



Project FreeBird

A world observation of the water usages



FreeBird Society

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The FreeBird Society

The FreeBird Society has a non lucrative goal and has been created in October 2008 in Toulouse. The main activity is the launching of the FreeBird project. This Society is represented by Benjamin LEVY, President of the Society and Caroline SECRETIN, vice president.



Benjamin LEVY, President of the Society

- Almost graduated of a PhD in Fluid Mechanics in May 2009
- has teaching experience at university
- has written scientific publications for international congress

Skills:

- Scientific publications writing
- Multimedia supports creation
- Teaching experience

Currently doing a PhD in Fluid Mechanics (Physics) at the Fluid Mechanics Institute of Toulouse (IMFT), France



Caroline SECRETIN, vice president

- Graduated of a Master in Environmental Survey and protection at the University Paul Sabatier (Toulouse) in June 2008
- has strong environmental ideas
- participated in several projects aimed to the protection of the environment

Skills:

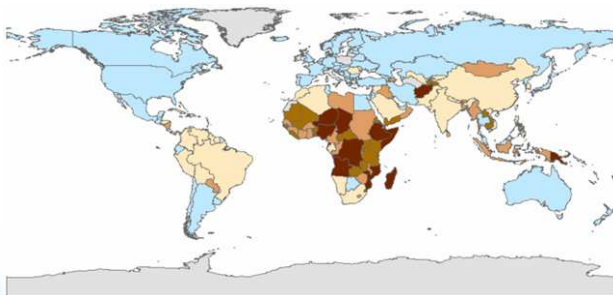
- Project Management (two experiences : one for GDF-Suez, the other one for AIRBUS)
- Environmental Impact Studies (directly in an industrial site, GDF-Suez)
- Audit (within the Direction of Audit and Risks GDF-Suez)

Currently, my job is Methods Engineer in AIRBUS Toulouse, on behalf of EDT



Description of "Project FreeBird"

The FreeBird project will last approximately 30 months (from December 2008, the calendar is detailed in the page 3). It aims to observe daily the water usage in Toulouse (France) and in the non westernised countries (Asia/Africa/Latin America) and list cases where water is saved and recycled. The project is also dedicated to education because there will be direct communication with primary school children within the 5 continents (France and abroad). These children will be made aware of the need for protection of the environment and natural resources.



Drinkable water access (%)



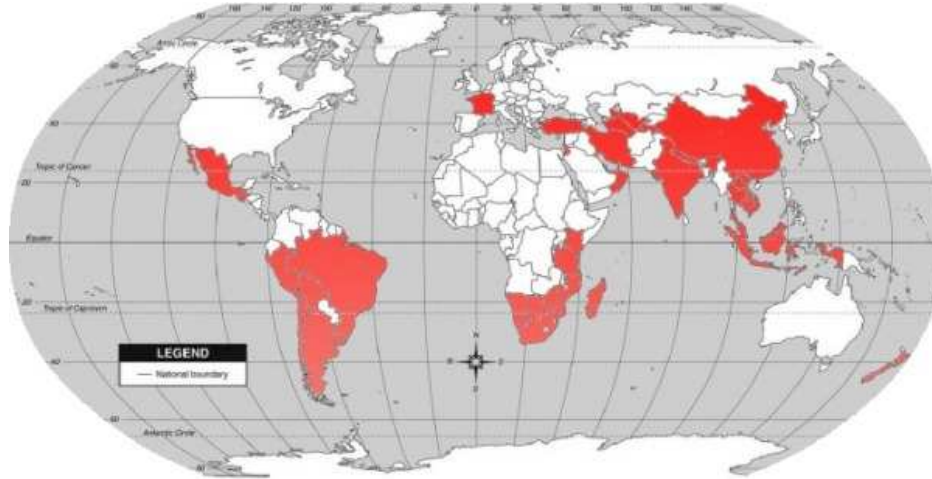
Source: WHO Statistics, Core Health Indicators 2007.

Motivations of "Project FreeBird"

Even though 70% of the Earth's surface is covered by water (97 % salt water and 3 % fresh water), nowadays 1,4 billion people don't have access to drinking access or in other words nearly 1/4 of the world population ! For information, more than 5000 children die every day due to illnesses from contaminated water . In France, every household consumes on average every day, 137 litres of drinking water and a single North American up to 600 litres! In comparison, a Madagascan farmer on average consumes 10 litres of water per day. . .

