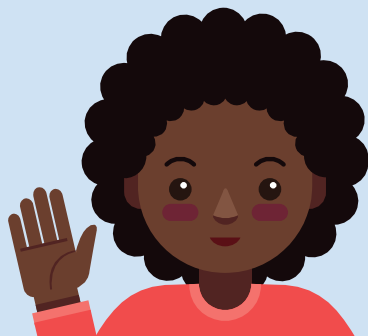


Soie de Vie

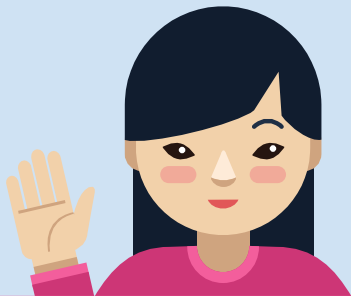


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INTRODUCTION



INTRODUCTION

OUR CONCEPT

We introduce Joie de Vivre and how **biology** has inspired our project.

FRAMING OF THE ISSUE

We outline the current problems with the lack of children's play, as well as the issues with waste management in France. We introduce our solutions: **child-directed play outside using upcycled materials**.

CONTEXT + AUDIENCE

We discuss the context of playgrounds in Paris today, our target audience, **children**, and how we plan to **bring them together** from diverse backgrounds for a rich learning and play experience through **sustainable upcycling practices**.

PREVIOUS APPROACHES

We analyze three companies with similar visions for the future of children's play. Learning from these companies, we bring a **new frontier of children's play to Paris**.

ORGANIZATION + BUSINESS PLAN

Now for the fun part - how exactly we are going to put **our vision** into action.

A DAY AT JOIE DE VIVRE

We describe an event at **Joie de Vivre** in Parc de Belleville from start to finish.

ASSESSMENT + FUTURE

We conclude by sharing how we plan to assess the **success of our project** and how we plan to **expand** in the future.

OUR CONCEPT

Joie de Vivre is a project that focuses on child-directed play using upcycled materials. We plan to bring children together from diverse backgrounds for a rich learning and play experience via a mobile and temporary playground that operates every weekend. We will target a different age group (0-3, 3-6, 6-9, and 9-12) at a different location each weekend. Although each event will have an age-specific focus, everyone will be welcome.

We will encourage households to donate their used toys and recyclable materials that would have otherwise gone to waste, and use these at our events. In order to be mobile and set up at different locations, we plan to have a truck that stores, loads, and unloads our materials. Overall, Joie de Vivre aims to decrease household waste, while providing children with free, sustainable, and fun activities.

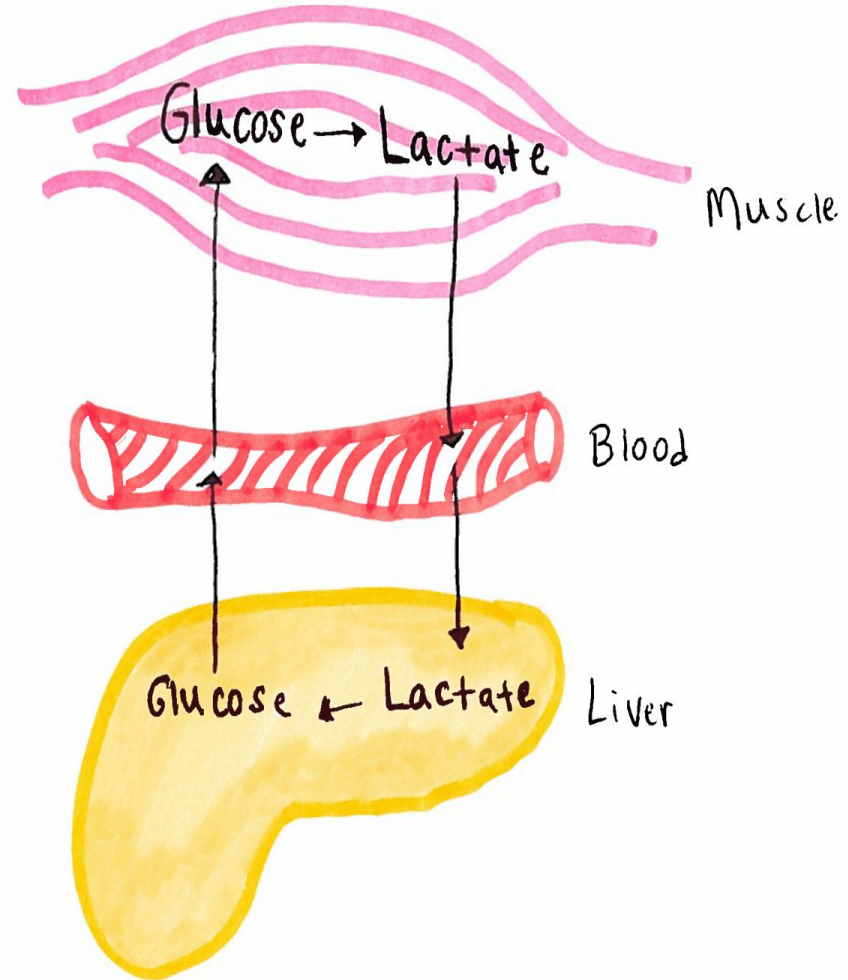




INSPIRED BY BIOLOGY

The metabolic pathways of breaking sugar down and building sugar up in our bodies are fundamentally interconnected. When our muscles do not have oxygen, glucose, a sugar molecule, is broken down into lactate, a waste molecule, after several steps. However, the body reuses the lactate by transporting it to the liver by means of the bloodstream. There, it is converted back to glucose.

