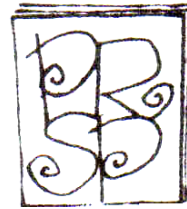


For a
Greenie^{er}

Happier
Healthier
Gambia



Paper
Recycling
Skills
Project

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Using branding in communication and media

The Paper Recycling Skills Project, founded in 2001 as a charitable organization in The Gambia, is now well established as the foremost recycling organization in the country. In our endeavour to achieve our two main objectives – protecting the environment and assisting education – we have adopted a totally holistic approach in developing new projects and forming pro-active partnerships with government, civil society and industry stakeholders.

We pride ourselves for our innovative approach to product development producing items ranging from beautifully handcrafted notebooks and albums made entirely from recycled materials

to paper/sawdust compressed briquettes to replace fire wood in fuel efficient stoves we are planning to introduce as a component of one of our projects presently in development.



All profits generated from our various activities are invested into supporting education either by distributing free learning materials (over 45,000 exercise books since 2001) to needy students or by providing training and teaching assistance in environmental awareness building through workshops and lectures.

Environmental protection is a wide-ranging subject and huge efforts are made by Government and NGO's in The Gambia to co-ordinate stakeholders on a national level and try to prioritise with the limited resources available. As a self-funding community based organisation PRSP had to develop methods to create **win-win** situations and turn commercial opportunities into community benefits.

Introducing Greenie©!

Every cause needs a champion and our environment deserves the best. Especially in a society where over 65 % of the population have to live below the official minimum income subsistence threshold “ *Environmental protection* “ can be a very complex and abstract issue but as soon as we introduce a personal and human element we create a focal point for all to understand.

“ **Greenie©** “ is a staunch environmentalist, loves all things natural and especially trees. She lives in The Gambia and likes planting things, nursing them and watching them grow – her biggest horror are litter and waste in the environment and she is always happy and eager to explore new ways of re-using and re-cycling them and share her experience.



Our plan is to join her in her adventures of helping to make The Gambia an even more beautiful place to live in and to visit. Her stories will be told in little 24 page pamphlets, showing her in real-life situation photographs accompanied by fun and educational copy-writing. The booklets will be published by PRSP in collaboration with her Artist creator, Caroczel, produced to a professional standard and will be a fun way to create environmental awareness for all age groups within the community.

Maybe NOT the right way to prune a lemon tree - ooops

There are three main beneficiaries which share each publication

(example print-run 20,000)

- **14,000** copies will be at the disposal of the sponsor as a cost effective marketing tool to promote their corporate environmental involvement.
- **5,000** copies will be marketed and retailed by PRSP within The Gambia. Sales proceeds will be re-invested into environmental activities as part of our ongoing project portfolio. Our business model shows that sales proceeds are higher than the initial sponsor investment. This means more money towards environmental activities but also creates the additional benefit of circulating 20,000 copies of an environmental pamphlet within the community. This model demonstrates a classical **win-win** scenario for all players involved.
- **1,000** copies will be distributed free to Early Childhood Learning Centres to be used as teaching aids reaching a sector of the community where the positive environmental messages can have a long-lasting impact and will be further disseminated through the “family chain “.

We intend this to be an ongoing project with a series of pamphlets and are inviting public and corporate domestic and international sponsors to become active partners and beneficiaries by supporting individual publications – thereby taking the opportunity to publicise their own involvement in protecting our environment. Individual publications can be customised in a sensitive way to highlight various organisations activities or products and their positive impact on the environment.

Additional marketing opportunities using “**Greenie**” as a mascot / symbol to promote environmental awareness will be explored in the future to firmly associate her image with responsible behaviour by all stakeholders who work in partnership to make The Gambia a “**Greenie**”-er, healthier and more prosperous society.

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