

The recycle words

Italy

Marisa Ianni

Organization type:

for profit

Budget:

\$10,000 - \$50,000

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Milan is a big multyethnic city in wich coexist many different cultures and as well languages. Starting from this point we notice that many people coming from abroad are not able to follow the wright way to separate the different kind of wast due to the fact that all the explanation are given only in Italian language. The idea is simple, not expansive and fast to actuate: we would provide a multilanguage recycling kit in order to better inform those who not speak italian and improve the recycle in our community.

About Project

Solution: What is the proposed solution? Please be specific!

To date no one has already done something similar leading to a large amount of not well recycled goods. This could be a good starting point for other related initiatives and working in the same way.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

1 Contact the local enviroment authority and build an agreement(AMSA-already planned) 2 Prepare the multilanguages kit (e.g. Chinese, Spanish, English, other) 3 Start a local marketing campaign (School, local newspaer, shops...)

About You

Organization:

boehringer ingelheim

About You

First Name

Marisa

Last Name

Ianni

Twitter

Facebook Profile

About Your Organization

Organization Name

boehringer ingelheim

Organization Phone

Organization Address

Organization Country

, MI

Country where this project is creating social impact

, MI

How long has your organization been operating?

More than 5 years

Is the project that you are entering related to this organization?

No

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

What stage is your project in?

Idea phase

Tell us about the community that you engage? eg. economic conditions, political structures, norms and values, demographic trends, history, and experience with engagement efforts.

The community involved are the Italian as well as the Chinese, Arab, and European community.

The economic condition of those community (except for the Italian's one) are, most of the time, not that easy with a variety of values and past experience. The demographic trend is increasing year by year.

Share the story of the founder and what inspired the founder to start this project

Social Impact

Please describe how your project has been successful and how that success is measured

Approximately 200 words left (1600 characters).

How many people have been impacted by your project?

How many people could be impacted by your project in the next three years?

More than 10,000

Winning entries present a strong plan for how they will achieve growth. Identify your six-month milestone for growing your impact

- 1 Reach an agreement with local authority
- 2 Build the multilanguage kit
- 3 Distribution in Milan area
- 4 Feed back from first 3 month activity
- 5 Spread it in Lombardia area
- 6 Spread it in Italy

Task 1

establish the agreement with local authority

Task 2

Preparation of the multilanguages kit

Task 3

diffusion via media

Identify your 12-month impact milestone

Task 1

Task 2

Task 3

How will your project evolve over the next three years?

Sustainability

What barriers might hinder the success of your project and how do you plan to overcome them?

Lack of interest/collaboration from local authority

Overcome: Showing them the improvement, in terms of recycled goods, that they could obtain if all the ethnies do it better. This will produce a better impact on the environment and a reduction of total cost in the disposal of the garbage.

Tell us about your partnerships

Approximately 200 words left (1600 characters)

Explain your selections

How do you plan to strengthen your project in the next three years?

Challenges

Which barriers to health and well-being does your innovation address?

Please select up to three in order of relevancy to your project.

PRIMARY

Incentives for unhealthy living

SECONDARY

Incentives for unhealthy living

TERTIARY

Health behavior change

**Please describe how your innovation specifically tackles the barriers listed above.
How are you growing the impact of your organization or initiative?
Please select up to three potential pathways in order of relevancy to you.**

PRIMARY

SECONDARY

Enhanced existing impact through addition of complementary services

TERTIARY

Influenced other organizations and institutions through the spread of best practices

**Please describe which of your growth activities are current or planned for the immediate future.
Do you collaborate with any of the following: (Check all that apply)**

If yes, how have these collaborations helped your innovation to succeed?

Source URL: <https://www.changemakers.com/morehealth/entries/recycle-words#comment-0>