In terms of our project, the materials that people use (“glucose”) are used and thrown away (“lactate”). We would then transport these materials with our truck from households (the “muscles”) to our event locations (the “liver”), and children can use the materials and make them into something that is useful again (“glucose”). Thus, these materials will be upcycled the same way that lactate is “upcycled” into the useful glucose.



MEET GLUCOSE AND LACTATE, YOUR BIO TOUR GUIDES

“You mean I can be regenerated and functional again? All by using the waste that I turn into?”



GLUCOSE

“Yes, Glucose, that’s what they mean. They’re trying to stop me from proliferating and covering the body with waste—how rude!”



LACTATE

FRAMING OF THE ISSUE + BACKGROUND



THE ISSUES

WASTE

LACK OF PLAY

THE SOLUTIONS

UPCYCLING

CHILD-DIRECTED
PLAY



The background of the slide is a photograph of a large, messy pile of garbage, including cardboard boxes, plastic, and other debris. Several seagulls are visible, some standing on the trash and others in flight. In the distance, a cityscape and hills are visible under a hazy sky.

THE ISSUE

WE WASTE FAR TOO MUCH

Today, we produce far too much waste.

In April of 2015, UFC-Que Choisir released a report indicating that only 23% of all waste from homes in France is recycled. This falls below the EU average of 28%, and is less than half Germany's home recycling rate. France is projected to fall significantly short of the European objective to recycle 50% of waste by the year 2020 and 70% by 2030 ("France recovers 64% of its waste", 2013).

Not enough is reused, recycled, or upcycled.

A SOLUTION: UPCYCLING

UPCYCLING is the other half of recycling that you probably don't hear too much about. Instead of breaking down materials like in the normal recycling process, materials considered to be waste are repurposed into something beautiful and functional. Upcycling fuels creativity, encouraging one to view waste as a reusable resource.

UPCYCLING is amazing for the environment. By repurposing waste into fun, new objects, we are removing garbage from the global garbage stream, thus reducing our footprint.



THE ISSUE

ALL WORK AND NO PLAY MAKES JACK A DULL BOY



Today, many education systems around the world are moving away from play-based, experiential learning to more strictly academic teaching styles. Extensive research indicates that this ongoing decrease in children's opportunities to play prevents learning and development (Gray, 2013).

Moreover, the advent of new technologies has led to a decrease in children playing outside.





A SOLUTION: **PLAY**

*“Children need the freedom
and time to play. Play is not
a luxury. Play is a necessity”*

KAY REDFIELD JAMISON
clinical psychologist

HOW WE DEFINE PLAY



PLAY

- ❖ Simply having fun
- ❖ Development of cognitive, emotional, physical and social skills



FREE PLAY

- ❖ Explore natural tendencies
- ❖ Aids social skills
- ❖ True exploration without parental intervention (Duerr)



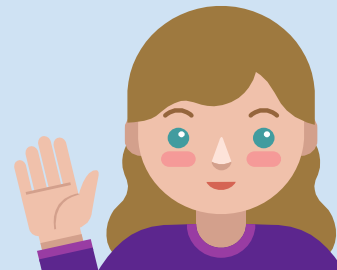
PLAY AREAS

- ❖ Provide space for children to enrich, build, and expand their development through play
- ❖ Defined areas



POP-UP PLAY

- ❖ Free chosen play without judgement or agenda
- ❖ Using public park or unused public area



CHILD-DIRECTED FREE PLAY

A photograph of two young children, a girl and a boy, playing in a sandbox. The girl, on the left, is wearing a red sleeveless shirt and blue jeans, and is leaning forward, smiling as she plays with the sand. The boy, on the right, is wearing a red long-sleeved shirt and grey pants, and is holding a yellow plastic bucket, looking towards the camera with a smile. A blue toy truck is partially visible on the right side of the frame. The background is a blurred outdoor setting with green foliage and a brick wall.

Extensive research proves that child-directed play fosters healthy risk-taking, independence, innovative thinking, and brain development.

Allowing children to play through parental support but not intervention is instrumental to a child's learning and fosters children to think in new ways about the world.

"It's a public health issue. The benefits of play need to be understood both for personal health, brain development, and social competency. We don't somehow see play as being connected to that and yet it is."

**Dr. Stuart Brown, founding
director of National Institute of
Play US**

CREATIVE MINDS

A pop-up adventure playground doesn't have to cost a lot. We will provide children with supplies to play with, under supervision.

The imagination and creativity of kids can lead them to convert a stack of newspapers, boxes of cardboard, and tires into items like hats, playhouses, faux snowballs, swings, and more!



OUR PROPOSAL: JOIE DE VIVRE



ENCOURAGING UPCYCLING

Joie de Vivre will encourage households to donate their used toys and recyclable materials that would have otherwise gone to waste. These materials will be a critical component of our intervention.



