibextid=oFDknk</a>
12.12.2024	921	<a href="https://www.facebook.com/share/v/15if86bL2R/?mibextid=oFDknk">https://www.facebook.com/share/v/15if86bL2R/?mibextid=oFDknk</a>
13.12.2024	1259	<a href="https://www.facebook.com/share/p/19NKZB2nAB/?mibextid=oFDknk">https://www.facebook.com/share/p/19NKZB2nAB/?mibextid=oFDknk</a>
10.01.2025	712	<a href="https://www.facebook.com/share/p/1QnwoxNWgA/?mibextid=oFDknk">https://www.facebook.com/share/p/1QnwoxNWgA/?mibextid=oFDknk</a>

### The CAP-RES Objectives of the Project:

The first objective of CAP-RES project “Create enabling environment and foster individuals to enhance their knowledge of Climate Change issues and develop their problem solving skills”, is more relevant with our Project.

The project "Polythene Paradox: Inspiring Change for a Greener Tomorrow" directly supports the objective of creating an enabling environment and empowering individuals to enhance their knowledge of climate change and develop problem-solving skills. By targeting schools and communities, the project initiated educational workshops and activities that explained the environmental impacts of polythene and the broader effects of climate change.

Children were introduced to these concepts through engaging sessions like documentary & cartoon presentations and indoor plants distribution and its nurturing process. These workshops helped them understand the importance of sustainable practices. Guardians were involved through workshops where they learned about the harmful effects of polythene and sustainable alternatives like cloth bags. These sessions also included presentation on proper waste disposal and discussions about managing daily habits to reduce environmental harm.

Through this approach, participants were not only educated but also encouraged to think critically about their role in mitigating climate change. The distribution of cloth bags and indoor plants acted as practical tools to reinforce the message and promote sustainable habits.

This hands-on, community-based approach fostered awareness and responsibility among participants, equipping them with the knowledge and skills to address environmental issues within their daily lives and inspire change in their communities

### **Capacity and Skills Developed Through the Project:**

1. Leadership and Team Coordination: Managing workshops, awareness sessions, and community activities helped us strengthen our leadership abilities and teamwork.
2. Community Engagement and Communication: Interacting with diverse groups, including children, parents, and local vendors, improved our ability to communicate effectively and raise awareness about environmental issues.
3. Problem-Solving and Adaptability: Addressing resistance to change regarding polythene use required us to develop creative strategies and practical solutions to encourage sustainable habits for example cloth bags.
4. Behavioral Change Facilitation: We learned how to use behavioral science techniques to motivate individuals to shift from polythene to cloth bags and engage in eco-friendly practices.
5. Event Planning and Organization: Coordinating tree-planting activities, indoor plant distributions, and workshops improved our skills in planning, resource management, and logistics.

6. Digital Advocacy and Outreach: Managing social media campaigns and sharing documentary content helped us develop skills in digital marketing and environmental advocacy.

7. Monitoring and Evaluation: Gathering feedback from participants and assessing project outcomes enhanced our ability to track impact and identify areas for improvement.

8. Capacity to Conduct Training: Conducting educational sessions for children and parents allowed us to refine our facilitation and training skills, making our communication more impactful.

### **Learned Lessons of our Project:**

- We gained a deeper understanding of the harmful effects of polythene on the environment and its role in pollution and climate change.
- Working together as a team with volunteers, educators, and community members taught us the importance of coordination and collective effort to achieve a common goal.
- We learned how to connect with people from different backgrounds, understand their concerns, and motivate them to take action for a sustainable environment.
- Speaking to children, parents, and community groups developed our confidence in sharing ideas and delivering messages clearly.
- Facing challenges, such as people's dependence on polythene, taught us how to think creatively and find practical solutions, like promoting cloth bags.
- Taking responsibility for different tasks, such as leading workshops and campaigns, helped us become better leaders who can inspire and guide others.
- We learned how to promote eco-friendly practices and encourage people to adopt sustainable habits for the betterment of the environment.
- We developed skills in gathering feedback from participants to assess the impact of our activities and identify areas for improvement.
- This project not only benefited the environment but also strengthened our personal and professional skills, which will be valuable in future endeavors.

### **Knowledge or Skills that could have Improved our Project**

To improve our project, having more knowledge about advanced environmental solutions and waste management techniques could have helped us implement more effective strategies. Additionally, better skills in digital marketing and outreach would have allowed us to reach a wider audience more effectively. Learning more about behavioral change techniques would have helped us understand how to encourage long-term sustainable habits in the community. Finally, more expertise in monitoring and evaluating project impacts would have helped us measure success more accurately and make necessary improvements.

### **The Challenges faced during the project activities:**

- Many people found it difficult to shift from polythene to cloth bags due to convenience and habit requiring consistent encouragement and follow-up.
- Some community members, especially in local markets, lacked understanding of the long term environmental impact of polythene use.
- Convincing people to participating in workshops and activities was challenging, as some were hesitant to prioritise environmental issues over daily responsibilities.
- Managing resources like cloth bags, plants and materials for workshops within a limited budget was a recurring challenge.
- Balancing team training, community activities and online updates while meeting project deadlines required careful coordination.

### **Following Strategies to overcome those Challenges:**

- The team distributed free cloth bags and conducted demonstrations on their practicality, encouraging people to use them as a sustainable alternatives.
- The team used interactive sessions, documentaries and visuals to simplify the message and explain the environmental impact of polythene, making it relatable for the community.
- By involving children and respected local leaders, the team created a sense of trust and importance around the project, motivating more people to participate in workshops and activities.
- Collaborating with local schools and prioritizing activities based on available resources helped the team maximize impact within the budget.



- The team held regular meeting assigned specific roles to members and created a timeline to stay organized and ensure all task were completed on schedule.

### **Selected Picture of the Project Intervention**







