



Giving Tuesday Initiative Proposal

“Help expand community-based plastic recycling to a new community in Thailand with Precious Plastic Bangkok”

By Precious Plastic Bangkok/ A project under the Green World Foundation

Executive Summary

Precious Plastic Bangkok (PPB) is requesting support from Giving Tuesday to expand our successful community-based plastic recycling model to one additional community in Western part of Thailand, a region where our network is not yet represented. Our existing network of 10 communities across Thailand has demonstrated tangible environmental and socio-economic impacts, including reduced plastic pollution and new income-generating opportunities from upcycled plastic products. This proposed project aims to replicate and tailor our proven model to empower a new community, strengthen local circular economies, and create long-term environmental stewardship.

Precious Plastic Bangkok (PPB)

In Thailand, PPB acts as a community empowerment and educational hub. It serves as a sub-project under the Green World Foundation (a registered NGO in Thailand). It brings together communities, experts, engineers, artists, and changemakers to provide the machinery, tools, training and marketing to transform discarded plastic into art, useful items, and new products. Through workshops, public installations, and local collaborations, PPB promotes circular design and empowers communities. PPB shows how waste can spark both environmental and social impact. Currently, PPB partners with 10 active community hubs, located in:

- Northern Thailand: 1 community
- Northeastern Thailand: 1 community
- Eastern Thailand: 1 community
- Central Thailand: 5 communities
- Southern Thailand: 2 communities

Each hub operates as a semi-independent micro-recycling workspace, turning discarded plastic into valuable items such as household goods, building materials, community souvenirs, and more.

Our impact to date:



- Diverting tons of plastic waste from landfills and waterways annually
- Generating over 1.5 million baht from communities' product sales and workshops since 2022 - 2025
- Improved environmental awareness among local residents, the elderly and youths
- Strengthening community-level circular economy systems

Problem statement

Plastic waste remains one of Thailand's most pressing environmental concerns, and communities in the western region face increasing waste management challenges due to tourism, agriculture, and inadequate recycling infrastructure. Precious Plastic Bangkok has spent years building a community-driven recycling network that provides:

- Accessible recycling tools and small-scale plastic processing machines
- Hands-on training for waste sorting, shredding, melting, and product creation
- Capacity building for circular economy-based income models
- Additional training in the form of marketing, product design and social media support
- A supportive nationwide network to share best practices

However, Western part of Thailand currently has no PPB community, leaving a gap in environmental education and sustainable waste management solutions.

Proposal

- To establish one new Precious Plastic community hub in the Western part of Thailand to expand our national network and empower local residents with sustainable recycling tools and training.
- To raise awareness and encourage community members to adopt improved and sustainable plastic waste management behaviors.

This project will:

1. Build a fully functional recycling workspace
2. Provide the community with PPB tools and machines according to their capabilities and desires
3. Train community members on plastic knowledge, sorting, processing, and product manufacturing.

4. Raise awareness and improve plastic waste management behaviors of community members.
5. Support community members in generating supplemental income from recycled products.
6. Strengthen cross-community learning between the new hub and 10 existing hubs.

Target Participants

Our target is one committed community in Western Thailand that meets our selection criteria and demonstrates genuine interest in building sustainable environmental practices. The community should include around 5-10 diverse members—across ages, genders, and nationalities—representing groups such as local leaders, youth, adults, artisans, and entrepreneurs. These participants will engage in learning and applying plastic sorting, processing, and product creation, fostering lasting improvements in waste management and sustainable behaviors within the community.

Program Activities

PPB proposes that the initiative will be completed within 1 year with activities organized as follow:

1. Community Selection & Needs Assessment;
 - a. Identify the suitable community partner in Western Thailand
 - b. Conduct a site visit and readiness assessment
2. Partnership and agreement;
 - a. Select and identify machines that match the community's needs
 - b. Conduct a baseline behaviour questionnaire (this is used to measure tangible progress made over the project cycle)
3. Setup of Recycling Workspace;
 - a. Establish safety protocols and workflow layout
 - b. Deliver machines and tools to the community
4. Training & Capacity Building Workshops;
 - a. Plastic identification and sorting
 - b. Machine operation & maintenance
 - c. Upcycling identity product design
 - d. Production and quality control
 - e. Marketing and sales training



5. Community Launch & Promote Engagement;
 - a. Showcase initial products
 - b. Introduce the newest community to PPP's community network
 - c. Post-behavioral questionnaire (to measure tangible progress made since the baseline survey)
6. Monitoring & Mentorship;
 - a. Data collection on waste retrieved and income accrued on a monthly basis
 - b. PPB acts as a consultant to the community ever after the initiative program ends

Expected Outcomes

1. Expanded Network;
 - a. PPB network grows from 10 to 11 communities, with representation in all major regions of Thailand.
2. Community Reach;
 - a. At least 1 new community in Western Thailand is empowered with tools, training, and ongoing support.
 - b. This community successfully continues to run the process itself after the project is completed.
3. Behavior Change & Awareness;
 - a. More than 50% of participating community members adopt improved plastic waste management practices after project implementation.
4. Environmental Impact;
 - a. Approximately 300–500 kg of plastic waste is collected from the community, landfills and/or local environment and is entered into the community recycling process.
5. Economic Impact;
 - a. The community generates new income streams from selling upcycled plastic products.



Program Timeline

The initiative program will be completed within 1 year. However, the timeline below may change due to unforeseen circumstances.

Phase	Timeline
Community selection & Needs assessment	Month 1-2
Partnership & agreement	Month 1-2
Set up of recycling workspace	Month 2-4
Training & capacity building workshop(s)	Month 3-6
Community launch & promotion of the engagement	Month 7-12
Monitoring & mentorship	Month 3-12

Budget

This budget can be adjusted and revised based on the requirements and fund support from donors of Giving Tuesday.

Item	Cost (THB)	Cost (USD)
Recycling machines & tools	200,000	\$6,200
Materials & safety equipment for effective workshop operations	120,000	\$3,720
Product design & production (Moulds and other components necessary to bring products to life)	145,000	\$4,500
On-site travel & logistics for PPB team to meet with community members	350,000	\$10,850
PPB staff costs (Monitoring and evaluation, mentorship of communities)	300,000	\$9,300



Miscellaneous expenses and overheads	50,000	\$1,550
Total estimated budget	1,165,000	\$36,124

Conclusion

By supporting this proposal, Giving Tuesday will help bridge a crucial regional gap and empower a new community in Western Thailand with long-term, scalable solutions to plastic waste. This project will improve environmental conditions, but also enhances livelihoods and community cohesion through the promotion of circular economy practices.

Precious Plastic Bangkok is ready to take this next step—and we hope Giving Tuesday will join us in making this meaningful impact possible.