TRUCK FOR STORAGE

In order to store, load, and unload the materials for our weekly events, we will use a truck. This truck will also be critical in gathering the donated, upcycled materials that we need.



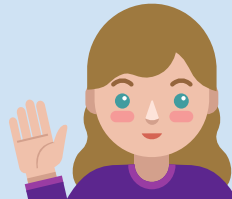
POP-UP PLAYGROUND

We will have a mobile and temporary playground that operates weekly (Saturday/Sunday) targeting different age groups and locations each time. Although each event would be focusing different age groups, everyone is welcome.

INSPIRED BY SUSTAINABLE DEVELOPMENT GOALS



Joie de Vivre addresses SDG #4, specifically the subtopics of better early childhood development (4.2) and education on sustainable development (4.7) (“UN Sustainable Development Goals”, 2017). This is because our project exposes children to pop-up playgrounds from an early age, which serve as an effective and fun learning environment while giving children opportunities to express their ideas and creativity.



Our project addresses SDG #11 in which the overall goal is to “reduce the adverse per capita environmental impact of cities” (UN Sustainable Development Goal 11). Joie de Vivre encourages waste reduction and emphasizes household recycling by using recycled materials for its events. It is a project where play and sustainable learning are combined through activities that teach sustainable lifestyle within an engaging environment.

CONTEXT + AUDIENCE



AUDIENCE: KIDS

We are mainly targeting children aged 0-12:

Toddlers

Preschool &
Kindergarten

Early
Elementary

Young Teens



(0-3)



(3-6)



(6-9)



(10-12)

Researchers have shown that most crucial time in a child's development is during their earliest years ("Early Childhood Development Report", n.d.). Our proposal is to get children playing outside together, in an environment that sparks their creative muscles, as well as educates them about recycling and sustainability. With Joie de Vivre, children will have an opportunity to engage with a wider audience and interact with others in an unpressured manner.



CONTEXT: PARIS PLAYGROUNDS IN GENERAL

Paris is a wonderful city with numerous parks and gardens. A few of the kid friendly parks in Paris include Jardin du Luxembourg, Jardin des Tuileries, Parc des Buttes Chaumont, etc. However, most of these playgrounds have a conventional theme with lush green areas, swings and slides, pony rides, and adventure activities. For the most part, these all involve parent-directed and supervision playtime. Such “parent-guided” or well-structured activities worsen the ability of the child to work efficiently towards self-directed goals. A study by psychologists at the University of Colorado revealed how important daydreaming, free play, risk taking and independent discovery are in the executive functioning of a child (Lahey, 2014). Free and unstructured play is lacking in most of these parks and gardens, and Joie de Vivre wants to address this.

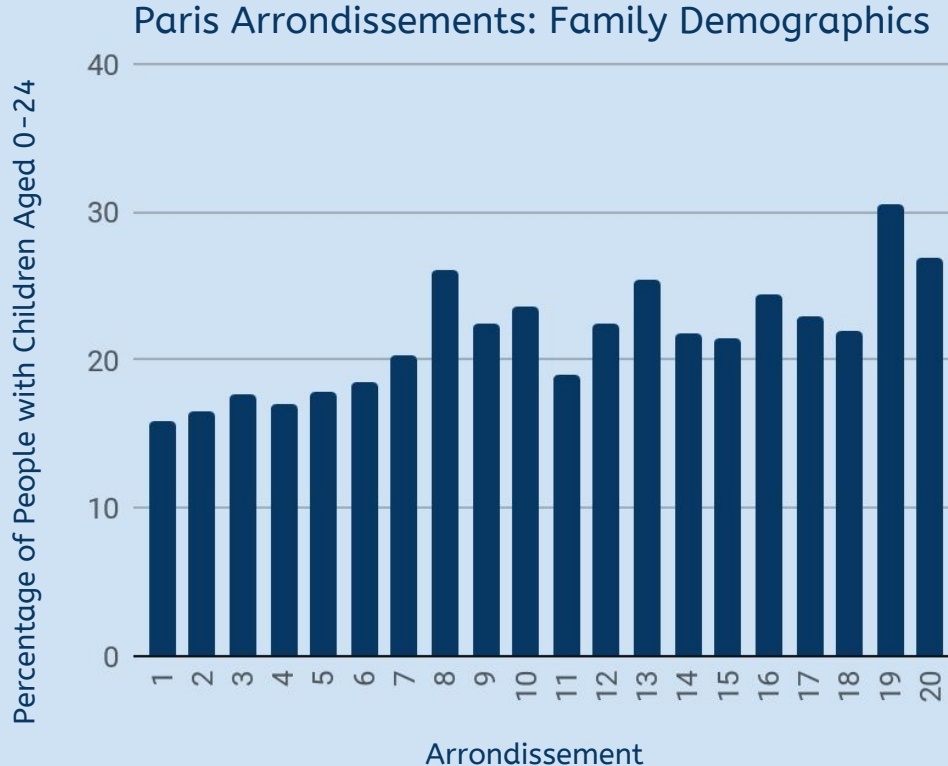


CONTEXT: UNIQUE PLAY EXPERIENCES IN PARIS

Despite most parks in Paris having a similar, conventional theme, there are several parks that stray from this and bring a unique play experience to children. For example, Parc de Belleville in the 20th arrondissement has a large wooden ship structure that deviates from the norm of playgrounds (swings, slides, etc.). Moreover, Jardin Nelson-Mandela located in the 1st arrondissement has a futuristic play structure made partly from upcycled glass. In the 19th arrondissement, Parc de la Villette has a colorful dragon slide made out of wood and metal as well as climbing nets surrounding it that allow for an alternative play experience (Gaillard, 2016).



