ADAPTABLE PILOT PROPOSAL
Target: Corporate CSR, ESG, Foundations & Municipalities
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Global Social Enterprise | Prepared for Institutional Review

GLOBAL RECYCLING & CIRCULAR-ECONOMY EDUCATION FOR AGES 4–8

EcoWanda Green Schools Pilot Deployment

A 12-week, five-school recycling and circular-economy programme that a corporate, municipal or foundation partner can deploy in the country and community of its choice.

PILOT AT A GLANCE

Who we are: EcoWanda is a global social enterprise teaching recycling and circular-economy habits to children aged 4–8 through stories, games and classroom activities.

Our programmes: EcoWanda Green Schools (school programmes and sponsored pilots — this proposal), EcoWanda at Home (families, parents and children's activities), EcoWanda Partnerships (corporate sponsorships, foundations and institutional programmes) and EcoWanda Learning World (games, stories, colouring books and digital resources).

Pilot model: 5 primary schools / preschools | ~500 children | 15–20 classrooms | 12 weeks.

Where: A country or region chosen with the funding partner (e.g. Tunisia, France, Germany, the Gulf region). Each deployment is adapted to local recycling systems, language and requirements. The first reference deployment is planned in Tunisia.

Cost to schools and families: Free. All stories, colouring books and games remain free and ad-free.

Indicative pilot budget: 8,500 TND (≈ €2,560) for a five-school deployment in Tunisia. International deployments are quoted individually.

Alignment: UN Sustainable Development Goals 4 (Quality Education), 12 (Responsible Consumption & Production) and 13 (Climate Action).

WHY FUND A STRUCTURED PROGRAMME INSTEAD OF A ONE-OFF DONATION?

One-day clean-ups and flyer campaigns rarely leave a measurable change. EcoWanda offers a structured 12-week programme with weekly milestones, a simple pre/post knowledge check and a final impact report the partner can use in its sustainability reporting — while children, schools and families pay nothing.

1. Executive Summary

EcoWanda is a global social enterprise focused on one mission: helping young children understand waste, recycling and the circular economy early, so that good habits last. Content

is built around Wanda, a seven-year-old girl, and the five places of her world: Home, Eco School, Recycling Center, Green Park and Blue Ocean.

The Green Schools Pilot is the standard way to bring EcoWanda into classrooms. It is designed as a **repeatable deployment model**: five schools, about 500 children, twelve weeks. The funding partner chooses the country and community; EcoWanda adapts language, local sorting rules and examples, delivers the programme with teachers, and reports the results.

This document is the **adaptable pilot proposal**. Figures in it (schools, budget, language, location) are adjusted for each partner and country. A separate Global Partnership Profile describes EcoWanda's identity and operating model for all partners.

2. Our Four Core Themes

Every story, game and classroom activity is anchored in one of four recycling and circular-economy themes:

Theme	What children learn
1. Waste sorting & recycling	Recognise common materials (paper, plastic, glass, metal, food waste) and put them in the right bin, following the local sorting rules of the deployment country.
2. Waste prevention & reduction	Use less: refill bottles, avoid unnecessary packaging, finish food and keep the schoolyard litter-free.
3. Reuse & circular economy	Understand that objects and materials have value: repair, share, reuse and turn waste into something new.
4. Ecosystem & ocean protection	Connect daily habits to the health of rivers, oceans, forests, parks and cities, and the animals that live there.

*Examples are deliberately **universal and adaptable** — rivers, oceans, cities and forests — and are localised to the landscape and waste system of each deployment.*

3. Pilot Deployment Scope

Parameter	Standard pilot specification (adaptable)
Location	One country and one municipal or school cluster selected with the partner, to keep coordination simple.
Schools	5 primary schools / preschools (public or community-based).
Children	~500 children (about 100 per school, 2–4 classes each).
Age group	4–8 years (preschool to early primary), adapted to local grade structures.
Duration	12 consecutive weeks within one school term.
Delivery	Digital-first platform + teacher-led classroom activities, with remote support from EcoWanda.
Languages	Website interface and all five games are available in English, French, German, Spanish and Arabic. The illustrated story and colouring PDFs are currently in English; local-language editions are produced per deployment. Classroom language agreed per partner.
Local adaptation	Bin colours, sorting rules and examples aligned with the local waste-management system.
Cost to schools	Free for schools, teachers and families.

