



*“Communicating the Environment and linking with  
Environmental Opportunities”*

Registration Number: G39/D14/5/75

*Project Proposal  
Title*

**EMPOWER 500+ YOUNG ENVIRONMENTALISTS IN CAMEROON  
(Through the PRACTICAL ENVIRONMENTAL EDUCATION PROGRAM FOR CHILDREN)**

**Location:** KUMBA, MEME DIVISION,  
SOUTH WEST REGION OF CAMEROON.

**Submitted to:** Global Giving Foundation  
*Against the Global Open Challenge*

Organization Name:

**Geo-Environmental Resource Association (GERAS)**

Address:

**Administrative Quarter, Up Station – Kumba**

City: **Kumba**

Region: **South West Region**

Country: **Cameroon – (in Africa)**

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Website: [www.navd.org/geras.htm](http://www.navd.org/geras.htm), <http://gerascameroon.wordpress.com/>

Project Name: **Empower 500+ Young Environmentalists in Cameroon**

Program Area: **Environmental Education, Environmental Communication**

Open Challenge Target: **13,340 USD**

Project Duration: **8 Months (September – April), multi-year**

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*The pilot phase reached out to three primary schools in Kumba, South West Region of Cameroon. A photographic summary of the actions in the three schools are shown below.*



*The present project proposal is a step up of the pilot phase and at least ten (10) primary schools are earmarked, to reach out to at least fifty (50) children per school, giving an anticipated outreach of at least five hundred (500) school children.*

*By GERAS Program Coordinator, (Kumba, South West Region of Cameroon)*

July 29, 2014

GlobalGiving Foundation  
1110 Vermont Avenue NW,  
Suite 550,  
Washington, DC 20005

Dear Global Giving Foundation & Partners,

**COVER LETTER**

I am submitting this project proposal for the September 2014 Global Open Challenge. On behalf of GERAS Team, I am very grateful for the opportunity to submit this project proposal.

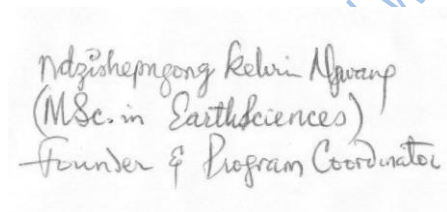
“Empower 500+ Young Environmentalists in Cameroon” through the Practical Environmental Education Program for Children is a yearly eight (8) months environmental education and awareness raising project to run from September 2014 to April 2015. The project kick-started at a pilot phase in Kumba, South West Region of Cameroon and it is going to be replicated in other regions of Cameroon with respect to time and resources. I developed this project after recognizing the high level of environmental degradation in Kumba (and its environs); the level of ignorance about nature and biodiversity conservation; and the impact that empowered young people can have on their peers, family and the community at large. I also considered the positive impact on the performance of pupils in schools and the importance of communication and awareness raising in the conservation of nature and biodiversity.

GERAS intends to raise a total of \$13,340 during the Global Open Challenge in September 2014. We have tested the project (with the finances from our Member Contribution) and the results are great.

Geo-Environmental Resource Association (GERAS), is a registered Cameroonian Geo-Environmental and Ecological Association that is non-profit making, non denominational, development orientated and apolitical in nature.

Thank you for your interest in GERAS. I look forward to a successful fundraising and subsequent long term membership of the rapidly growing Global Giving community.

Sincerely,



Ndzishepang Kelvin Njorup  
(MSc. in Earth Sciences)  
Founder & Program Coordinator

A GERAS

## **INTRODUCTION**

Geo-Environmental Resource Association (GERAS) is a Cameroonian Geo-Environmental and Ecological Association that is non-profit making, non denominational, development orientated and apolitical in nature. GERAS was founded in 2011 by Geosciences students of the University of Yaounde 1 – Cameroon, and declared by the Cameroon Government on the 8<sup>th</sup> of January 2013 in accordance with Law Number 90/053 of 19<sup>th</sup> December 1990 governing the Freedom of Associations in Cameroon. GERAS' Registration Number is **G39/D14/5/75**.