CONTEXT: DEMOGRAPHICS OF PARISIAN



Data from: (Portraits d'arrondissements, 2016)

According to data from 2012, most of the outer arrondissements in Paris (19th, 20th) have higher proportions of families with children than the central arrondissements (1st, 2nd). For this reason, we will initially have our events in these arrondissements as there are already many children that live there. Moreover, because many parks in Paris are already equipped with playgrounds and play areas, we plan to focus on gardens and other green spaces that lack this physical equipment for our initial Joie de Vivre events..

CONTEXT: SUSTAINABLE PLAY FOR ALL

Most of the arrondissements in Paris have Centres d'Animation with public programming for children, and these activities are priced based on family income. However, even for those with the lowest income, the price for just one 45 minute activity is 68 € (Les Tarifs, 2015). Because Paris has limited free and public *programming* for children, a central component of Joie de Vivre is to offer free activities using recycled materials at our events. Moreover, these activities with recyclables and used toys will serve to encourage parents and children to recycle more often when they are at home.

Along with encouraging sustainable behavior, we also aim to bring children from diverse backgrounds together. Thus, we will strategically locate our events in gardens around the outer arrondissements of Paris to better serve the populations that do not have access to the many green spaces and play areas that the center of Paris has. For this reason, we will be a mobile service.

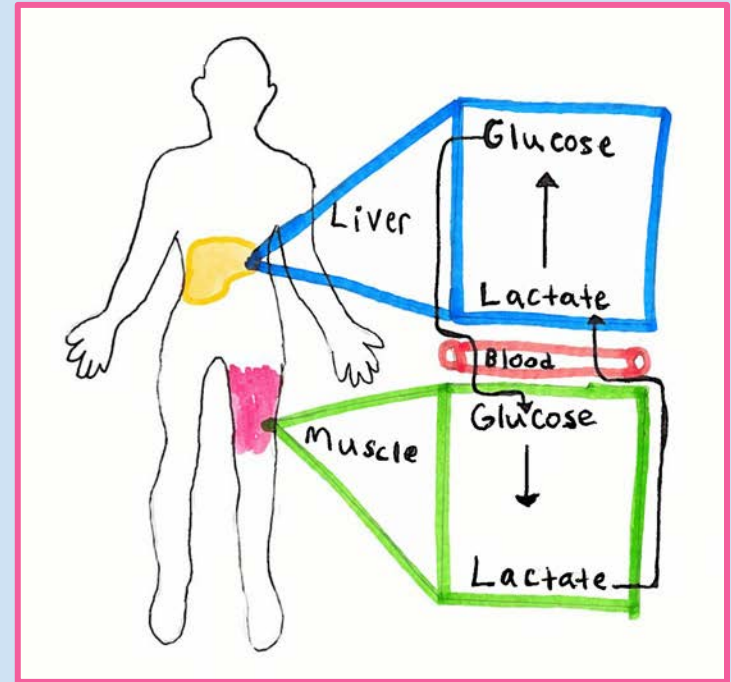


CONTEXT: INSPIRED BY BIOLOGY

“In the body, the bloodstream takes me to the liver after I’m produced in the muscle. I can tell Joie de Vivre is trying to be more like the body by transporting recycled materials from households—which I see are like muscles—to different areas in Paris so that kids can convert the materials into something more useful. For you, the truck does the job of the bloodstream! But I see you’re trying to go to *different* places, whereas I just go to the liver to get converted back to glucose. It’s cool that you’re doing that to promote diversity and make sure that many people can participate in this conversion.”



LACTATE



PREVIOUS APPROACHES





SINGAPORE: CHAPTER ZERO

POP-UP ADVENTURE PLAYGROUND

These are free events organized around the city of Singapore that use open-ended materials such as cardboard boxes, pots, and tires to encourage children to innovate while playing freely. Chapter Zero encourages children to learn to take healthy risks and engage in “carefree play with other children of all ages and of all racial and social backgrounds, in the vast outdoors, in just the way they want” (Chapter Zero, n.d.)

