



WIND RIDERS 2020

WIND RIDERS 2020

HERE FOR A SMALL BIG CHANGE



WE ALL KNOW THAT

Worldwide, about **2 million plastic bags** are used **every minute**

The average time that a plastic bag is used for is ... **12 minutes**

The average person eats **70,000 microplastics** each year

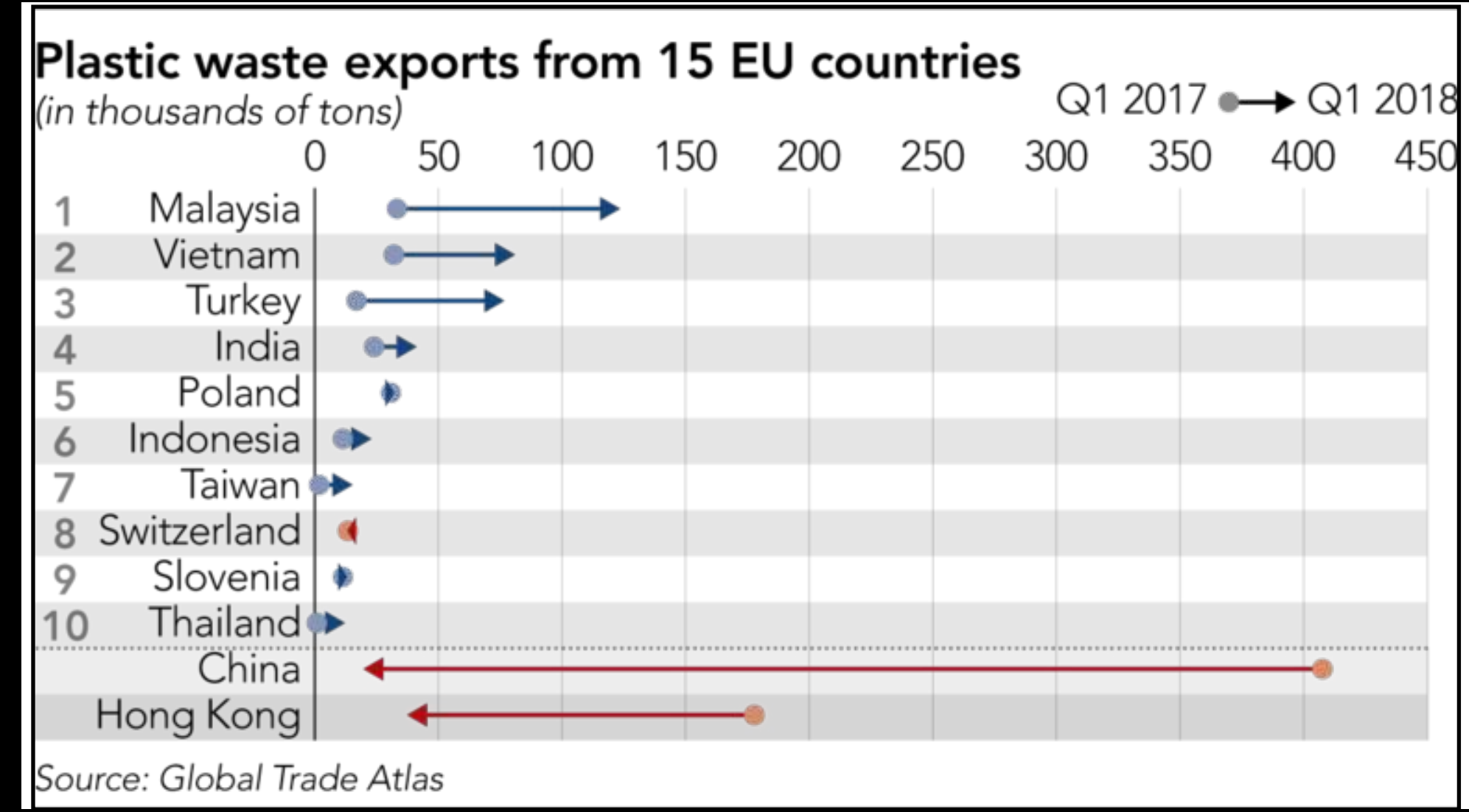
THE EARTH IS DYING ON PLASTIC

Everyday **8 million pieces** of plastic pollution find their way into our oceans