4. 12-Week Implementation Timeline

Weeks	Activities	Deliverables
1–2 Onboarding	School agreements; remote teacher kickoff; baseline knowledge check; classroom packs shared.	School list; teacher pack; baseline results.
3–4 Theme 1	Waste sorting & recycling: stories, Sorting Squad and Truck Team games, classroom sorting corner.	Activity logs; participation records.
5–6 Theme 2	Waste prevention & reduction: Eco Quiz Time, schoolyard litter check, refill and no-waste snack challenge.	Class challenge records.
7–8 Theme 3	Reuse & circular economy: creative reuse workshop, family reuse pledge.	Anonymised reuse showcase; pledge count.
9–10 Theme 4	Ecosystem & ocean protection: Ocean Rescue and Litter Patrol games, nature stories, children's artwork.	Artwork documentation; teacher notes.
11–12 Evaluation	Endline knowledge check; teacher survey; analysis and final report.	Impact report; sponsor briefing.

Classroom time: 15–20 minutes per week, with ready-to-use guides, so the programme fits alongside the regular curriculum.

5. Roles & Responsibilities

EcoWanda provides

- **Learning platform:** free access to 5 games and 40 illustrated stories and colouring books at ecowanda.com.
- **Teacher toolkit:** weekly plans, activity guides, printable certificates, adapted to local sorting rules.
- **Remote support:** kickoff session and ongoing help by email or messaging.
- **Measurement:** simple pre/post knowledge check and participation templates.
- **Reporting:** analysis and the final impact report for the partner.

Each participating school provides

- A lead teacher and participating class teachers.
- 15–20 minutes of class time per week and access to a classroom screen, projector or tablet.
- Aggregated participation data and pre/post results (no children's personal data).
- Usual school and parental consent for any documentation or shared artwork.

6. The Learning Tools (live at ecowanda.com/play)

The digital tools already exist and can be tested today. All five games below are live and playable at ecowanda.com/play, child-paced and suitable for ages 4–8.

Game (place)	How it works	Theme
Sorting Squad (Wanda's Home)	Untimed sorting of everyday items into the right bins, with gentle explanations.	Sorting & recycling
Truck Team (Recycling Center)	Match sorted materials to the right recycling truck.	Sorting & recycling / circular economy
Eco Quiz Time (Eco School)	Picture-based two-choice questions on reducing waste and caring for resources.	Waste prevention & reduction
Litter Patrol (Green Park)	Find litter in the park while protecting plants and animals.	Prevention / ecosystems
Ocean Rescue (Blue Ocean)	Collect plastic from the sea while keeping turtles and fish safe.	Ocean protection

> **SCOPE EXCLUSIONS**
>
> The pilot is digital and remote. The budget does not include devices (screens, computers, tablets), internet access, physical bins, travel or on-site visits, or professional printing. These can be added through a separate addendum.

7. Indicative Pilot Budget

The figures below are an **indicative budget for a five-school reference deployment in Tunisia**. They are not a global price list. For other countries, EcoWanda prepares a specific quote based on the number of schools, local language and adaptation needs, and local costs.

Budget line	Scope	TND	EUR*
Programme management	12-week coordination, school follow-up, weekly tracking, help desk	2,200	€665
Curriculum & local adaptation	Teacher guides, activity sheets, local sorting rules and examples	1,500	€450
Teacher onboarding & support	Remote kickoff, briefing materials, ongoing guidance	800	€240
Platform hosting & security	Hosting, bandwidth, data protection, quality checks	900	€270
Impact measurement	Pre/post checks, participation validation, analysis	1,100	€330
Impact report & partner pack	Final report, infographic summary, partner briefing	800	€240
Administration & communications	Telecom, admin tools, coordination	400	€120
Direct cost subtotal	**5 schools, 12 weeks**	**7,700**	**€2,315**
Continuity margin (~10%)	Reinvested in new content and platform improvements	800	€245
Indicative pilot total	**5 schools | ~500 children | 12 weeks**	**8,500**	**€2,560**

*Indicative rate ≈ 3.32 TND/EUR. Excludes VAT and other taxes, bank transfer fees, devices, travel and printing. A single-school option is available (indicative 1,850 TND ≈ €560 in Tunisia). Final amounts are confirmed in the partnership agreement.

