

Name: Aicholpon

Username: @eco.glow.up

College: Kyrgyz National University

PROJECT GREEN CHALLENGE

DAY 27, COMMITMENT, GREENER

Theme: Building Sustainable Cities by Tackling Plastic Pollution

Introduction:

I was inspired by the youth-led global climate movement "Fridays for Future," which began in 2018. This movement puts pressure on decision-makers regarding the environment and raises awareness about how to combat climate change through public protests, social media, and grassroots organizations. Their success demonstrates that the younger generation, when united, visible, and persistent, can influence public opinion and hold governmental entities accountable. I would like to use the same approach and apply it at the local level, fighting plastic pollution in two cities, Bishkek and Cholpon-Ata. In particular, I want to start by changing my behavior, creating an online presence, attracting inspiring peers, and developing a network of volunteers who will regularly organize clean-ups, information campaigns, and establish local partnerships.

What makes movements like Fridays for Future successful — short analysis:

Who do they engage or influence?

They mainly involve students and young people. As far as I know, they started with a single student protest and grew thanks to young people who gradually joined them. They also influence politicians and the general public through mass mobilizations and media coverage.

How do they motivate action?

They motivate people with their strikes and various demonstrations, and they also reproduce emotionally resonant messages. For example, I was

very inspired by Greta's popular speech to world leaders at the UN Climate Action Summit.

What partnerships make it possible?

I strongly believe that partnerships are what keep movements like this alive. Local groups often team up with other environmental organizations and youth networks to share ideas and simple tools — things like social media posts, strike guides, or press kits. Working with community groups and friendly local media also helps spread the message faster, makes the actions more visible, and builds real trust among people.

Theory of Change:

THEORY OF CHANGE: <i>Building Sustainable Cities by Tackling Plastic Pollution.</i>		
STRATEGIES	TARGETS	OUTCOMES
	Students & classmates (schoolmates, friends, university peers, and younger students you can reach online). Local cafes & small shops (reachable by visiting, messaging owners, or using local community groups). Local youth community groups / micro-influencers (friends with small followings, existing youth groups, student clubs, local Instagram / TikTok creators).	By March 2026, I will have reduced my personal plastic consumption by 50% and built a consistent social media initiative inspiring others to act more sustainably. This individual change will lead to wider community awareness and the future creation of a volunteer club in Bishkek and Cholpon-Ata that continues collective environmental action.

<https://projectgreenchallenge.com/wp-content/uploads/2025/10/PGC-DAY-27-COMMITMENT-GREEN.pdf>

Targets — three reachable ones:

Students & classmates

What I hope to see: I want students to make small weekly changes — like skipping plastic bottles for a week, bringing their own bags or cups, or joining one clean-up each month. It would be great if they shared their efforts in stories and tagged the initiative.

Why it's doable: We already have close networks — classmates, schoolmates, and friends. Young people usually react well to challenges when they see their peers doing it, especially if it's shared on social media.

Local cafés & small shops

What I hope to see: I'd love to see a few cafés or small stores try out simple eco-friendly steps — for example, offering a small discount to people who bring their own cups for a month, or just stopping single-use straws. They could also post about it to inspire others.

Why it's doable: Small businesses often like creative, low-cost ideas that attract customers and show they care about the community. A short talk and a one-page plan with a little promotion offer (like a free shoutout) can make it easy to say yes.

Local youth groups & micro-influencers

What I hope to see: They could help by sharing our posts, joining a clean-up event, or taking part in short video challenges that motivate people to cut down on plastic.

Why it's doable: Many local creators and youth groups are active online and like supporting causes that connect with their followers. These small collaborations don't cost much but can really boost awareness.

Which target is most important to start with:

Start with students and classmates.

They're the easiest group to reach, don't require any funding, and can quickly build the first wave of energy. Once they get involved and start sharing their actions online, local cafés and small influencers will see that people actually care — which makes it much easier to start new partnerships. It's the same idea that Fridays for Future used: when

young people take the lead, their actions naturally get noticed and inspire bigger changes.

