

*your actions will change the world*



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About Project Green 

# About Project Green

Project Green was started up to make Beirut a greener place. There are environmental campaigns going on all around the world and we here at Feedback have joined in. Unlike most environmental projects that start big, we are starting small. We are looking for small pieces of land to be changed into green areas. Beirut is our target area for the time being and we hope to spread the trend to all ends of Lebanon in the near future.

Project Green started with strategic locations:

- GEMAYZEH
- DOWN TOWN
- PORT BEIRUT
- ASHRAFIEH
- SAIFI

Already and yet others will follow shortly to cover main rural of Beirut which is consisted of more than 400,000 in terms of population.

Our locations are in areas visited by more than **750.000** cars per week.  
viewed by an average of **95.000** residents.

Every Message is viewed at least more than **14,000** time per a day.

All Scrollers have perfect Eye Level Exposure.

Project Green is a contribution program where any **Company, Brand** or even **Person** can participate in enhancing some areas and developing them into a Greener Environment.



Locations 

# Locations

## Saifi 1



toward downtown



toward port

## Saifi 2



toward downtown



toward port

## Port 1



toward downtown



toward port

## Port 2



toward port



toward downtown



# Locations

## Spinneys 1



Near Spinneys

## Spinneys 2



toward Sagesse

## Talge 1



Spinneys towards Hekmeh

## Talge 2



Near ABC

## Charles Malek Sagesse



Roundabout



Sofil toward Fassouh



Charles Malek toward Sofil



# Locations

## Charles Malek Sagesse



Main road O1 (Sofil toward Fassouh)



Main road O1 (Fassouh toward Sofil)



Main road O2 (Sofil toward Fassouh)



Main road O2 (Fassouh toward Sofil)

## Gemmayzeh Roundabout



1



2



3



The ideal Layout 

# The ideal Layout



# The ideal Layout



# Technical Specifications

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- The SCROLLERS are lit with E.D.L Electricity and private generator
  - Private electricity and water installations are settled.
  - Maintenance and follow up on the ground are available.
  - Fixed and scrolling messages on each face.
  - Size: 90cm x 40cm Trim
  - Keep a 5 cms margin around your visual
  - File Format: PSD, TIFF, EPS or PDF
  - Resolution: 300 DPI
  - Printed colored proof should be sent along with the CD
  - Technical problems are to be adjusted within 48 to 72 hours relatively to each case.
- Contributors will be compensated according to the lost time period.

\* We have the rights to reject any visual that does not fit with the objective of this project



Thank You