

# SEED BALL MOVEMENT

## A Measurable and Scalable Environmental Impact Model Through Green Growth Areas

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### 1. Vision

The Seed Ball Movement is an innovative Rotary environmental model that goes beyond traditional environmental projects by aiming to create not only physical transformation, but also behavioral and social change.

Our goal is to generate visible and concentrated environmental impact in selected areas, make this impact measurable, and build a sustainable model that can be expanded regionally and internationally over time.

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### 2. Problem Statement

Traditional tree-planting and environmental projects often face challenges such as high costs, lengthy permit procedures, and limited participation. These factors can make it difficult to create lasting and sustainable impact.

This creates a need for a more participatory, cost-effective, practical, and measurable environmental service model within Rotary.

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### 3. Solution Model: Central Green Growth Areas

Instead of random distribution, this project focuses on applying seed balls intensively in **3 to 5 strategically selected areas**.

Over time, these locations will develop into natural micro-forest spaces that are both observable and measurable.

These green areas will become visible environmental impact points that can be monitored, documented, and replicated.

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## 4. Implementation Process

- Seed ball production workshops with Rotarians and family members
  - Participant-based distribution activities
  - Collective application in selected target areas
  - Seasonal observation, monitoring, and documentation
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## 5. Impact Measurement Model

The project's impact will be evaluated through the following indicators:

- Number of seed balls produced
  - Number of participants involved
  - Number and location of target areas
  - Germination rate (%)
  - Plant density after 6 and 12 months
  - Visual monitoring through before-and-after photographs
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## 6. Strategic Difference

This is not simply an environmental activity.

It is a **replicable environmental model**.

This project is:

- Participatory
  - Measurable
  - Scalable
  - Low-cost
  - Sustainable
  - Easy to replicate
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## 7. Potential for Expansion

The project is designed in a way that can easily be adapted by other Rotary clubs.

Through this central model, each club can create its own **green growth area**, and over time these local areas can connect to form a regional environmental network.

This creates an opportunity for broader collaboration and long-term environmental impact across Rotary communities.

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## 8. Conclusion

**In this project, we are not planting signs.  
We are planting lasting ideas.**

Our aim is not only to green a space...

**but to spread a mindset.**

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