



# PROJECT "I CAN DO IT TOO"

*Logo Pending*

(ICDIT)

**Business & Professional Women  
Concordia St. Martin**

June 5th 2018



## Project Summary

“I CAN DO IT TOO” (ICDIT) is a lifelong dream project of Kathia Magdeleine who believes that every child should be taught to believe that they have the potential to achieve anything in life regardless of their background or socio-economic situation. ICDIT has the following objectives:

- Stimulate entrepreneurial mindsets in children ages 7 to 17 by allowing them the opportunity of experiencing, owning and running their own business for 6 weeks.
- Cultivate creative thinking.
- Educate and motivate how to convert trash to treasure through the reuse of plastics, metals, glass, wood and cardboard that form part of their typical disposed goods at home.
- Create a platform for them to sell the products made from this initiative to allow them to correlate the personal, financial, and environmental benefits of recycling and creative thinking.
- Promote gender neutral business mindset.
- Partner with government and NGOs to promote this project which will contribute to achieving the UNs SDGs as a blueprint for rebuilding the island’s economy
- Create a BPW Concordia Hallmark project on St. Martin that will extend internationally.
- Host a yearly international ICDIT Expo to help incite more interest in this initiative as well as to help increase stay over tourism on the island, thereby contributing to the economic growth and development of the St. Martin.

The ICDIT project will cover the following Sustainable Development Goals:

- ✓ UN GOAL 1: No Poverty
- ✓ UN GOAL 2: Zero Hunger
- ✓ UN GOAL 3: Good Health and Well-being
- ✓ UN GOAL 4: Quality Education
- ✓ UN GOAL 5: Gender Equality
- ✓ UN GOAL 6: Clean Water and Sanitation
- ✓ UN GOAL 7: Affordable and Clean Energy
- ✓ UN GOAL 8: Decent Work and Economic Growth
- ✓ UN GOAL 9: Industry, Innovation and Infrastructure
- ✓ UN GOAL 10: Reduced Inequality
- ✓ UN GOAL 11: Sustainable Cities and Communities
- ✓ UN GOAL 12: Responsible Consumption and Production
- ✓ UN GOAL 13: Climate Action
- ✓ UN GOAL 14: Life Below Water
- ✓ UN GOAL 15: Life on Land
- ✗ UN GOAL 16: Peace and Justice Strong Institutions
- ✓ UN GOAL 17: Partnerships to achieve the Goal
- ✓ GOAL 18: Sustainable Development of BPW



## 1.0 Intellectual Property

The ICDIT project will be registered on IFBPW as a member taskforce project.

The names I CAN DO IT TOO and ICDIT will be trademarked in France.

The ICDIT project will also become a yearly summer fundraising event. The aim is to eventually expand the project internationally.

### 1.1 Partnerships

BPW Concordia will solicit the following partnerships to safeguard the success of the ICDIT project as well as to create a synergy between government, NGOs and the population.

- BPW International
- Governments of French and Dutch St. Martin (departments of Culture and Education on French and Dutch St. Martin)
- Schools and communities
- BPW Concordia Members
- NGOs
- Recycling institution(s)
- Media houses (television, radio and newspaper)
- Educators
- Artists
- Volunteers

## ICDIT Phase 1: Pre-Launch Teaser Campaign

### 2.0 Branding

BPW Concordia will launch a teaser campaign to find a suitable logo for the I CAN DO IT TOO (ICDIT) project. The logo must best exude the values, benefits and interests of the ICDIT project. Participants in the campaign will be students from the ages of 7 to 17. The BPWI, BPW Concordia SXM as well as the selected ICDIT logo will be used together for all branding materials relating to the ICDIT project.

**A deadline of December 31<sup>st</sup> 2019 has been set to complete branding selection for ICDIT.**

In order to create community awareness and interest, BPW Concordia will reach out to all schools on the 2 sides of the island to motivate participation of students.

A committee consisting of persons/institutions from both sides of the island will be formed to select the most fitting logo that best describes, projects or encompasses the objectives listed for this project.