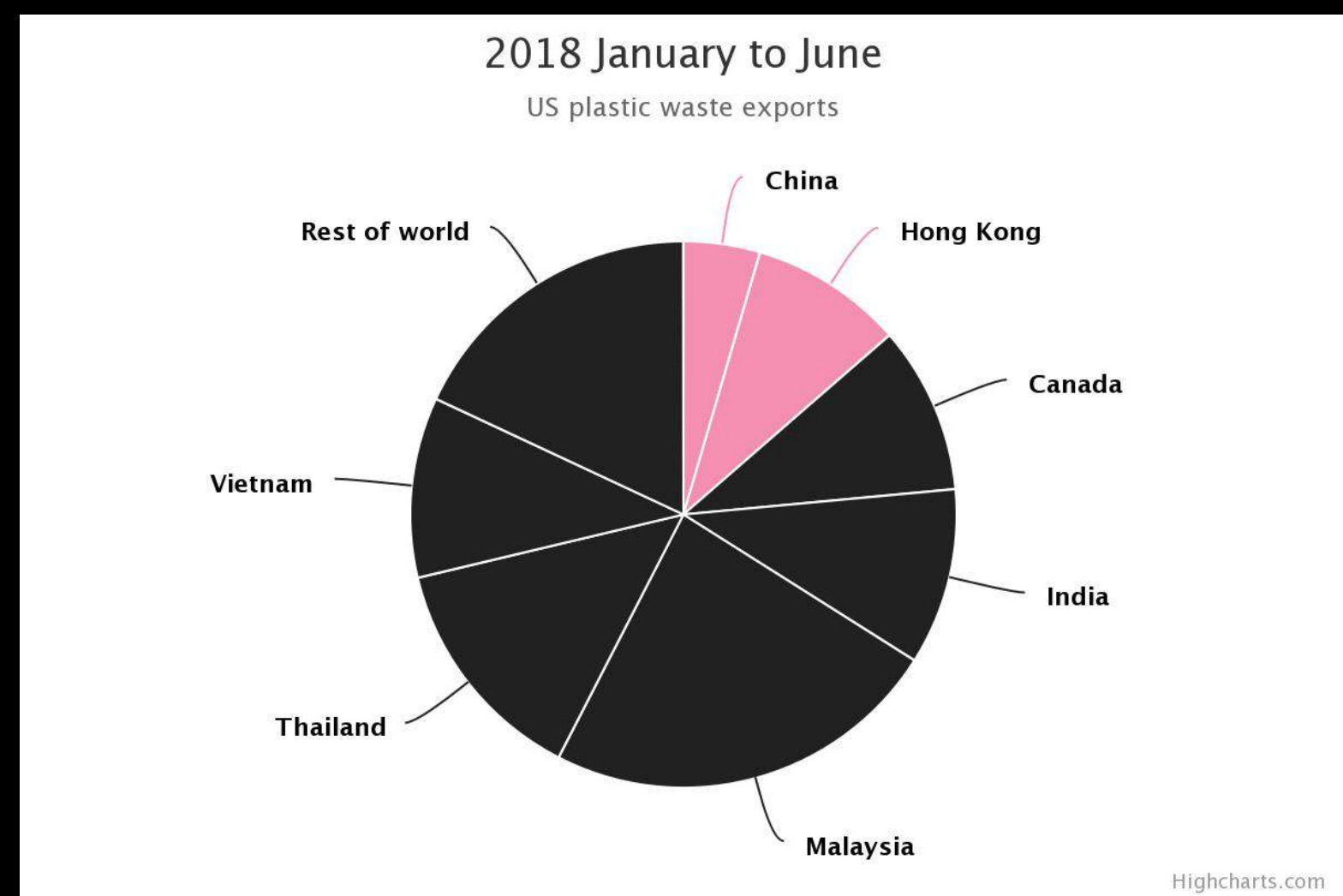
73% of beach litter worldwide is plastic

