



2019

# GRIN GREEN FRANCHISE STARTER KIT

**THE WORLD'S FIRST  
STUDENT-CENTERED  
SOCIAL ENTERPRISE**

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# INTRODUCTION

Firstly, Grin Green International wants to give you a big THANK YOU for showing interest to join us in our cause. As an environmental NGO, we have a duty to take care of our local environment. To achieve that, we need passionate people to help us in our path to eradicate plastic waste.

Grin Green International, being Student-led, had created this "starter kit" to help you understand the process of our work, and how we run things to achieve a plastic free world. This kit will guide you to be a part of us, applying our resources to assist you to reach what you need.

Again, thank you for your interest, and feel free to contact us after reading this booklet.

# 5 MUST DO'S FOR ALL NEW GGI TEAMS

1. Collect local information about plastic waste. (School, city, region). Conduct a community survey.
2. Lead a presentation about GGI at your school or during a community gathering.
3. Build your Team. Choose a Team Leader and 5 Board Members.
4. Create your 1st Action Plan to get your GGI Team started.
5. Submit your results and findings in the GGI Global Team Application.





# COLLECT LOCAL INFORMATION ABOUT PLASTIC WASTE. (SCHOOL, CITY, REGION). CONDUCT A COMMUNITY SURVEY.

To start things off, observe the plastic pollution scene around you. Start asking questions to the community, and gain information about what is happening around your community.

1. How much waste is produced, by your city/region, per day and per year?

2. How much waste is produced, PER PERSON, in your city/region, per day and per year? (you can find answers to #1 and #2 through visiting your local statistics office)

3. How is waste managed in your city/region? What are the options available to community members?

(i.e. pick-up recycling service, trash depots, upcycling programmes, buyback services, etc?)

4. Where does YOUR trash really end up? This is where we want you to dig deep and play detective... if your trash is picked up, where does it actually go, and what happens to it once it's there?

5. Has anyone ever tried to ban plastic bags in your city/region? If so, what did they do?

6. Are there laws about banning plastic bags in your city/region already? If so, what are they?



# INVESTIGATE THE PLASTIC SCENE IN YOUR CITY/REGION AND CONDUCT A COMMUNITY SURVEY (2)

7. Ask staff from 5 shops and 5 restaurants:

- a. What type of bags do you give your customers? (i.e. plastic, paper, cloth, other?)
- b. Do customers pay for plastic bags? If so, how much?
- c. Do you know of any available alternative bags to use? What are they made of?
- d. Would you be interested in learning about alternative bag options?

8. Ask 5 community members and 5 friends:

- a. When you are shopping in store, what type of bag is most commonly given to you?
- b. Do you carry a reusable bag with you for shopping?
- c. If you don't already, would you commit to carrying a reusable bag with you from now on?



# INVESTIGATE THE PLASTIC SCENE IN YOUR CITY/REGION AND CONDUCT A COMMUNITY SURVEY (3)

We would like you to get out there and start to investigate what the situation is in your community with plastic bags. Use the questions below to gather information on your plastic reality.

Here are some of the wild facts that we've learned over the years.

- On average, we use a plastic bag for 12 mins but it lasts in our environment for 500-1000 years.
- 8 million tons of plastic is dumped into our oceans every year.
- The average Bangkokian uses 1,500 single-use bags every year.
- 90% of bottled water found to have traces of microplastics (WHO).



# GIVE A PRESENTATION ABOUT GGI AT YOUR SCHOOL OR DURING A COMMUNITY GATHERING

We would like you to do a presentation about GGI at your school or in your community. The more students/people you can share the message in front of the better, so ask your school leadership team if you can speak at an upcoming assembly. Be sure to ask someone to take a picture of you presenting and share this to our FB Page.

- What did you learn from your community survey?
- Why is plastic bad for our environment, the animals and our health?
- Why do you want to bring BBPB to your city/region?
- How can other students/community members get involved?

Before you give a presentation at your school, become knowledgeable about GGI and how we got to where we are today. Check out the following places to find more information about GGI

- Visit the GGI website and read all the info under each tab. Learn about the history, our crew, and our 6 REs. Read up on some of the media attention that GGI has gotten in magazines, articles, blogs, interviews and more.
- Check out the videos we have made on our GGI Youtube Channel
- Browse the GGI Suan Luang & Bang Na Facebook page to see what activities we have been involved in more recently

# BUILD YOUR CORE TEAM CHOOSE A TEAM LEADER AND 5 BOARD MEMBERS

We've learned, you cannot do it all by yourself! You need to have a team around you. You can have a handful of adults to help you along the way, and this is important, but the drive and passion must come from the ones leading Grin Green International. We believe each GGI Team should be made up of 1-Team Leader, 5-Board Members and many more volunteers.

Team Leader (14-28 years)	Board Members (12-28 years)	Volunteers-All Ages
<p>This human will be the point person in charge of all GGI activities in your City/Region. This person will also be the one who communicates with the GGI Global Coordinator. This person should be a strong leader, who can inspire and motivate others. They will need to build a team around them. They should be responsible and organized.</p>	<p>These are the FIVE most committed team members and top helpers of the Team Leader. They are always willing to support the cause. Together with the Team Leader, they will be the decision makers and think strategically about how to be most impactful as a local GGI Team. Each Board member will take on a speciality area - such as communications, planning events+activities, or fundraising.</p>	<p>You will need many other volunteers to help spread your message and run successful activities and events. You should always be looking for and accepting new volunteers who want to help you.</p>

Once we approve you as an official GGI team, we will send you a handbook that has descriptions of key roles and speciality areas. For now, we just ask that your Team Leader be the one who submits your application and they will share with us who your 5 Board Members will be.





# CREATE AN ACTION PLAN TO GET YOUR GGI TEAM STARTED

We want to hear YOUR voice, what would GGI look like in your school? Think about these questions and share yours ideas with us in your application.

1. What do you think are the best ways to approach your community, local authorities and any other decision makers about banning plastic bags and spreading awareness about GGI?
2. What are 3 activities you will do to spread awareness?
3. What are 2 ways you could raise money for your GGI activities?
4. When and where will you have your GGI Team meetings? When will the meetings start?
5. What are 2 more schools or community gatherings, you could give another presentation about GGI?



# SUBMIT YOUR RESULTS AND FINDINGS IN OUR GGI TEAM APPLICATION

Email us your application when you are done!  
(gringreenintl@gmail.com)

We all share in the beauty of this planet. We also believe we are stronger together than apart. Our staff has a wealth of knowledge, experience, success, and, of course, failure to share in our ambitious journey. Get in touch with us for more information about some of our offered programs:

- 1) Student-Led Workshops (For Upper & Lower School)
- 2) Adult Leadership Workshops
- 3) Blueprint for creating a Grin Green Franchise
- 4) Toolkit for starting your own student-led organization
- 4) Curriculum Implementation & Strategies
- 5) Events & Campaign Creation
- 6) Collaborations & Partnerships

