



MEKONG

REFLECTING THE WATER

4000 km biking the river

a project by DAMIAN UFOR COLMAN



THE PROJECT

Mekong Project is a project that would map the situation of people inhabiting the most populous and polluted rivers in the world, study the problems and the impact of water resource management on communities and eventually analyze the possibility of develop a social project to improve the conditions and quality of life of the region.

The project has the ambition to be the first of some future proposals dedicated to sustainable water planning, especially in countries where human life is heavily tied to the river, lake or sea.

I decided to explore the Mekong by bicycle, an environmentally friendly and noble vehicle that respect the local culture.

I want to follow the river in its full length, to know the situation of people who, while trying to use it as a source of life, risk, at the same time and daily, to remain victims.

This project will give me the opportunity to find out how man and the vital element of water interacts. This project represents a journey to discover a millennium relationship, to understand it and if it is possible to make this connection more harmonious and respectful for both.

Who I am?

My name is Damian Ufor Colman I'm 31 and a big passion for bicycle, mountain, football and skyrunning.

I'm an Argentine yacht designer.

After years of experience in the design and naval industry, I have "forged" the idea of bringing my knowledge into a social prospective.

I do not want to make my job important, I want to make it helpful.



WHY MEKONG?

The Mekong is one of the richest areas in the world in biodiversity, comparable only to the Amazonian forest. More than 1200 species of fish and plants grow along the river. Along its banks there are numerous villages and cities that lives with and from the river. Countries like Cambodia and Laos have their economy based on the Mekong water, using it for rice cultivation and exploiting it for fishing.

In recent years the environmental situation has deteriorated in two ways. On the one hand the decrease in the flow of the river, on the other the pollution.

China and Thailand have started projects for the construction of hydroelectric plants that have changed considerably the water resources for the other countries. In addition, strong seasonal variations in rainfall have contributed to making the waterflow variable, leading to an economic, energetic and food disaster for the population.

Cambodia and Laos will be ranked fourth and fifth in the world in terms of water deficiency, while Vietnam is ranked 30th .

There are serious pollution problems due to the discharges of over 210 industrial sites.

In particular, studies detected the presence of heavy metals such as arsenic and mercury, pesticides such as phosphorous organs and DDT, and environmental pollutants such as PCB .

The most serious consequences of pollution are the change in the composition of surface water for consumption.

The waste thrown into the river creates dams that blocks the natural course of the river.

There are health-related consequences such as dysentery caused by contaminated water ingestion, which causes about 250,000 hospital admissions annually, whereas according to recent estimates, about 44% of Vietnamese children are subjected to the onset of worms and intestinal parasites, Infantile malnutrition and food poisoning.

This premise clearly indicates the importance of the river for Indochina's nations and the entire planet. The Mekong is one of the best examples of study to understand the impact of the water course on people's culture, behavior and development, analyze the relationship with the river and learn from reality to be able to improve it.

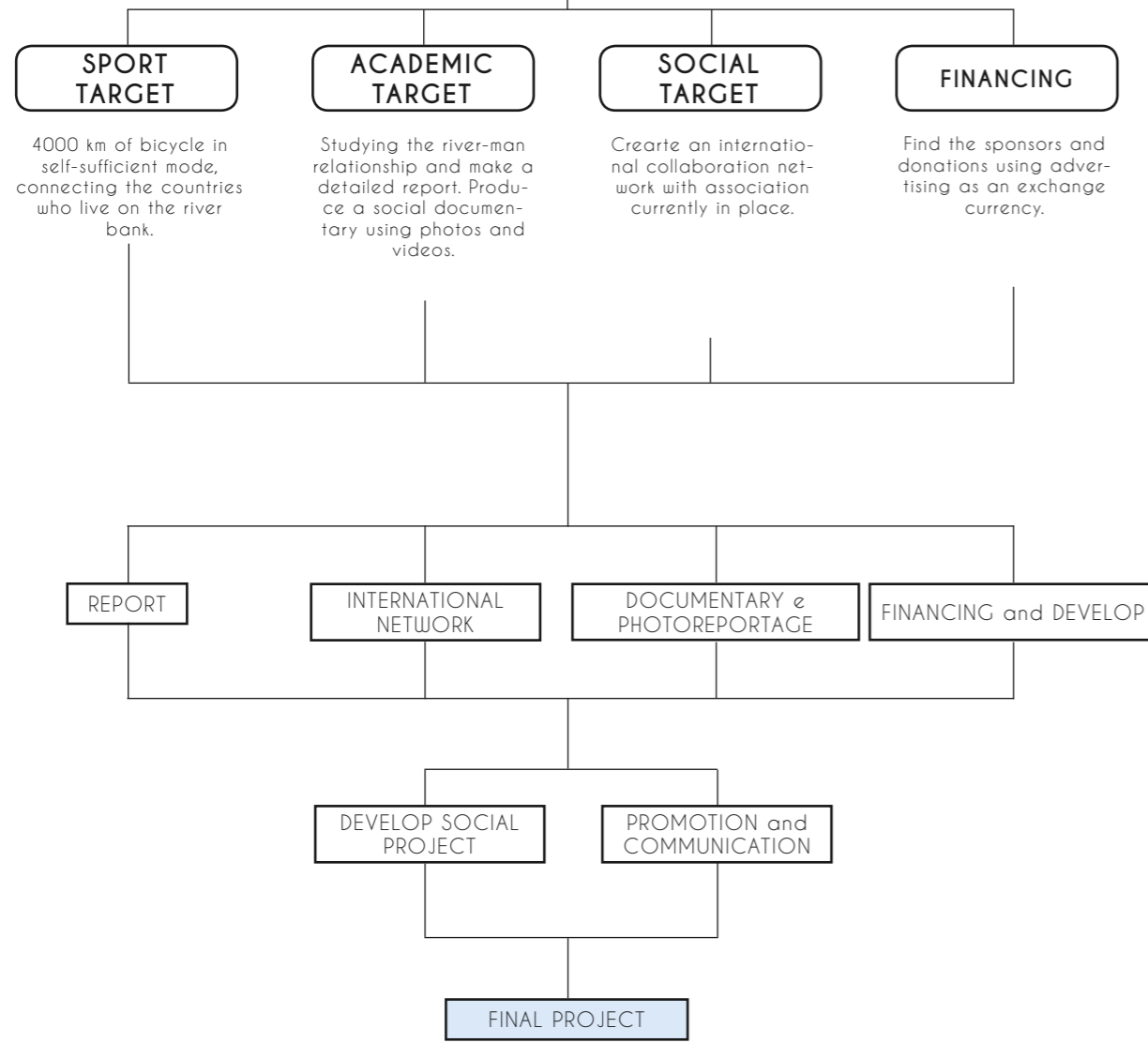
Acting in this region would bring awareness of our position in the world, our social responsibility and our potential.