GERAS is a dynamic team dominated by Geologists, Geographers, Biologists, ICT Experts, GIS Experts, Chemists, Educationists, Journalists and other specialists; called up to validate the Association's Missions and Visions. GERAS' mission is to carry out massive sensitization on the need for environmental protection, and to partner with like-minded Organizations to share ideas. GERAS envisages a Cameroon where every citizen is conscious about his or her role in environmental protection. We are very apt in the domains of communication, research, project writing and implementation, and team work. GERAS' approach is based on the concept of "thinking globally and acting locally".

The project on Global Giving is entitled "Empower 500+ Young Environmentalists in Cameroon". The root project is called "Practical Environmental Education Program for Children" and more information can be obtained through the web link <http://gerascameroon.wordpress.com/projects/practical-environmental-education-for-children/>

The project was tested in Kumba, South West Region of Cameroon. It involved three (3) Primary Schools. The scaling up phase, for which this fundraising is intended, is to be carried out in at least ten (10) Primary schools with at least fifty (50) children from each school, leading to a direct target population of greater than or equal to five hundred (500) school children. Indirect beneficiaries include friends and families of the school children, radio listeners of Ocean city Radio (a community radio station based in Kumba that works in partnership with GERAS), and the internet community.

## **PROBLEM STATEMENTS**

Man's activities, especially the cultivation of soil, have considerably affected natural vegetation. Due to intensive agricultural practices, natural vegetation is gradually disappearing. Meanwhile, many natural water springs (which the population depends on) and rivers crossing the area, suffer from improper hygiene and sanitation conditions.

Illegal hunting, timber exploitation activities in the tropical forest, and indiscriminate fishing at the Lake Barombi Mbo has led to a considerable loss of bio-diversity.

The excessive use of chemicals in the extensive agricultural system has led to soil depletion and contamination of ground water and the aquatic ecosystem.

GERAS launched the introductory phase of this program on the 4<sup>th</sup> of November 2013 at G.S. Kake 1, Kumba. During this launching, the GERAS team was astonished by the outcome of barely two (2) hours of field action. Out of the twenty nine (29) pupils of class six who took part in the exercise, only about three (3) could say something about the environment at the beginning. At the end of the outdoor lectures and demonstrations, more than half of the pupils had something to say about the environment. It is evident that outdoor environmental education is more effective than indoors environmental education.

Environmental Education is included in the curriculum of primary education in Cameroon and the inputs of Civil Society Organizations in the advancement of this early age environmental education initiative is highly solicited. Many children have little or no meaningful exposure to environmental education or opportunities to connect with the natural world because they are involved in activities that isolate them from it. Simply raising awareness of the need for environmental protection is insufficient to bring about change. Environmental education must strongly promote the need for personal initiatives and social participation to achieve sustainability.

## **GOALS AND OBJECTIVES**

The primary goal is to reach out and empower at least 500 young people yearly through practical environmental Education

### **Short Term Objectives**

- To lead children to ecological restoration activities (e.g. tree planting) after fully understanding the reasons for such an activity,
- To nurture in children a culture of love for nature and bio-diversity,
- To empower children with practical environmental knowledge, skills and values ,
- To ensure that children excel in environmental education subject, educate their peers, family and the community at large,
- To ensure that less harm is done to nature and bio-diversity due to an increase in environmental education and awareness.

### **Long Term Objectives**

- To ensure that children grow up to be environmentally conscious adults,
- To ensure a better protection strategy for future environment and its biodiversity.
- To see that the model of practical environmental education is included in the basic education policies.

### **ACTION PLAN AND SCHEDULE**

The planned actions and strategies include:

- 1 – Baseline survey to select participating schools,
- 2 – Re-launching of the program,
- 3 – Environmental competition
- 4 – Capacity building workshop
- 5 - Outdoor environmental lectures and practical demonstrations
- 6 – Radio programs
- 7 – Tree-planting events
- 8 – Evaluation and Reporting (at the 4<sup>th</sup> and 8<sup>th</sup> month)
- 9 – Closing Ceremony and Award of Prizes.

