



PROSPECTIVE PARTNER

PROPOSAL BY CORNERSTONE MEDIA

ACTION PLAN FOR ACCRA HANGING GARDEN PROJECT



Welcome

Thank you for your interest in Cornerstone Media. This short proposal was prepared to assist you in reaching a decision to be associated with us. The content is in no way exhaustive, and the information contained is subject to change.

Your partnership is most certainly welcome.

Thank you.

About Us

Cornerstone Media is an event consultancy company that helps businesses to improve their online presence and maximize their revenue through effective Digital Marketing, New Media Marketing and Social Media events to highlight their brand and products.

The Accra Hanging Garden project is focused on using plastic as an affordable material to plant vegetables and fruits for the beautification of Accra. The plastic is a common material which pollutes the soil and environment as a whole, so we have taken it upon ourselves to use plastics as planters to decorate different parts of Accra with wholesome fruits and vegetables which will serve as a source of green jobs for the future of Accra.

The long term of this project seeks to harness different plastics as a medium for making Accra green while promoting the spirit of volunteering and giving back to the communities we live in.

The Accra Hanging Garden project is a recycling initiative by Cornerstone Media to rid the capital of plastics in a dynamic way. The benefits include saving the environment, a form of recreation/hobby, and a source of job creation for the youth.

REQUIREMENTS

Tools: Tools needed include blade cutters, pricker, scissors, glue

Materials: Plastics (PET and sachets), fiber (rope/string), soil/organic manure

Alternatives: Bamboo stands for hanging garden where there is nothing to hang on.

PREPARATIONS

Cut the plastic (PET) bottles into four categories of planters namely:

Single side cut

Double side cut

Half bottle cut

Quarter bottle cut

Filling and Planting: Fill the planters with soil and or organic manure and either plant seeds, seedlings or plants of varied sizes into the planters. Water the plants and hang randomly or in unique shapes and sizes.

Success of Accra Hanging Garden Project

Cornerstone Media hopes to introduce this initiative to Orphanages, health centers, schools, institutions and open spaces in Accra. By showcasing the initiative at vantage points, we hope to promote the idea as well as introduce the purchasing of hanging gardens to the general public, real estate agencies, hotels, restaurants, green companies and institutions in Accra. Pricing will be based on the crops and number of bottles recycled per hanging garden. Cornerstone Media will depend largely on volunteers and green groups to make the Accra Hanging Garden project a success. Various specialists like architects, civil engineers, irrigation and agricultural officers/students, designers and artists from all walks of background will provide depth to the hanging garden and we open up to everyone willing to learn a skill or interested in acquiring green job knowledge base.

Various workshops, camps and installations will be employed. Our basic workhouse is for producing the planters for hanging and a temporal store for our nursery of fruits and vegetables. Green groups and volunteers will meet at weekends to implement various designs.

The main core of the Accra Hanging Gardens is:

- *Cornerstone Media*
- *Andrew Adokwei Addoo*
- *Nana Ako Badu*
- *Kuku Deladem Agyepong*

Decisions on general running and implementation of Accra Hanging Gardens will be a consensus by the core group. Final decisions and installation sites among other decisions to be taken will be based on Cornerstone Media and core group.

Monitoring and evaluation will be based on decisions arrived at in meetings, progress reports and Livechat.

Current State: So far, Cornerstone Media under the brand Accra Hanging Garden project has successfully completed two (2) installations namely:

Chale wote Festival at Jamestown – Old Kingsway building, Otublohum and Gramada (local community center) September 7th, 2013.

La Nkwantang Primary/JSS at Madina September 21st, 2013

FUTURE INSTALLATIONS

We are focusing on Jamestown and plans are underway to have the next Installation at JAYNII FOUNDATION, an orphanage at behind the light-house.

Other sections of Accra including Ako-Adjei park in Osu as potential installation site by end of November.

PRODUCTS

Different shapes and sizes of hangings ranging from single plastic bottle to between 200 and 300 plastic bottles will be used per designed hanging garden.

The sustainability of the Accra Hanging Garden project is based on the provision of year round supply of fruits and vegetables made affordable by demand. Our goal is to promote healthy living and natural supplements in our diet as well as initiating green jobs in Accra.

Contingencies include 5% of total budget requiring a justification for usage.

Awareness Creation: Cornerstone Media has teamed up with Accratopia, Action Accra and other groups to create awareness with free installations and fundraising in Accra.

BUDGET

ITEM	DESCRIPTION	AMOUNT (GH)
Customized Design	Suitable for your location	100.00
Compost and sawdust	Accra central	50.00
Plastic Collection drive	Collection of plastics around the capital	50.00
Irrigation system	Self-watering system	100.00
Tools needed	Cutting, pricking, sawing and drilling etc.	20.00
Agricultural inputs	Seeds/seedlings, manure, soil	50.00
Fiber/rope	Used in tying planters and hanging	20.00
Miscellaneous	Transport and other tidbits	80.00
TOTAL		470.00

NB: THIS BUDGET IS VALID FOR ONLY THE WHEEL STORY HOUSE AND VALID FOR 1 MONTH

OUR PROGRESS

Cornerstone Media has put in a framework to ensure the success of the competition. A social media campaign has been started utilizing facebook & twitter. This aggressive campaign had almost 500 people talking about it on facebook. An initial promo video of futuristic Accra where the main focus is on Accra Hanging Garden project is currently being developed.

ACTION ACCRA an urban design challenge series being organized in HUB ACCRA by Vibrant Ghana and Cornerstone Media is also adopting Accra Hanging Garden project as a main feature in this futuristic design series set to make the capital a healthy and sustainable city.

WAY FORWARD

We'll like to engage Wheel Story Foundation as a key partner in our goal of harnessing green environments and urban cities. Cornerstone Media will appreciate GG Agriculture's assistance in creating valuable experience for all ACTION ACCRA participants and also a prize package for eventual winners of Agoropana. Both GG Agriculture's investment philosophy & objective which include the belief that investing in businesses require more than cash but also human capital are aligned with the tenets of Cornerstone Media hence we foresee a dovetailed fit of the respective organizations.

WHAT DO WE NEED?

- Award prizes for top three winners
- Funding to handle expenses of running competition

Conclusion

Thank you for coming this far. By reading the entire document you have just demonstrated your belief in our concepts. We now consider you a partner of sorts on account of taking time to read this proposal. If you are still interested after reading the brief proposal (and we trust you are), we will be glad to make a follow up presentation to you or your management team. These presentations, which we call our Partnership Briefing Sessions, will be tailor made to suit your specific enquiries. Please call or send us an email to schedule a date for this presentation as soon as possible. We look forward to hearing from you.

Best Regards!



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