As companies, representatives or individuals we can not ignore that the problem exist. It depends on us to find the solutions.



TARGET

MEKONG-LANCANG



PRIMA FASE

SECONDA FASE



ITINERARY

Start on NOVEMBER
The preliminary itinerary is across:

- 4 provinces di Vietnam
- 5 provinces di Cambogia
- 6 provinces di Thailandia
- 11 provinces di Laos
- 2 provinces di Myanmar
- 2 provinces di Cina

STAGE 1
Start: Ho Chi Minh, Vietnam
Finish: Muang Khong, Laos
Km: 1200
Time: 27days.
Rest: 3 days.

STAGE 2
Start: Muang Khong, Laos
Finish: Xayaboury, Laos
Km: 1470
Time: 30days.
Rest: 5 days.

STAGE 3
Start: Xayaboury, Laos
Finish: Lancang, Cina
Km: 1150
Time: 28days.
Rest: 5 days

Total km in bike more or less 3820 km.
Average of 45km/day





BECOME OUR PARTNER NOW !!!

If you can provide or finance the following expenses of these categories, you can be our sponsor

TRAVEL COST

- Airplane ticket
- Visa
- Bike documentation
- Medical travel insurance
- Everyday expenses (food and lodging) during the travel.

CYCLING AND OUTDOOR EQUIPMENT

- Cycling material (bicycle and technical equipment)
- Cycling clothing
- Medical kit
- Equipment and Outdoor clothing.

PHOTOGRAPHY

- Action Cam
- Compact Photocamera and Reflex with at least 50mm e tele 70/300, tripod
- Drone with "followme" function.

DIGITAL EQUIPMENT

- GPS with tracker multisport.
- Netbook for digital edition of the photos and videos for post in socialmedia.
- Solar charger



Based on the financed portion you can become:

- **EXCLUSIVE SPONSOR:** 100% of any category
- **MAIN SPONSOR:** 50% of any category
- **SPONSOR :** 25% of any category.
- **SUPPORTER:** private donations.

In exchange for your support you will be able to access the following benefits **during the first phase** of the project.

Content Naming rights Use of the name of your brand in: _____

- Pressmedia publications. (radio, digital publications or blogs)
- Digital publications in our socialmedia. (ex. "post sponsored by your brand", "This video is presented by your brand")
- Papery publications: (ex. "brand invites you to...", "in collaboration with brand")
- Events before and after the travel (ex. "Dinner brand to benefit", "photographic show Brand")

Logo, image and trademarks Use of your logo in: _____

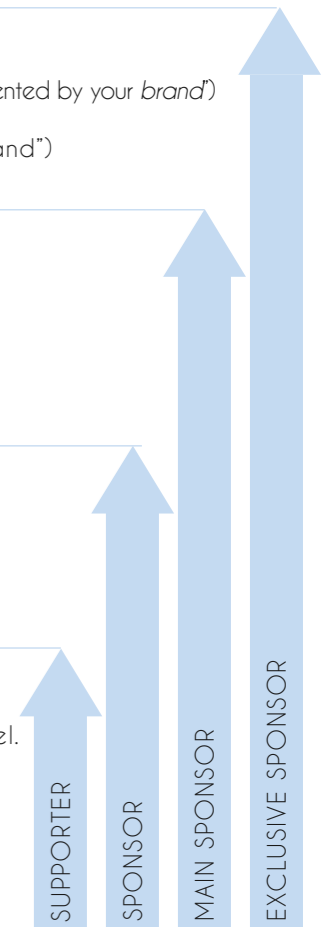
- Digital and Papery Publications for events.
- Brochure, flyer and depliant for promotion and projetc communication.
- Travel and technical equipment (bike frame, clothing, outdoor material..)
- Project graphics. (tshirt or banner stands, flyer...)
- Rewards of crowdfunding ✳

Adverstising space in ours: _____

- Our blog e website
- Fanpage in facebook.
- Videopost (60 frames at start or finish of ther video)
- Graphic material of the project, as flyers, invitation cards or posters.

*** Rewards** _____

- Free access to a dinner to benefit before the travel.
- Access to the photographic exhibition after the travel.
- Photocanvas print 50x50cm fineart with dedication and photo made during the travel.
- Fotolibro stampa HD con le foto del viaggio e dedica.
- DVD with photos and videos of the trip.
- T shirt mekongproject.
- Tshirt mekong project with your name.
- Gratitude in social media.



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la baluna
azienda agricola



+39 3450790020

progettomekong@gmail.com



mekongproject.yolasite.com

@mekongproject