Plastic is killing more than **1.1 million** seabirds and animals every year

WE ALL KNOW THAT



OUR COUNTRY IS A PLASTIC TRASH BIN OF THE WORLD



WE MAY ALSO KNOW THAT

VIETNAM'S PLASTIC CONSUMPTION PER CAPITA IS NOT THAT HIGH



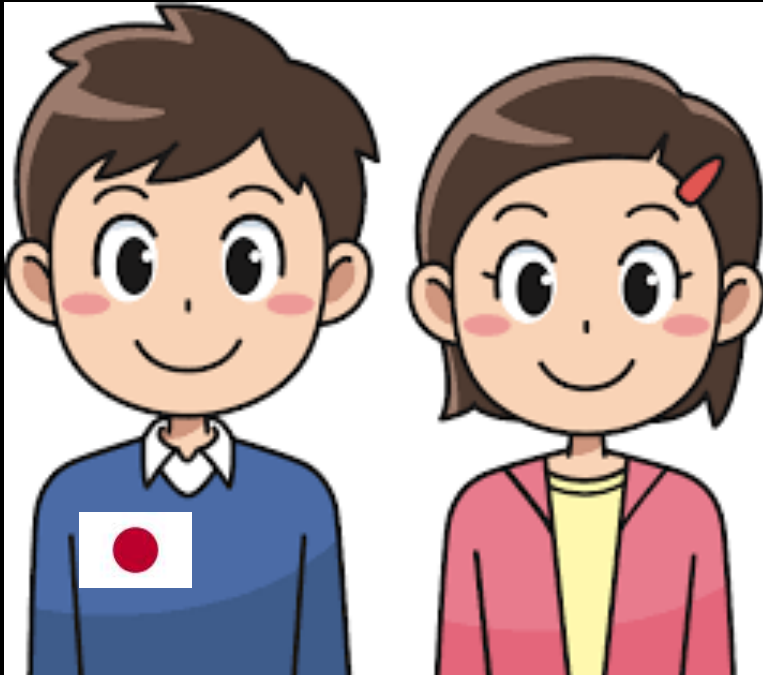
45kg

Plastic per year



150kg

Plastic per year



200kg

Plastic per year

BUT IT IS INCREASING RAPIDLY, WHILE THE PLASTIC WASTE IS HUGE (DUE TO NO RECYCLING)



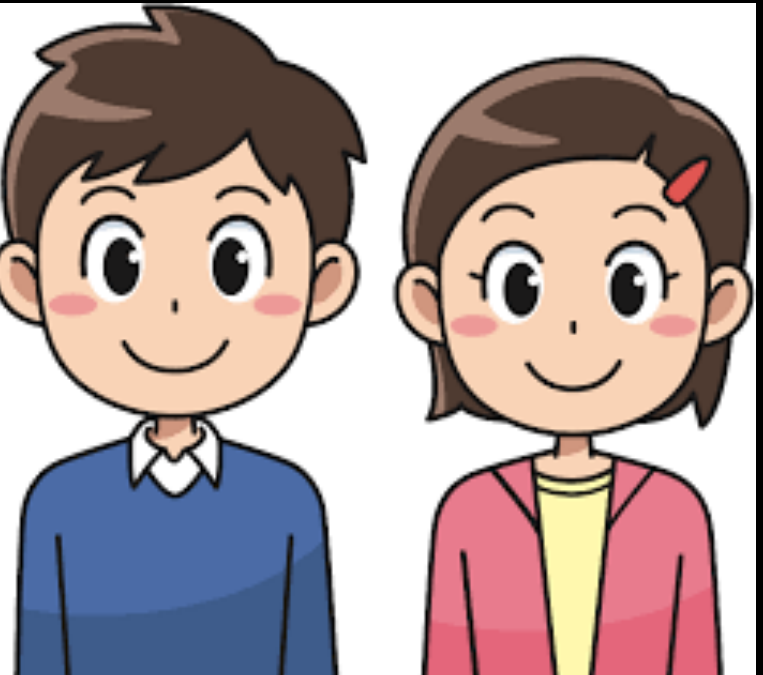
41kg

Plastic Waste
per year



40kg

Plastic Waste
per year



74kg

Plastic Waste
per year

2.5 million tons of plastic waste per year

9.4 million tons of plastic waste per year

WE ALL SEE THAT

Ly Son Island



Con Dao Island



Sai Gon



OUR SURROUNDING IS BEING INVADED BY THOSE LONG-LIVE PLASTIC ANIMALS

Can Gio



Nam Du Island



Ha Noi



WE ARE HERE TODAY TO
MAKE A CHANGE
ON THAT

IT'S NOT AN EASY CHANGE

Fighting against plastic pollution requires a combo of action from people from every walks of life.



