

## **PROJECT DIRT – OVERVIEW**

### **Actions speak louder than words**

There's too much talking about sustainability and yet not enough action being undertaken. It is on this principle that we are setting up Project Dirt.

We believe people want to be more sustainable, but don't know where to begin. Project Dirt will help focus and structure people's ideas/objectives by offering a user-driven projects website.

### **Structuring environmental progression:**

The site will provide an interface for people to set up and co-ordinate their own environmental projects. The site will help steer projects from inception to completion. It will do this by providing a structured meeting place for team members to progress their ideas. This will allow people to form their own groups, set out their objectives and manage their project effectively.

Each projects page will need a minimum amount of basic information to get started. Assuming this information is present, the page can then be customised (re-formatted) to suit the needs of the team members. Each project page will be a mini-homepage for that project, allowing members to manage their objectives in one clear, structured place.

Project Dirt will therefore make it easier for people to realise their environmental ambitions. We believe this will encourage people to spring into action – and get things done.

### **Within a community of likeminded people:**

The site will encompass a multitude of projects under one umbrella. This will create a community of likeminded people undertaking a broad range of different environmental projects in one place. The benefits of this are:

- Your project will gain exposure to people, who may be able to help
- You can link together (or compete) with other projects to achieve objectives
- It encourages information sharing
- It will generate a greater focus for your project than if you were independent
- Being part of a community will give you more clout when you need it

There will be privacy settings available for projects, thereby allowing teams to choose whether they are open or closed to public viewing. In all cases however, a project's objectives and summary conclusions will be available for viewing. This will ensure the fundamental information/experiences associated with each project are available for public consumption.

### **Information:**

Sustainability is confusing. To become more sustainable, people need access to reliable information to know what choices are available to them.

Project Dirt will give people the opportunity to look through environmental projects, which will provide information to the viewer. The site will provide factual and practical information associated with real life situations. With numerous projects in operation, it is likely you will find one that has covered the topic relative to your needs.

If there isn't a project that covers your subject matter – it's a good excuse to start your own!