

AIESEC DLD Event

31 March 2012

We live in a world where people are sufficiently educated and brought up.

According to the magazine Newsweek (in 2010), Kazakhstan ranks 15th in education. But with all this, some people can't abide by the rules of ethical conduct in society.

One of the painful problems of my city - Almaty, is the inability of people to hold back. In most cases, the youth - the future of our country, spitting on the sidewalk, thereby endangering our health and the health of our children.

1. Where do we start from?

People in our town do not want to take care of yourself and others, do not want to be clean in the city.

2. Where do we want to be?

. It is necessary to achieve awareness of people to get to their conscience, to bring the rules of propriety.

3. What do we do to get there?

To get rid of addiction on the streets - you need to call for clean, to make our city better.

4. Whom we need to talk to?

In my opinion, you need to make people ashamed of their bad habits.

5. Criteria of success (KPIs).

A week after the stock can be viewed as advertising and held shares have been effective.

6. Mandatories.

The best time of the - the warm season, because at this time, more young people walking the streets. You must use a tone that young people understand that it is the adult population and acts inappropriately for their age.

It is advisable to allocate a budget for at least 10 billboards in every region of Almaty. And perhaps even more about leisure centers and parks.