Aims of "Project FreeBird"

The FreeBird project aims to: (i) make the youngest more conscious of the protection of the environment and (ii) note the different techniques and methods to use to save domestic water at the individual level, in around thirty countries (in red on the map below) around the world: from the Middle-East deserts to the contaminated rivers in Asia, passing through the American tropical jungle and African metropolis



“Project FreeBird” Agenda

The project planning is split into 3 major steps:

- The **1st one** consists of launching the project, determining the goals, publicising the project and establishing potential partners contacts: teachers, advisors and sponsors.
- The **2nd part** consists of studying on site the daily water usage around the world (measures of water quality and interviews of the people we meet) and bringing a teaching aspect concerning the protection of the environment and eco-citizenship for the children of schools involved.
- The **3rd one** entails the project post-expedition presented by photographic exhibitions, interventions in Toulouse schools in order to prove the finalization of the project and to evaluate the project by predefined indicators.



Young awareness

Today it is crucial to save water and to make younger generation aware of the need to reduce water consumption. Farmers, industries and households, everyone must take care of their own water consumption, by avoiding wastage.

Good techniques to save water noted on the way will be taught to the primary school children in collaboration (in France, particularly in the Midi-Pyrénées, and also abroad) during our presentations and also by letters throughout the all project.



The little bit extra offered by "Project FreeBird"

"Heritage is the legacy of the past, that we enjoy today and that we pass on to future generations." - Abstract from the 1972 Convention -

in this light, a second educative point is adding to the project by teaching the children the notions of cultural heritage by images and descriptions of sites visited : sites from the worldwide UNESCO heritages will be selected as they are considered as exceptional due to a cultural interest, a natural interest or both.

Program of pedagogical lessons

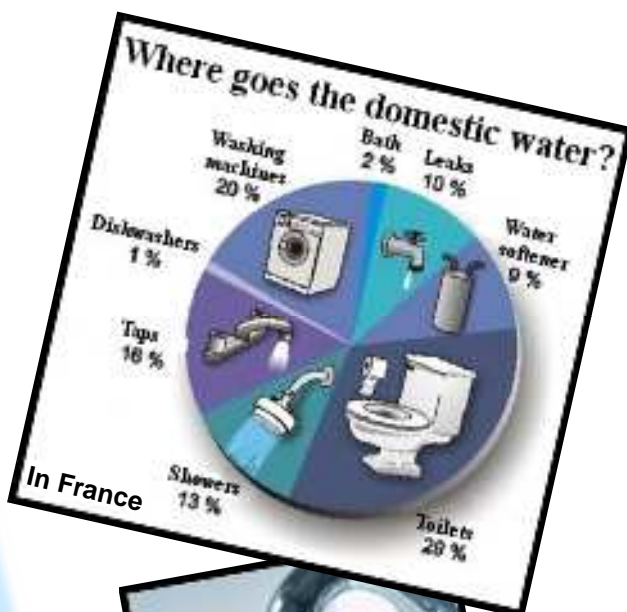
This lessons will be done in the partners schools (currently, some of the lessons only suit to french schools). They aim to bring knowledge about protection of the environment to the children and in the same way to develop their creativity; this values are associated to the following lessons :

LESSONS	WORK-GROUP	MATERIAL	WORK
Technology	Fabrication of a low water consumption water flush		T, Pratiques
Mathematics	Exercises based on the water consumption and the possible water saving of households	Black board/ Paper sheet	
Biology and Earth Sciences	Description of natural water and domestic water cycles and presentations on the theme of water	Multimedia / Paper sheet	Presentation
	A multiple choice test on the knowledges of children about the water and its saving	Paper sheet	Quizz
Physics - Chemistry	Comprehension of the various states of water ; liquid / solid / gaseous	Experiences	
English	Poetry about water, to learn and to illustrate	Oral / Paper sheet	Drawings / paintings
	Redaction of a letter, a post card or an e-mail dealing with water to be send to a partner school on a different continent	Oral	Writing
	Dictation (on water pollution for example)	Oral	Paper sheet
History	Study of different modes of water management between the periods for example: discovery of large constructions dating from Roman times which were used for the conveyance of water	Multimedia	
	A multiple choice test about water in history/geography	Paper sheet	Quizz
Geography	Study of the weather on a world scale and the influence of water in various part of the world	Tableau / Paper sheet	Quizz
	Discovery of the cultures and landscapes of the various countries crossed during project FreeBird	Multimedia / Web page	e-mails
French	Teaching of some French vocabulary in relation with water	Black board / Website	
Possibility of role play	Possibility to create a role with various actors in the world of water		drama / theatre