Infrastructure, law and policy



Recycling technology and industry



People's awareness and behavior

WHILE AWARENESS IS BEING RAISED
IT MEANS LITTLE IF IT DOES NOT GO HAND IN
HAND WITH ACTION

LOOK AT THE FIGURE OF CURRENT
PLASTIC USAGE

Bảng 3: Số lượng sản phẩm nhựa sử dụng	
Loại sản phẩm nhựa	Số lượng lớn nhất (sản phẩm/người/tháng)
Ly nhựa	240
Chai nhựa	900
Ống hút nhựa	900
Chén/dĩa nhựa	360
Hộp nhựa/hộp xốp	750
Nĩa/muỗng nhựa	750
Túi ni long	1050

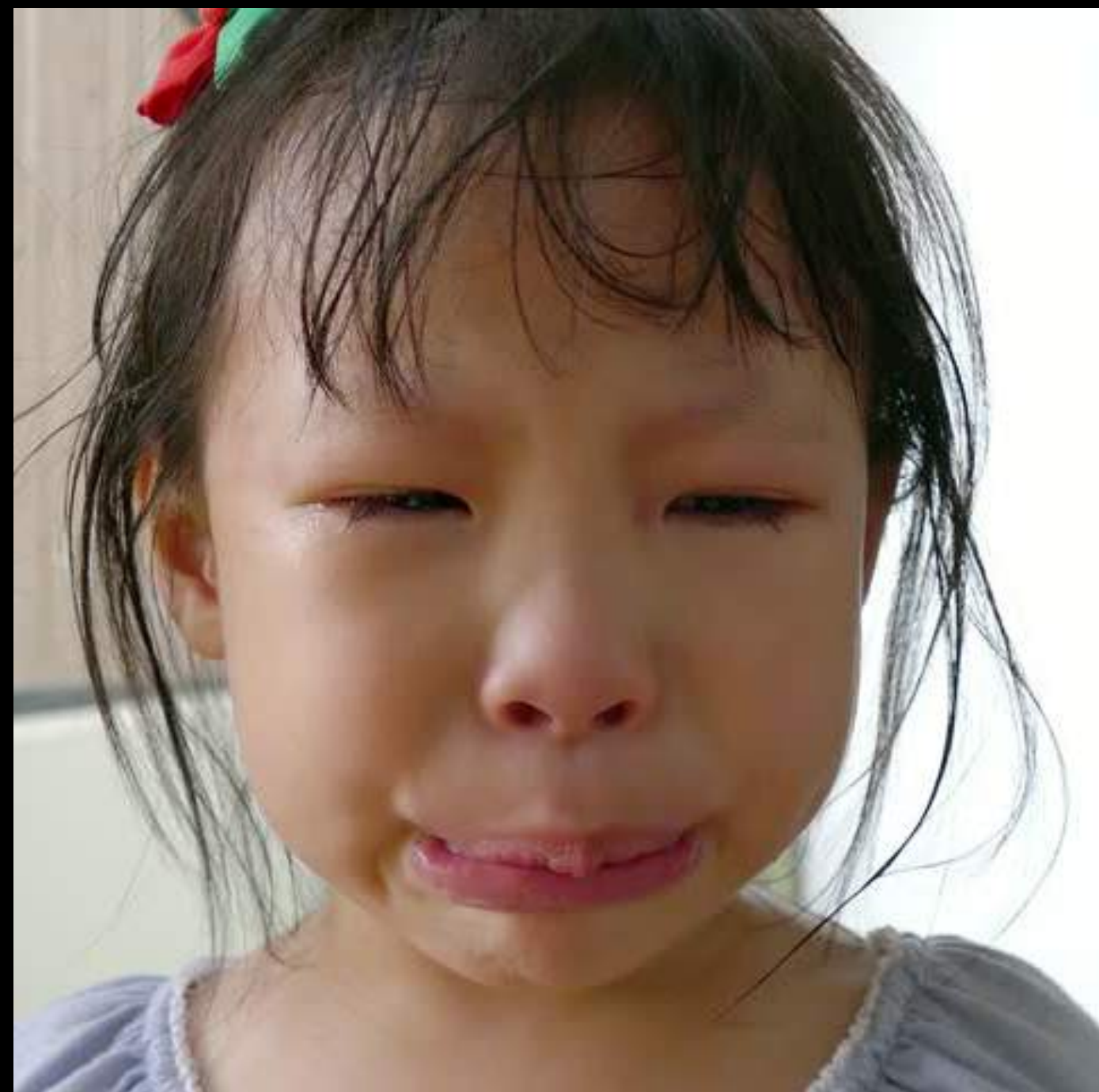
This is the thing we want you to work on
for this project.