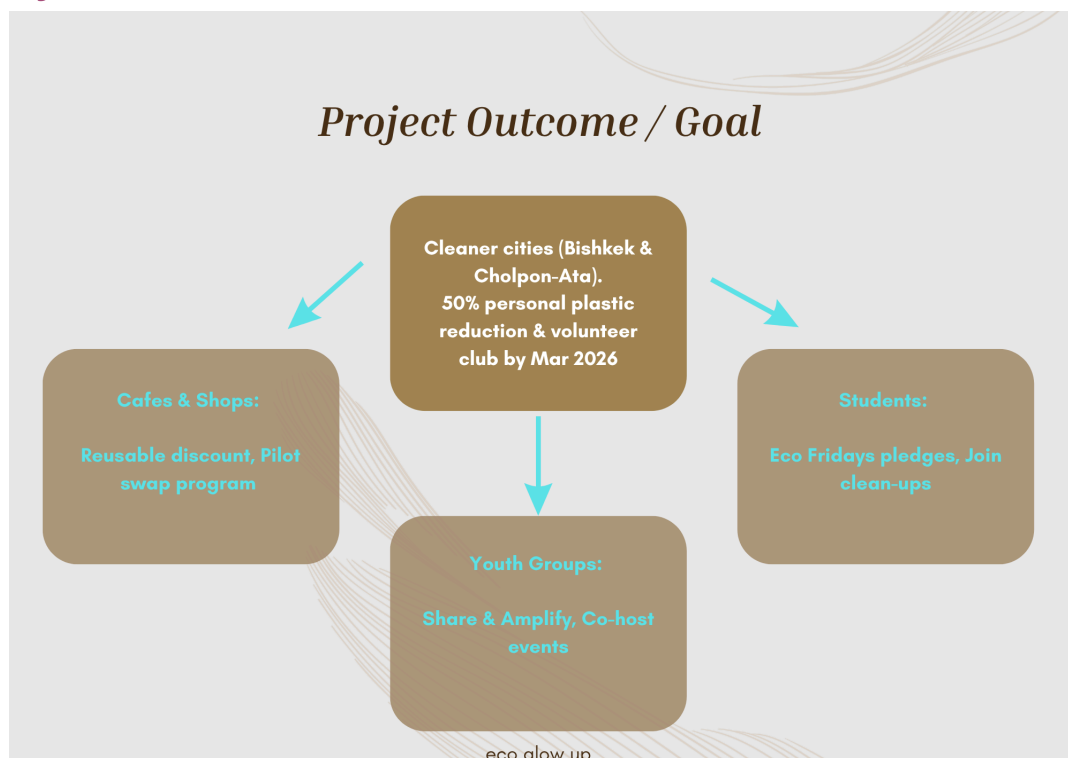
Sources/References:

- Fridays for Future — official site (movement description, tools, and how they organise). [Fridays For Future](https://fridaysforfuture.org/)
<https://fridaysforfuture.org/>
- Harvard/IDEAS — “Developing a Theory of Change” (method & template guidance). [IDEAS Impact Framework](https://ideas.developingchild.harvard.edu/theory-of-change/developing-a-theory-of-change/)

<https://ideas.developingchild.harvard.edu/theory-of-change/developing-a-theory-of-change/>

- Project Green Challenge — Day 27 Commitment guidance (PGC prompt you referenced). [projectgreenchallenge.com](https://projectgreenchallenge.com/wp-content/uploads/2025/10/PGC-DAY-27-COMMITMENT-GREEN.pdf)
<https://projectgreenchallenge.com/wp-content/uploads/2025/10/PGC-DAY-27-COMMITMENT-GREEN.pdf>

My vision:



Link to my IG page -

<https://www.instagram.com/eco.glow.up?igsh=Y25seWNkamhzbWI2>

Link to my IG post -

<https://www.instagram.com/p/DQWaD6ojMnp/?igsh=a2NyOW5xN2lvbG13>

Caption:

“ PGC - day 27 - greener

I'm inspired by Fridays for Future — they showed me how powerful small, consistent actions can be.

My goal: reduce my personal plastic use by 50% by March 2026 and launch a local volunteer club to keep our cities cleaner.

Who I'll need: students (to act & spread the word), small cafés (to pilot reusables), and local youth creators (to amplify). Start small, act weekly, share loudly!!

@TurningGreenOrg @c40cities #PGC2025 #EcoBishkek #PlasticFree “