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## 2.1 Sponsorship

BPW Concordia will seek sponsorship in cash or value-in-kind (goods or services) to be gifted to the participants as a stimulus for participation.

## 2.2 Appreciations & Recognition

All participating students will receive a token of appreciation:

..... (donated / sponsored by .....)

The Winning student will receive:

..... (donated / sponsored by .....)

The school of the Winning student will receive:

..... (donated / sponsored by .....)

All sponsors and contributors will be highlighted in all marketing efforts.

## 2.3 Marketing / Exposure for Empowerment

Flyers will be distributed at schools.

Every participant will be interviewed on video to talk about their drawing. The video will be aired on local TV stations, newspapers, social media and any other medium at the disposal of the BPW Concordia SXM.

Each participant will also be featured in a special edition magazine at the end of the campaign (SXM Underground magazine and local newspapers), which will become available 1 month after the end of the campaign.

A photoshoot and video filming will be scheduled on the date of the selection of the winning logo to ensure that proper photography is used.

## 3.0 Logo Search Campaign Registration

Each school will be asked to submit a list of student names who will be participating in the Logo Search Campaign for ICDIT.



**Registration opens on September 1st and closes on December 31<sup>st</sup> 2019.**

**After the names of registrants are received, a meeting will be kept one week after the registration close date to provide information to the parents, teachers and participants.**

**The logo search campaign will run for 3 months from September 1<sup>st</sup> 2019 through December 31<sup>st</sup> 2019.**



## ICDIT Phase 2: Project Launch

### 4.0 ICDIT Project Registration

Registration for ICDIT Expo will commence January 7<sup>th</sup> 2020 and end on February 7<sup>th</sup> 2020. During phase 2 of the ICDIT project, parents will be required to fill out a registration form and questionnaire through the Facebook page of BPW Concordia SXM. The questionnaire will contain questions about the family's typical trash content in order to ascertain the recyclable materials that will eventually be used by the participant to create sellable goods.

### 4.1 Provision of Tools to participants

Each participant will receive:

- at least 2 marked recycle bins.
- Access to participate in at least one workshop on recycling and its many benefits to help sensitize participants to the concept.
- Tour of a recycling facility in St. Maarten/St. Martin

### 5.0 Expectations from Participants

Each participant is required to make use of as many goods as possible that form part of their own household trash. Participants are further encouraged to use as much creativity as possible. This will help foster flexible thinking which can be of great value in business.

Flyers will be distributed at schools.

Every child is required to have the same level of insurance required by schools.

Students will be grouped by age as follows:

- 7 to 9 year olds
- 10 to 13 year olds
- 14 to 17 year olds

Parents and students will be asked to help facilitate the use of recycling bins at home to separate and collect the following household waste items in preparation for the project:

- Cans
- Plastics
- Glass



- Wood
- Cardboard

Registration cost will be 150 Euros per child, which will cover the cost for:

- 1 printed Polo shirt customized with each child's selected business name printed in the front and the ICDIT logo printed on the back.
- 1 Toolkit
- 1 Cash pan/Piggy Bank
- Refreshments during sessions
- Guidance from BPWC, its members and volunteers

## Stakeholders

BPW Concordia SXM's ICDIT Committee, its partners, members and volunteers.

## Strategy & Logistics

### Judges for logo selection

Upon completion of the logo search a panel of judges comprising of persons from the 2 sides of the island will be formed to select the winning logo. The criteria for selection of the winner will be established and communicated to judges and participants before the campaign begins.

### Venue for repurposing the trash

BPWC will work on securing a venue that is suitable and safe for the children to work on repurposing their trash.

## Launch Date of ICDIT Creativity and Innovation Fair

The 1<sup>st</sup> Saturday before or on World Creativity Day which falls yearly on April 21<sup>st</sup>.

This means the inaugural ICDIT Creativity and Innovation Fair will take place on Saturday, April 18<sup>th</sup> 2020.