#### **vii – Project Timetable**

The Timetable of the project is as illustrated below:

YEARS	2014				2015			
Activities along the project Duration	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
1 – Baseline Survey								
2 – Re-launching								
3 – Environmental Competition								
4 – Capacity building workshops								

5 – Outdoor lectures								
6 – Radio Programs								
7 – Tree-planting								
8 – Evaluation and Reporting								
9 – Closing Ceremony								

### **EXPECTED OUTCOMES**

- The project will shape children's values, perspectives, and understanding of the environment and how to interact with it;
- Children's intellectual development will be expanded. It is expected that the children will improve in their test scores, grade-point averages, and overall health;
- It will nurture in children their sense of wonder, imagination and creativity;
- Children will develop into adults who understand and care about environmental stewardship;
- Children will have a practical experience of environmental education, thus enhancing the advancement of environmental education in the Ministry of Basic Education;
- Since GERAS has a partnership with Community Radio, the children will have the opportunity to influence their peers, their family, and the community in general on environmental protection through their participation on radio programs.

### **MONITORING, EVALUATION AND SUSTAINABILITY**

Monitoring and Evaluation will be done through radio interviews, group discussions, instant quizzes, homework and questionnaires to be answered by peers and families of the direct beneficiaries of the project.

The Project is relayed to the local population through another project called Environmental Passion. Environmental Passion is a radio sensitization project on a community radio station called Ocean City Radio which is our communication partner. Through Environmental Passion, the rate at which the community participates (through calls, messages, emails etc) will also give us an idea of the project impact.

The performance of the participating pupils in environmental education subject also gives us an indication of the success of the project. Evaluation meetings are going to be held by GERAS to assess the results and to deliberate on possible strategies that can lead to the improvement of the project results.

Sustainability of the project will be assured through GERAS' interest and motivation to continue with the program after the project ends. Since GERAS will have all its project materials intact, GERAS will continue to run the program with the help of its member contribution while looking for other sources of external funding.

Since this program addresses one of government priority areas, GERAS might also get subventions from the government to continue with the program.



**DETAILED PROJECT BUDGET (in USD).**

<b>Project Budget</b>						
<p><b>Project Title:</b> Empower 500+ Young Environmentalists in Cameroon</p> <p><b>Duration:</b> September 2014 – April 2015 (8 Months)</p> <p><b>Total Project Budget:</b> USD (\$) 13,340 = 6,670,000 FCFA</p> <p><b>Currency Rate:</b> 1 USD = 500 FCFA</p> <p><b>Source of Calculation:</b> GlobalGiving currency converter.</p>						
ITEM		Expected amount from Global Open Challenge (in USD)	Funding secured from other sources (in USD)	Amount Remaining to be raised (in USD)	Total Budget (in USD)	Total Budget (in FCFA)
1	Baseline Survey and Re-Launching	500	0	0	500	250,000
2	Project Equipments	3300	0	0	3300	1, 650,000
3	Transportation	600	0	0	600	300,000
4	Radio Programs	640	0	0	640	320,000
5	Motivation to Radio Station	300	0	0	300	150,000
6	Capacity building workshops	2000	0	0	2000	1,000,000
5	Prizes to Pupils	600	0	0	600	300,000
6	Tree Planting Events	600	0	0	600	300,000
7	Publicity	600	0	0	600	300,000
8	Motivation to Project Team	2,000	0	0	2,000	1,000,000
9	Documentation and Other Basics	600	0	0	600	300,000
10	Communication	400	0	0	400	200,000
11	Environmental Competition	1000	0	0	1000	500,000
12	Evaluation	200	0	0	200	100,000
13	Office Space/ Electricity / Water	In Kind				
<b>TOTAL</b> (in figures)		<b>13,340</b>	<b>0</b>	<b>0</b>	<b>13,340</b>	<b>6,670,000</b>
<b>TOTAL</b> (in words)		Thirteen thousand three hundred forty and US Dollars.	Zero US Dollars	Zero US Dollars	Thirteen thousand three hundred and forty US Dollars.	Six Million six hundred and seventy thousand Francs CFA

*Prepared in Kumba, South West Region of Cameroon on July 29<sup>th</sup>, 2014.*

*Ndzishepang Kelvin Njorup  
(MSc. in Earth Sciences)  
Founder & Program Coordinator*

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