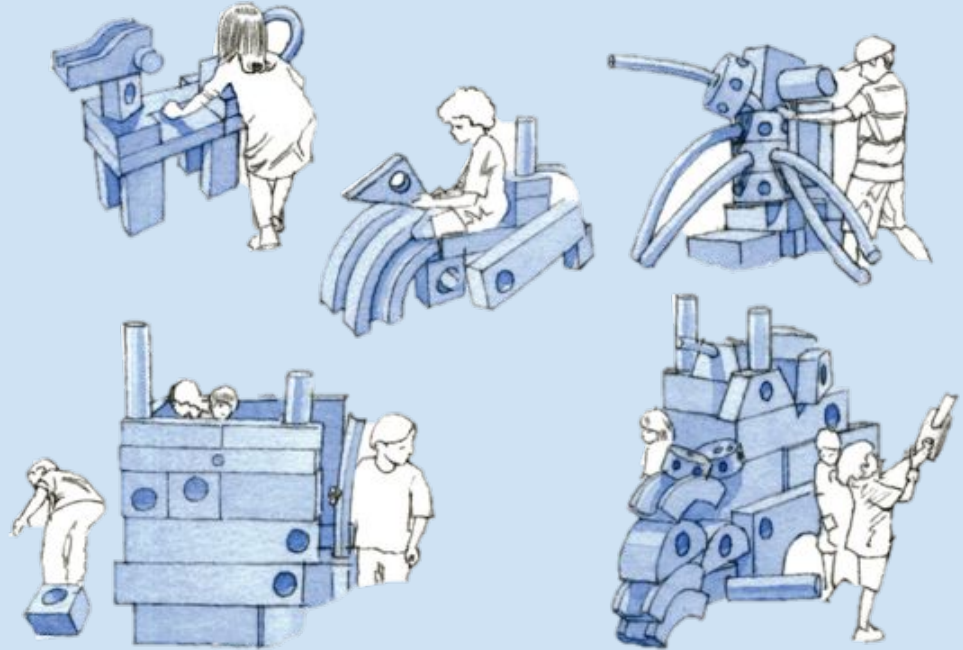
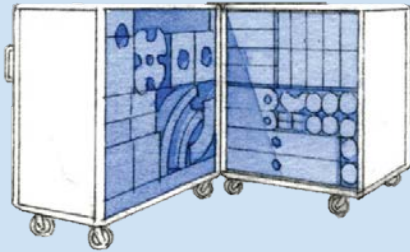
NATURE PLAY

Children are given the freedom to roam around open spaces in nature while playing with others. Parents are encouraged to support their children’s play without interfering or influencing their play. Children learn valuable life skills through their own trial and error and also form an appreciation for nature and the beauty surrounding them.

IMAGINATION PLAYGROUND

OPERATING PRIMARILY IN THE US

Costing slightly less than \$10,000, the Imagination Playground is “a playground with lots of loose parts for children to create their own play spaces” (Imagination Playground, n.d.).



POP-UP ADVENTURE PLAYGROUNDS

OPERATING IN THE US AND UK

Similar to Chapter Zero, Pop-Up Adventure Playgrounds provides free celebrations of child-directed play. They also use many loose parts, such as cardboard boxes, fabrics, tape and string. Their events are staffed by playworkers, paid employees to facilitate the play. The company also takes over properties within city centers for a few weeks or months.



PARIS PRECEDENTS

Parc de la Villette is a very large and innovative park in the 19th arrondissement, which has the most families with young children. One of the current installations within the park is Olivier Grossetête's Ephemeral Town, a village made out of cardboard. The community has come together to construct the huge structures. This Ephemeral Town has many similar themes to our Cardboard Castle, where each weekend children continue to build upon and recreate this structure made of upcycled cardboard.

Paris and the Sequano-Dionysian communities have launched a campaign called «**Paris, terrain de jeux**» or “**Paris, playground**” to bring more innovative play and sport activities to the city. A rock climbing gym will be constructed in the 15th arrondissement, as well as an artificial wave for surfing in the city. Our project will fit into Paris's vision for an innovative, fun, and healthy future.



WHY WE'RE THE BEST!

COMPARED TO THE PREVIOUSLY DISCUSSED COMPANIES:

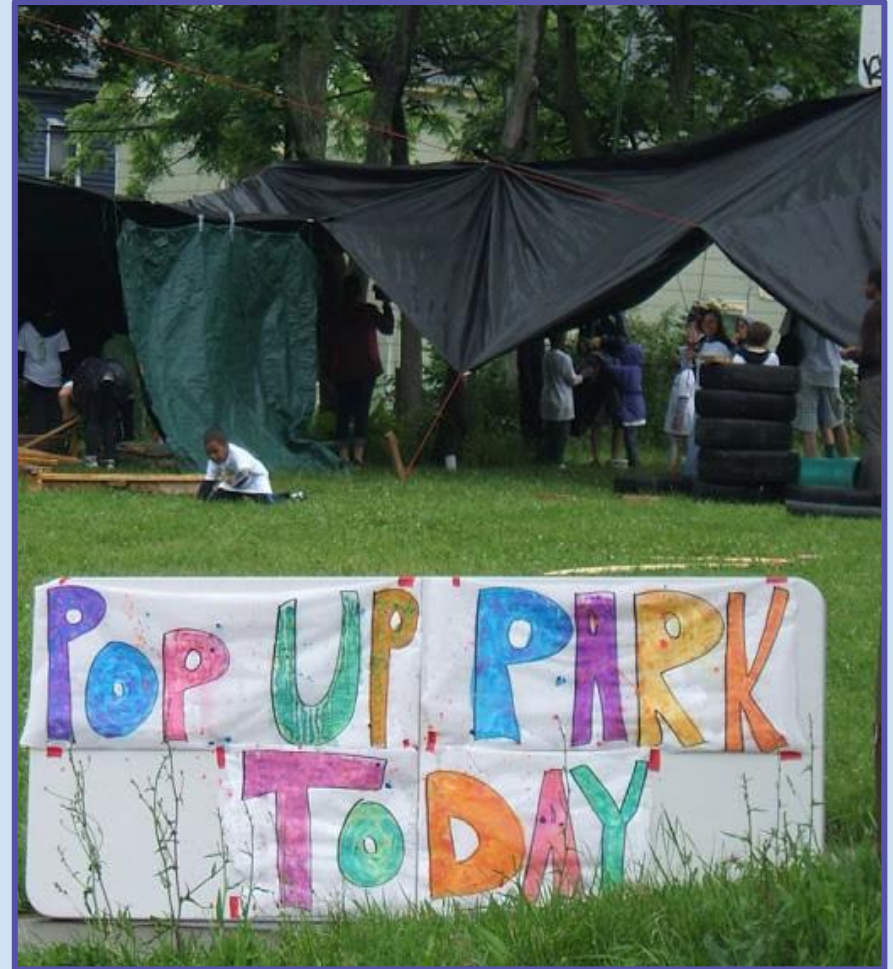
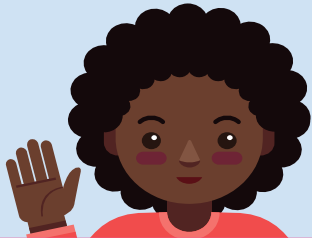
Our model for play and learning is based on **sustainable upcycling**. These three companies do not have sustainability as a focus. Kids at Joie de Vivre will learn the importance of sustainability and recycling at a young age through fun play.