Domestic Water Usage

So called domestic water usages can be variable, in fact, other than for drinking, humans use water daily for their hygiene and household tasks, cleaning, rinsing, cooking or watering plants. For most of the uses, a high quality of water is required. Some countries fight for drinking water whereas others are starting to think about reducing the water consumption. That ways of saving water could be applied to westernised countries and in consequence begin to reduce the waste of which we are guilty.

Which interest for which country? Some examples: some Asian countries as India and Indonesia have water usages issues in particular extreme water phenomena and difficulties to treat water quality and wastewater. Another example: some African countries as Kenya and Tanzania have water cisterns which oscillate with the monsoon. In another way, some countries as Cambodia try to improve their water consumption system management etc.



Sociological and technical approaches

This is important to monitor water quality to prevent environmental pollutions and to decrease health associated risks. Water quality is determined from physical chemical parameters.

Throughout the expedition (steps 1 and 2, Cf. Agenda on the 3rd page), measures of water quality will be carried out following a specific protocol. Two parameters will therefore be focused on: the *pH* and the *TDS conductivity* (Total Dissolved Solids). Other parameters could be analysed, depending on their feasibilities.

Questionnaires will be distributed to the people from the countries visited and we will carry out interviews and reports.

Indicators of "Project FreeBird"

The success indicators will evaluate the pertinence of the project and the results regarding what have been predicted. Other indicators could be added in the future.

Results / estimated efficiency	
Questionnaires:	
- to the teachers	
- to the parents (French Schools)	
- to the children (suitable check)	
Public approval (advertised sounding out of opinion)	Overall estimated evaluation « satisfying » (scale of 4 levels : Very satisfying / satisfying / average satisfying / less satisfying)
Number of pupils :	
- who built a reduced consumption hunting water	Estimation between 100 and 500 pupils
- who paying attention to water consumption	Estimation between 100 and 500 pupils
Correlation with existing measures (when possible)	Estimation : between 90 and 100%
Quantity of water measures	Estimation between 400 and 500 overall measures
Number of visits on the Website	Estimation: between 500 and 1000; for December: 474
Number of publications and press releases	Estimation: between 10 and 15
Quantity of project partners	Forecasts: between 10 and 15

Budget of "Project FreeBird"

TOTAL BUDGET FOR THE PROJECT (30 MONTHS)			
	Provisions	2009	2010
Multimedia and Education	2 000€		
Posters	500	x	
Brochures	500	x	
Educative Supports	200	x	x
Press Communications	400	x	
Web page provider	100	x	x
Post	300	x	
Equipment	3 500€		
Measurements apparatus	1000	x	
Multimedia equipments	800	x	
Travel equipments	1700	x	
Health	3 500€		
Vaccinations	500	x	
Health insurance	3000	x	x
Transportations	11 000€		
Airplane Pass	8000	x	x
Train	1500	x	x
Others	1500	x	x
Visas	1 800€		
Average per visa/person	50	x	x
Daily Expenses	28 000€		
Average per day/person	25,5	x	x
Unexpected	4 980€		
10%	4980	x	x
TOTAL	54 780€		

The budget has been added for information. For the incoming, the self-financing reaches 20%, in another words 11 000€ and we appealed to the following partners :

- The city hall of Toulouse : 10% (5 500€)
- The Regional Council of the Midi-Pyrenees : 10% (5 500€)
- The water agence of the Adour-Garonne basin : 10% (5 500€)
- The IIAH/MV : 5% (2 750€)
- The DIREN : 5% (2 750€)
- Private Companies : 40% (22 000€)