8. How We Measure Impact

Dimension	Indicator	Target / method
Reach	Schools enrolled	5 schools onboarded and active
Reach	Children reached	~500 children
Delivery	Teachers onboarded	Number and share completing the kickoff
Delivery	Themes completed	At least 4 of 5 schools complete all 4 themes
Engagement	Classroom completion	>80% of classes complete at least 2 themes
Learning	Knowledge change	Pre/post score difference on a 5-question check
Satisfaction	Teacher rating	Post-pilot survey: usefulness, clarity, ease
Continuity	Renewal interest	Number of schools asking to continue

We report only what we measure. We do not claim figures such as tonnes of waste diverted or CO_2 avoided unless they are measured with a sound method.

9. What the Funding Partner Receives

- **Executive impact summary** with headline results.
- **Participation figures** by school, class and theme.
- **Learning results** comparing pre- and post-programme checks.
- **Teacher feedback** and observed classroom changes.
- **One school case study** (with school consent).
- **Lessons learned and scale-up options** for more schools or other countries.
- **Method note** explaining how the data was collected.
- Recognition as programme partner on adult-facing materials (teacher guides, report, press release, ecowanda.com/partners).

10. Child Protection & Data Privacy

- **No advertising** to children and no sponsor branding inside children's games or stories.
- **No behavioural tracking or profiling** of children.
- **Children are not asked for personal information.** Accounts can only be created by adults (parents or teachers).
- **Limited, anonymous website analytics** (pages visited, clicks, country) used only to improve the platform.
- **Programme data is aggregated** at class and school level before it is shared with the partner.

- **No identifiable photos or videos** of children without written consent from the school and parents.
- Privacy practices are reviewed against the data-protection law of each deployment country (e.g. GDPR in the EU) before launch.

11. Assumptions & Governance

- Schools have basic screen or projector access.
- School selection and teacher commitment are confirmed before Week 1.
- Physical items (bins, printing, devices) require a separate addendum.
- Neither party publishes environmental claims that are not supported by evidence.
- A memorandum of understanding sets out budget, payment schedule, branding rights and data terms before launch.

12. Next Steps

Step	What happens
1. Discovery call	A 20-minute call with your sustainability / CSR team to agree goals and the target country or community.
2. Pilot scoping	Choose the location, classroom language and school criteria; EcoWanda confirms local adaptation needs.
3. Tailored quote & agreement	EcoWanda issues a country-specific budget; both parties sign the MoU.
4. School kickoff	Schools confirmed and Week 1 teacher onboarding begins.

CONTACT

EcoWanda — Play. Learn. Recycle.

Website: ecowanda.com | Partnerships: ecowanda.com/partners

Email: hello@ecowanda.com

EcoWanda is the operating brand of the initiative; the registered contracting entity is identified in each formal agreement.

EcoWanda welcomes partnerships worldwide. Each programme is adapted to the partner's country, local recycling systems, language and applicable requirements.

Appendix A: Platform Status

The platform is live and free to use. The figures below are early website statistics recorded during development and open testing; they are not programme results.

Metric	Value	Note
Website visitors	209	Early testing, stakeholder visits and organic discovery
Page views	524	Navigation across stories, games and teacher pages
Recorded clicks	258	Buttons, games and navigation; includes testing
Registered accounts	2	Administrator and test accounts
Revenue	0	All 40 books and 5 games are free
Languages	5	English, French, German, Spanish, Arabic

Figures to be refreshed from the EcoWanda dashboard before each submission.