How can we reduce the numbers of plastic
bags, glasses, and straws in the usage list
of our target audience?

DO YOU KNOW TO WHOM AND HOW WE
CAN DRIVE BEHAVIOR THE EASIEST WAY?

STORY TIME

The tale of the little girl on Cu Lao Cham
The girl with great love and sympathy



The challenge

Today, we are not talking to little girls and boys, who have genuine care,
spacious heart and tremendous kindness

We are talking to the urban young adults who have a vibrant life, short-notice, and highly convenient-driven.

But we want you, this time, to look at the childish sides of these adults.

And change their behavior the way we train a kid behave.

There are three ways to create an educational idea that possibly drives behaviors



KNOWLEDGE

Understand -

I act because it's meaningful



EMOTION

Threaten -

I act because I'm scared

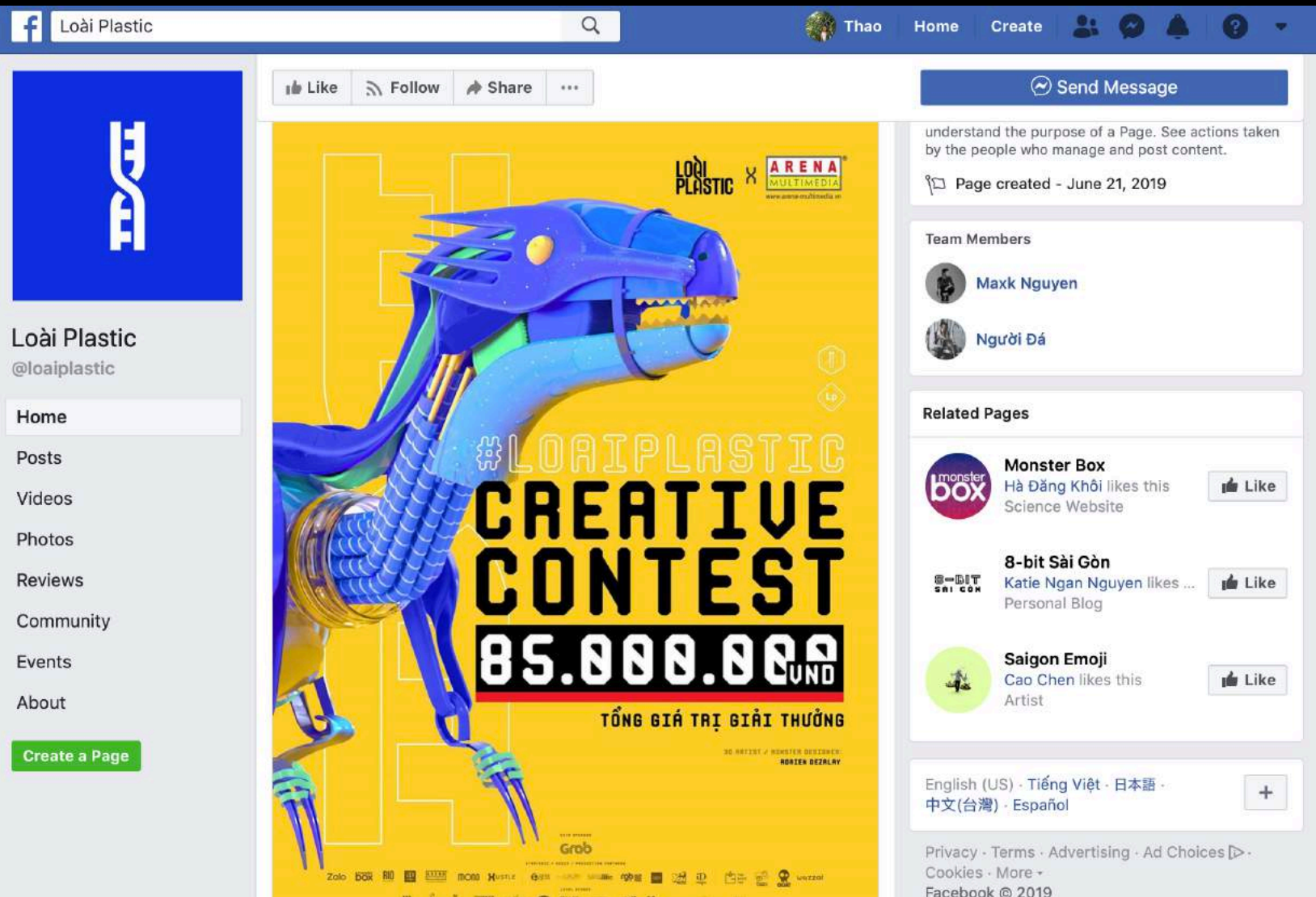


DESIRE

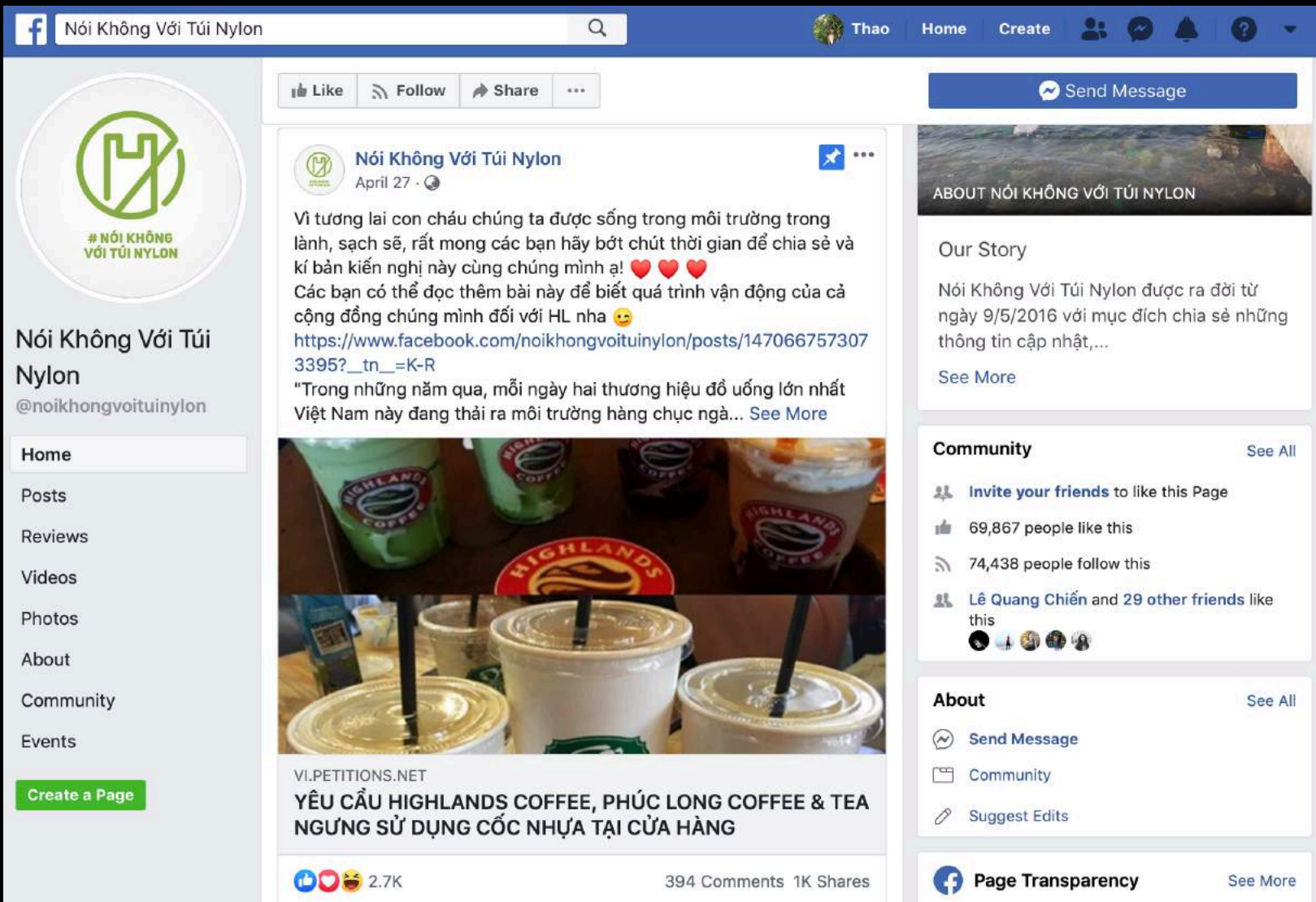
Distract/diversion -

I act because it's something I really like to do
(I don't really know/care about its meaning)