Like these companies, we will set out loose parts for children to play with, and will also create a **transforming superstructure** made of upcycled materials. This superstructure will symbolize Joie de Vivre's sustainable vision, and will morph into the structure that fits the specific event best. Children will also be able to build upon this structure incorporating their own imagination and creativity.

Our proposal will be the first to bring an idea like this to the city of Paris!

	CHILD-DIRECTED PLAY	COMMUNITY	SUSTAINABLE FOCUS	MOBILE TRUCK
MOST PLAYGROUNDS		✓		
CHAPTER ZERO	✓	✓		
IMAGINATION PLAYGROUND	✓	✓		
POP-UP ADVENTURE PLAYGROUNDS	✓	✓		
JOIE DE VIVRE	✓	✓	✓	✓

ORGANIZATION + BUSINESS PLAN



WHO BENEFITS AND HOW?

The beneficiaries of our proposal include children in Paris as well as their caretakers. We provide a unique play experience for these children, and unlike the other playgrounds in Paris, we offer materials for various activities as well as a novel play structure at no cost. This safe, educative, and healthy play experience is something that caretakers would appreciate.

Because the government will get a sustainable and mobile playground from our proposal that improves the health of Parisian children, the French Ministries of Health and Education are also our customers. These benefits lead us to believe that we would qualify for government-funded grants, so we plan to request funding from these ministries.



WHAT WILL JOIE DE VIVRE DO?



COLLECTING THE MATERIALS

One of our main activities is collecting materials that would have been thrown away from households. We plan to do the bulk of this six months before our first pop-up playground event so that we have adequate time to gather many different types of materials. This way we will also publicize our opening.

BUILDING THE PLAY STRUCTURE

Once we have our materials, we will creatively design a novel play structure for each age group (ex: obstacle course for the older children). This will be a flexible structure that can easily and quickly be assembled and disassembled. We also plan on encouraging the children to alter the structures and make them more of their own while they are playing.

ORGANIZING EVENTS

Our last main activity will be to organize a pop-up playground event for each week, and make sure that we are in a strategic location and servicing the different age groups properly. A large component of this organization is a fun and easily navigable website and social media platform, which we will create six months before our opening.

OVERVIEW OF ACTIVITIES

At each of our pop-up events, we plan to target a different age group (0-3, 3-6, 6-9, 10-12) through specific activities.



AGE 0-3

We plan to encourage free play with the upcycled materials as it has been shown to improve physical and emotional health, while being educational. The unique play structure that we anticipate being built from cardboard boxes, tires, and wood would be supplementary to the free play.



AGE 3-6

Although we would still anticipate free play as critical for this age, we will also have activities for this age group such as arts and crafts with the materials. Moreover, the play structure will be more of an integral entity for these children, and we will encourage them to make it their own.



AGE 6-9

The play structure will be a central figure for ages 6-9 and we expect the children to want to modify it and have a greater sense of ownership. We plan to have more organized field day activities with the recycled materials with this age group such as tug of war and sack races.



AGE 9-12

For this age group, the play structure would be more of an obstacle course that would promote team formation and cooperation with teammates. We would encourage the kids to use the other recycled materials for group activities such as building the tallest tower or strongest bridge.

HOW WILL WE REACH PEOPLE?

Parents and caretakers will be reached through our website and social media accounts (Facebook, Twitter, Instagram, and others) which will let them know where the next pop-up playground is, what age group it is for, and the background of our project.

After a while, we anticipate that caretakers and their children will also be reached through word of mouth from friends and family that have been to one of our events.