Advisors

To this date, we have several person who bringing us advices and support, regarding their experience in particular domains :

- M^c C. SUBIAS, Hydrological Engineer, responsible of the South West Agence in France of CALLIGEE;
- Mrs Y. WORKMAN, who worked in water management in Africa;
- Dr. J. LEVY, statistician, expert in biomedical data analysis at BIOP (company of pharmaceutical statistic analysis);



ACTUAL PARTNERS OF THE PROJECT

ORGANISATIONS	SCHOOLS
Mairie de Toulouse (M. Maurice, conseiller en sensibilisation et éducation à l'environnement)	Ecole Primaire Molière, Toulouse (2 classes de CE1 et 2 classes de CE2)
Conseil Régional (M. Malvy, président du Conseil Régional)	Colegio francés de Santa Cruz, Bolivia
Monsieur Jean-Louis Etienne	La Casa Hogar Los Gorriones, Ayacucho, Pérou
Agence de l'eau Adour-Garonne	Ecole primaire de Nyanza, Rwanda
Fréquence Terre	Ecole française Colette, Vietnam
AIRBUS	'Primary School, Thaïlande

Important people of "Project FreeBird"

The FreeBird Society deeply wishes to integrate personalities and agencies of the Midi-Pyrenees area into the project including: the Mayor of Toulouse Pierre Cohen, President of the Regional Council Mr Martin Malvy, the Prefect of Haute Garonne, the General Council of Haute Garonne, the General Council of Tam et Garonne, the Agence de l'Eau Adour Garonne, the Regional Council Midi-Pyrénées, DREAL, ARPE, the IIAHMM and SMEAG.

National and international organizations are also targeted such as ADEME, VEOLIA Water, Lyonnaise des Eaux GDF-Suez and Group SAUR.

Advertise impact of "Project FreeBird"

The advertise impact are quantified separately into the three phases outlined in the project schedule (page 3). Reports and multimedia presentations will describe the techniques of water management listed and identified throughout the project and the interventions carried out in partner schools.

	Schools Interventions	Photos	Multimedia presentation	Web page	Reports	Log book	Press com.	Interventions Radio/TV
Phase 1	10-20 in French schools		1 video presenting some of the activities of the FreeBird Society	Updates about once a week	1 short report of the action taken in France		1-5	1-5
Phase 2	20-30 in foreign schools	15 per country	1 per country	Updates at least once per country	1 per country	Redaction of a log book during the entire expedition	1-5	20-50
Phase 3	5-10 in French schools	1-5 photos expo.	1-5 expositions/videos	Updates after each intervention	1 summarizing the aims, goals and achievements of the project	Conception of the log book (photos, text, information) and publication	1-5	1-5

To support us

Depending on your implication in the project, we can propose you specific advantages :

- o *Participation in business programs* (in your favor): advertising, research programs, increasing the knowledge of your business in countries where you are not or poorly implanted, we can meet your foreign partners to expose our action and the one you support.
- o *Monitoring of the project within your company*, according to the available media (internal newspaper, website, conferences, multimedia support, etc.), We will retrace our encounters and experiences with your colleagues worldwide.
- o *Communication*: the presence of your logo on all documents (press book, website, conferences, etc.), Distribution of promotional products during our expedition, audio-visual media (participation in forums, multimedia reports posted on websites, radio, photographic exhibitions, communication in schools, etc.,)

All the main partners (funding >10% of the budget, that is >5500 €) will receive, if they wish, a copy of the log book published at the end of the project. The points raised above are just thoughts, we remain open to all other forms of partnership to enhance your support.

This project is a commitment to sustainable development at a worldwide level. Your support signifies:

- That you are active for the respect of the environment
- Our actions of awareness for eco-citizenship coincide with your goals for sustainable development
- the project advertising will be carried out in agreement by your choices of communication.



If you are convinced that drinking water for everybody is the next worldwide challenge and that "Project FreeBird" will bring something to this fight, please support us and get involved with us.

« The one who moved the mountain is the one who began to remove the small rocks" - Chinese Proverb -



For further information, you could contact us through :

- Visiting the Website of the project : www.project-freebird.com
- Writing us by email : contact@project-freebird.com
- Ringing us :