Been there, done that



Loài plastic



Nói không với túi nylon



There are three ways to create an educational idea that possibly drives behaviors

KNOWLEDGE

Understand -

I act because it's meaningful

EMOTION

Threaten -

I act because I'm scared

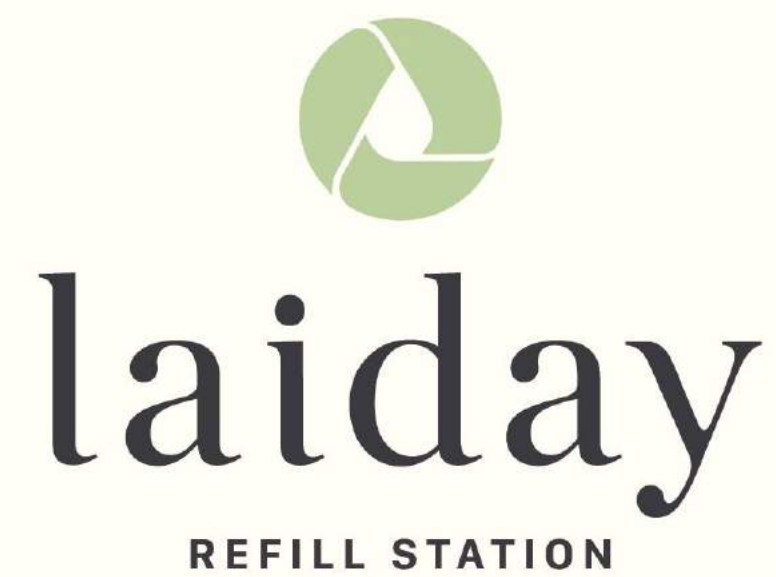
DESIRE

Distract/diversion -

I act because it's something I really like to do
(I don't really know/care about its meaning)

Been there, done that

Something new



15 CÁCH ĐỂ NGĂN CHẶN SỰ Ô NHIỄM VI SỢI NHỰA MICROFIBERS



laiday REFILL STATION

laiday REFILL STATION **Sách**
NGÀY CÀ PHÊ ĐƯỜNG SÁCH
"KHÔNG ỒNG HÚT NHỰA"

05/06, 08/06, 15/06
22/06, 29/06



Nếu mỗi tờ báo phát hành ra đều được tái chế,
chúng ta sẽ tiết kiệm và cứu được khoảng
250 TRIỆU CÁI CÂY.

