



Project Template

European Rotaract Information Center

Name of the project: Child-Friendly Businesses

Organizing club: Rotaract Club of Didim

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

The toilets of businesses such as restaurants and cafes might not be suitable for children to use. Businesses can become child-friendly with the necessary equipment.

2. OPPORTUNITIES

In this way, the businesses we reached, became aware of 7 focus areas of Rotary. Thanks to our project we carry out for maternal and child health, the businesses participating in this movement will set an example for others and we will have the opportunity to explain rotaract and rotary principles to more people. and as a result, more businesses will become child-friendly.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

project idea founder and information provider made a document about our goals how to achieve and information

action takers went around and talked to businesses, talked about what they needed to do and explained what we would provide to them as a result.

quality takers went to businesses, checked and gave the child friendly sticker.

social media officers updates list of the businesses and share their photos.

2. DESCRIPTION OF THE PROJECT

Child-friendly toilets are toilets specially designed to provide a safe and hygienic environment that children can use comfortably. Even if the toilets owned by businesses are not designed for children, it is possible to make them functional for children. For this, businesses need to provide some equipment.

Child-friendly toilets have many benefits for both children and parents.

Investing in child-friendly toilet equipment for businesses can increase their customer potential, and is an important step to increase the success of the business and create a positive image by highlighting social awareness.

3. GOALS OF THE PROJECT

With this project, we aim to contribute to the physical health of young children by improving their hygiene habits, and to their mental health by improving their self-confidence by being able to move independently and providing them with special opportunities as individuals.

4. TARGET AUDIENCE

especially mothers and childrens

5. ACTION PLAN & TIME FRAME

this project starts in April 2024 and it will be long term project

Brief description of each step

first step is finding information about child friendly toilets and equipments

2 - finding suitable businesses and made them join us

3 - Inspect the places for what they have done

4 - Give them stickers and share it on social media

6. RESOURCES

human resources

7. BUDGET

none

8. ORGANIZERS OF THE PROJECT

Rtc. Alican Yerlikaya

Rtc. Ayşenur Ceran Yerlikaya

Rtc. Günsu Aşıla Ceylaner

Rtc. Selin Avlayıcı

Rtc. Buse Avlayıcı

Rtc. Gülsüm Lafçı

9. PARTICIPANTS

Alo 24 Restaurant

Funny Times cafe

Köşe Et Restaurant

Upstairs Restaurtant

Gigis Coffee

10. SPONSORSHIP

None

11. MEDIA COVERAGE

https://www.instagram.com/p/C5Vc_quAmgh/?igsh=MXA1dXAd25ndjE5bA==

III. RESULTS

1. RESULTS AND OVERVIEW

We included local businesses in our project subsequently our clubs visibility increased. we had lots of positive feed back from families that struggle when they go out. Local businesses was happy to participate and helped their marketing.

2. ADVICES

Having a detailed information paper of the project helps business owners to take action. provide detailed information about equipment where to buy them and how to use them. It is also very good to use social media and public image materials such as stickers.

3. SUSTAINABILITY

Because those are local businesses our members and their families regularly goes to those places in the case of follow up needs can be met with customers feedback.