We would like to establish a relationship based on trust and safety with people, and beyond the personal relationships formed by meeting people at our events, our online platforms will garner people's trust. We will do this by emphasizing that we are government-funded and listing the measures that we take to ensure safety.



WHAT MATERIALS DO WE WANT?

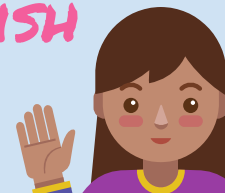
❖	Used toys (legos, blocks, stuffed animals)
❖	Cardboard boxes, paper rolls, shoe boxes
❖	Plastic bottles, bags, containers
❖	Newspapers, magazines, paper bags
❖	Tires
❖	Ropes and strings
❖	PVC pipes



Lactate

“Wow, so these are the materials in your project that are “waste” like me in the body? And you want to convert them into something useful like the body does with me into glucose? I’d like to see your plans for this process.”

THE UPCYCLED MATERIALS: FROM START TO FINISH



COLLECTION

Six months before we hold our first pop-up playground, we will collect donations from households weekly. These donations will be coordinated through our website and social media.



SORTING AND CLEANING

Once we collect the materials, we will sort them into different categories: used toys, cardboard items, plastics, and wooden items. Once they are sorted, we will sanitize all of the plastic items that children could potentially put in their mouths.



DESIGNING PLAY STRUCTURE

Based on the materials we collect, we will design a unique play structure that is suitable for each age group. This is where we will creatively use some of the donated materials to make an alternative “playground.”



POP-UP PLAYTIME

At our weekly pop-up playgrounds, the children will have an opportunity to both use the play structure as well as engage in free play or participate in activities that utilize the other donated materials.

WHAT DO WE NEED?

There are several key resources we must have in order for our proposal to function:

1. People:
 - a. One or two paid employees will be in charge of picking up the donated materials and driving/storing the truck.
 - b. Volunteers will help staff on the days that we have activities for the older children (9-12). We plan to partner with organizations that connect volunteers to different organizations.
2. Materials: These will be donated from households.
3. The truck, either donated or secondhand, is a key resource.

“I’m a nutrient for the body, so it wants to build me back up. I see you want to build your waste back up into something useful by truck transport. The body does the same thing through the Cori cycle and transports lactate through the bloodstream to the liver.”



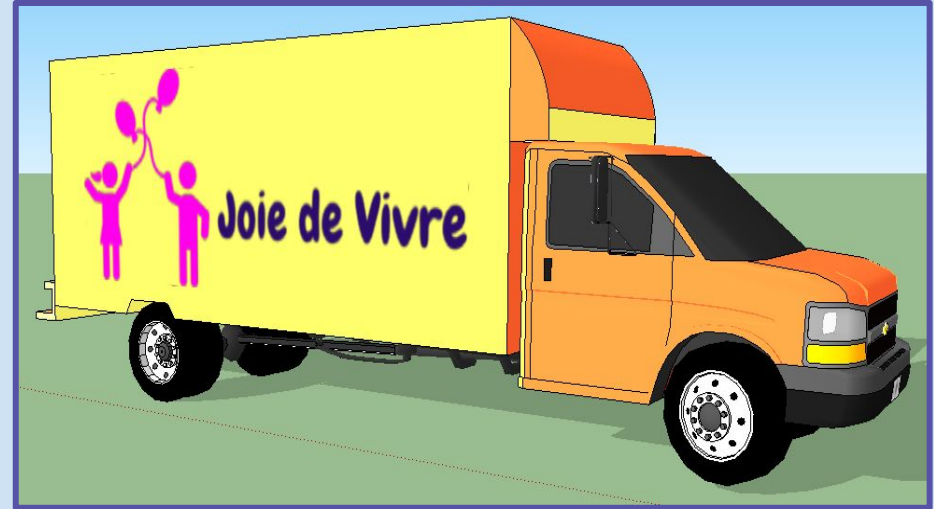
GLUCOSE 41

WHAT ARE OUR COSTS?

Because our project uses donated materials that would otherwise have been thrown away, we do not have many costs. The two costs we have identified are the truck itself and personnel.

We plan to either buy the truck secondhand which would be around 13,000 € (Planet-Trucks, 2017) or pursue a donation from Renault, an automobile company known for donating trucks to non-profit organizations (Renault, 2010).

The personnel cost would be from hiring an employee or two to drive the truck, collect and sort the donations, and store the truck during the week. Because we want our project to be stable and consistent, we do not want to be entirely volunteer-run. Based on the average monthly salary of a Parisian courier (Salary Explorer, 2015), this would amount to a 15,600 € yearly cost.



WHERE IS THE MONEY COMING FROM?



GOVERNMENT

Because we are improving the mental and physical health of Parisian children, we plan to apply for funding from the French Ministry of Social Affairs and Health as well as the Ministry of Education as they have grants that support projects like ours (Financement, 2017).



FUNDRAISER

We plan to have a kickstarter fundraiser six months prior to our first event. This social media campaign will not only raise money, but also publicize our proposal and create a sense of community involvement.



SPONSORS

We plan to encourage sponsorship of our project by companies who want to have a sustainable business and are involved in corporate social responsibility (CSR) activities. For example, companies like Renault could donate a truck to our project in return for publicity.