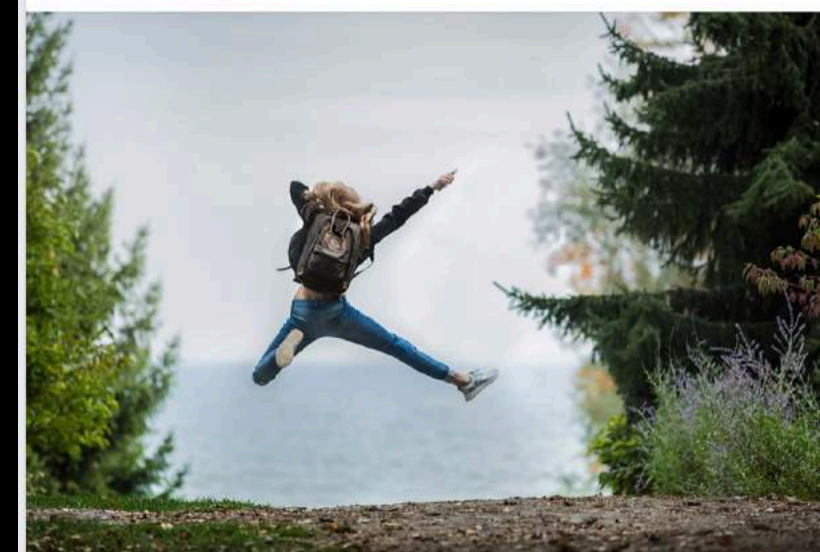
laiday REFILL STATION

Lại Đây Refill Station
July 17 at 7:00 PM · 🌐

THÁNG 7 KHÔNG NHỰA: NHỮNG MẸO NHỎ ĐỂ NĂM NAY TRỞ THÀNH NĂM THÀNH CÔNG NHẤT CỦA BẠN

Cho dù bạn chỉ mới biết đến chiến dịch Tháng 7 Không Nhựa hay chỉ vừa mới tham gia trước đó hay chỉ mới tò mò tìm hiểu cách giảm thiểu sử dụng nhựa, thì đây là vài mẹo nhỏ nhỏ của Lại Đây chúng mình để giúp bạn thực hiện cam kết của mình nè.

1. TỰ CÓ MỘT BỘ KIT NHỮNG MÓN ĐỒ TÁI SỬ DỤNG HẰNG NGÀY...
[Continue Reading](#)



Lại Đây Refill Station
Shopping & Retail

[Send Message](#)

Lại Đây Refill Station
July 12 at 11:30 AM · 🌐

TRỞ NÊN LESS PLASTIC: 06 ĐIỀU ĐƠN GIẢN BẠN CÓ THỂ LÀM TỪ NGAY BÂY GIỜ

Bạn đang đi trên hành trình "less plastic" hay "zero waste" hoặc đang cố gắng giảm lượng rác thải single-use sử dụng một lần mà bạn sử dụng hàng ngày? Mặc dù điều này có vẻ như là một nhiệm vụ khó khăn đấy, nhưng có thể sẽ dễ dàng hơn nhiều nếu bạn bắt đầu với những món đồ đơn giản mà bạn thường xuyên sử dụng.

Vì vậy, hãy cùng Lại Đây chúng mình tìm hiểu thêm về 06 điều đơn giản bạn có thể bắt đầu làm ngay ...
[Continue Reading](#)



Case study

IMMORTAL FAN & BREAST CREAM

IMMORTAL FAN



BREAST CREAM



Our task for this time

ENTICE EDUCATION

Yes, we want you to ENTICE our target audience, in order to make them
unconsciously drop using plastic in their daily life.

We want you to FIND AN INSIGHT, CREATE AN IDEA out of that to make young people EXCITEDLY AND VOLUNTARILY PARTICIPATE IN.

And we want that by PARTICIPATING IN OUR IDEA, the young people coincidentally drop using plastic bag and plastic straws, without even seriously notice about it.

A little help



CHEESE COFFEE, PJ'S COFFEE, STARBUCKS,
THE COFFEE HOUSE, CỘNG, ĐEN ĐÁ, TOOCHA, TP TEA.

Deliverables

1

AN INSIGHTFUL "MAKE
IDEA" - TANGIBLE OR
INTANGIBLE - THAT
CONTRIBUTES TO PLASTIC
REDUCTION AND IS
IRRESISTIBLE FOR TARGET
TO PARTICIPATE IN

2

COMMUNICATION PLAN
TO SPREAD THIS "MAKE
IDEA" OUT AND
ENCOURAGE PEOPLE TO
PARTICIPATE IN

Budget

Idea & production - 1 billion VND:

- For producing "make idea"
- For executing communication plan

Media ~ 30 billion VND

- **10b VND** ads on poster frame at nearly 2,000 buildings, LED ads at airport, public places, cinemas. (OOH)
- **7b VND:** Video ads (1 min max) before movie time at over 187 cinemas at Lotte Cinema nationwide. (OOH)
- **7,5b VND:** 15-second ads at restaurant/coffee chains of Target Media (OOH)
- **300 million VND** for digital and others

Criteria

Insight and “make idea” - 30%

A powerful insight that is true and provoking towards target audience

An interesting “make idea” that is attractive for target to “own” or “participate in”

Feasibility - 20%

Data, information and logic back up to make sure the idea and the plan can be executed within the given budget and the current status of Vietnam society.

F&B involvement - 10%

Leverage effectively the current network of F&B partnership of Change VN

Communication plan - 20%

A communication big idea to spread the “make idea” widely to target audience

An IMC plan with clear channel choices and show the campaign roll out

Effectiveness - 20%

Make a professional and logical link from the idea to communication KPI (number of participation - both target and F&B) and an estimated number of plastic reduction KPI

Prove that the idea is effective in making a change

MAKE A CHANGE **NOW**