SELLING CRAFTS

Using some of the materials we collect, we plan to make upcycled crafts such as bracelets and sell them on our website in order to raise money. This is a tactic used by other non-profits dealing with waste. Our paid employees and volunteers will be our resources in making these crafts.

A DAY AT JOIE
DE VIVRE



PARC DE BELLEVILLE



ADVERTISING BEFORE THE EVENT

A week before our event, we will advertise on our website as well as our facebook page. In the days leading up to the event, we will send out tweets to remind our followers that we will be at Parc de Belleville on Saturday, from 10h00-16h00.



A DAY AT JOIE DE VIVRE

This weekend, we are focusing on children aged 3-6. We chose to set up in Parc de Belleville, a large park in the 20th arrondissement, because it has the second most families with young children. After a few previous site visits, we know that Parc de Belleville is a meeting ground for many children to play. Moreover, it has 1000 m² of free and accessible lawn space, so we do not need a permit for this event. We are setting up in this open grass space near the top of the park, with a beautiful view of the city of Paris. Our superstructure—**The Cardboard Castle**—an **obstacle course** with tires and rope, and a **rock climbing wall** made out of wooden crates will draw attention to our fun event, while offering children a space for free play.



A DAY AT JOIE DE VIVRE

An **arts and crafts station** will be set up on one side of the free play area; this Saturday, the programmed activity will be to create a wind chime out of tin cans and/or a bird feeder out of milk cartons. Children will also have the freedom to create any other crafts with the available materials. The children can add their crafts to The Cardboard Castle or take them home at the end of the day.

There will also be a fun obstacle course competition near the end of the day, where children can exercise while playing.

At the end of the day, we will have a **clean up** that fosters responsibility and sustainability. Different materials will be placed in their correct bins (plastics, paper, fabrics, etc.), ready for next weekend.



ASSESSMENT + FUTURE DIRECTIONS



ASSESSMENT MEASURES



There are several different measures we could look at to determine whether our intervention is successful:

- ❖ Look at the percentage of household recycling every year for five years after our intervention
- ❖ Counting the number of people who show up to the first few events and comparing that to the number of people who are usually present on that day at the park
- ❖ Counting the number of people who follow us on our social media pages (Twitter, Facebook, Instagram) as well as the number of people who visit our website each week
- ❖ Surveying parents and caretakers of children by encouraging them to visit our website to fill out a satisfaction and suggestion form while they are at the pop-up playground with their kids

The former three measures would let us know quantitatively how successful our pop-up playgrounds are, especially over time, as well as allow us to compare our intervention to current ones to ensure that it is making an impact. The first measure would allow us to ensure that our proposal is making a difference in decreasing household waste of recyclables. The latter measure is more qualitative in nature and would allow a more holistic view of our intervention from the perspective of caretakers. Because of the suggestions component, our assessment also encourages improvements in our project from part of the group that we want to service.

FUTURE DIRECTIONS

Although our initial Joie de Vivre events will be located in gardens and green spaces, we plan to extend our pop-up playgrounds to safe neighborhoods and empty street intersections once we ascertain that our proposal is successful. We want use these public spaces for children's activities as we believe that this will create a sense of belongingness amongst the communities as well as also have a positive impact on Paris by improving the utilization of public spaces. Moreover, we want to push the creativity of our project and create play spaces in areas that are not normally used. Thus, we need to ensure a safe environment for the children who come to the non-green space events. We will have fences surrounding the play area and mats on the ground to mimic soft grass. In addition to expanding to non-traditional play spaces spaces, we will expand to weekdays upon successful implementation of our core proposal.

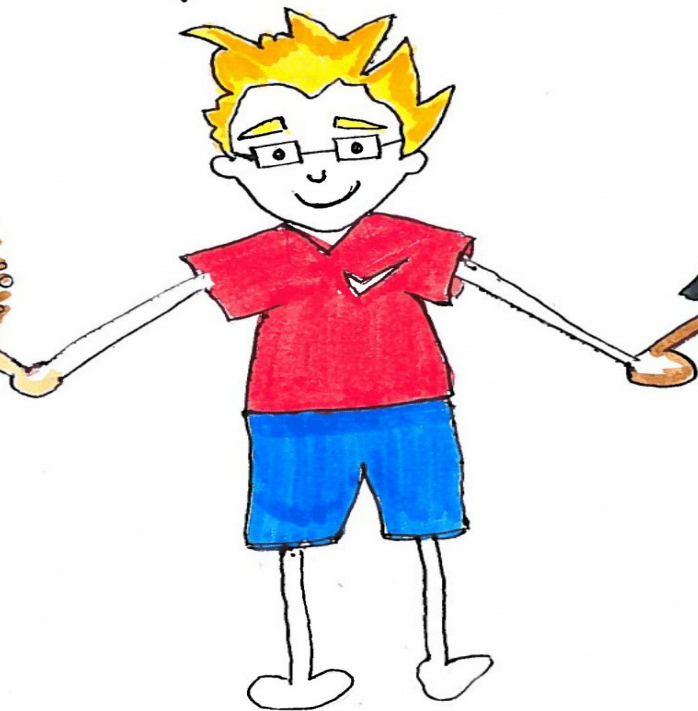


THANK YOU

NOOR



PARKER



BHAVYA



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