



Sustainable Community Design Project Proposal

Eric, Koji, Sandi, B, Sovath, Bai, Chit

November 12, 2016

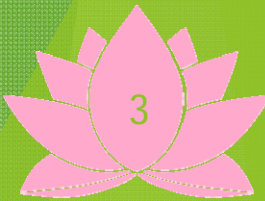
7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ Recommendation
- ▶ Budget and Workplan
- ▶ Future Plan



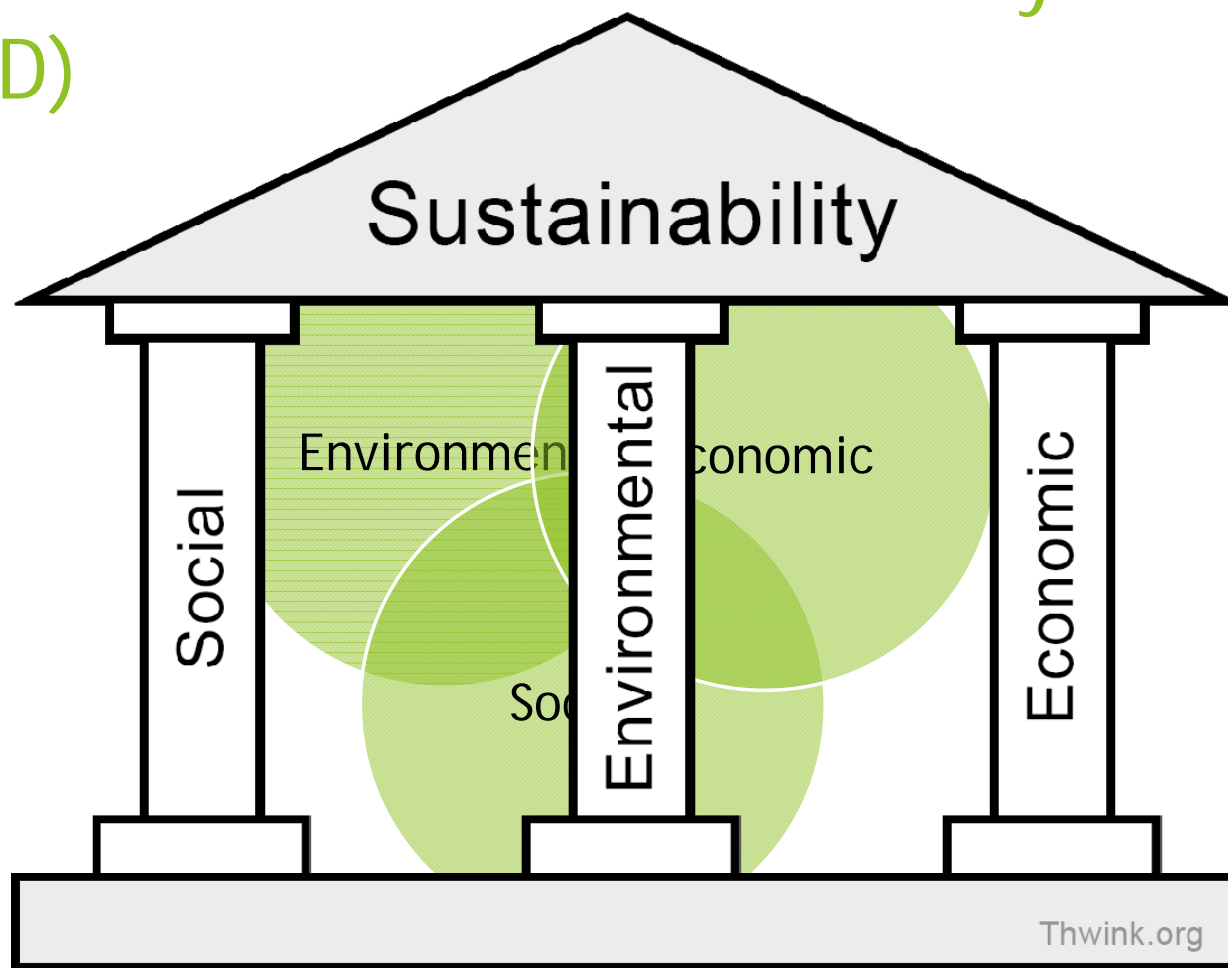
7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ Recommendation
- ▶ Budget and Workplan
- ▶ Future Plan





What is Sustainable Community Design (SCD)



Our own definition

- Sustainable Community Design is a people oriented approach by linking the community resources to create life-long sufficient economy



What we learned from the IATSS forum program

Program	Content	What we learned(Key word)
OVOP	Community-driven regional development	Development and innovation of local product for improvement of village economy
Modernization	History of the Japan modernization	Learn from Japan's contribution to the modern world and ASEAN countries
Japanese Culture	How to preserve and pass to next generation of traditional culture	Modernize the traditional assets in order to revitalize the its industry.
Political System	General overview of Japan and ASEAN countries, Discuss the future direction of ASEAN community	Think together as the ASEAN region in order to balance the power with other big countries
Urban Planning	Landmark-based city planning Co-existing with surrounding area	Significance of a country Icon, Transit-Oriented-Development
Environment	How to balance between economic growth and environmental conservation	Spaceship earth economy Utilize renewable resources
Education	Role of Education for SCD	Equitable quality opportunity for all, active learning
Regulus	Vulnerable people	Find out the strong point so than they can have the opportunity of work
Toba / Moku Moku Farm	Revitalize the community with its local resources	Involving local people, hands-on workshop
Kobe	Disaster management, Disaster recovery plan	Preparation, immediate response, prevention/mitigation

What we learned from the IATSS forum program

Program	Content	What we learned(Key word)
OVOP	Community-driven regional development	Development and innovation of local product for improvement of village economy
Modernization	History of the Japan modernization	Learn from Japan's contribution to the modern world and ASEAN countries
Japanese Culture	How to preserve and pass to next generation of traditional culture	Modernize the traditional assets in order to revitalize the its industry.

Japanese Culture
Modernization is the key factor for revitalizing the industry



What we learned from the IATSS forum program

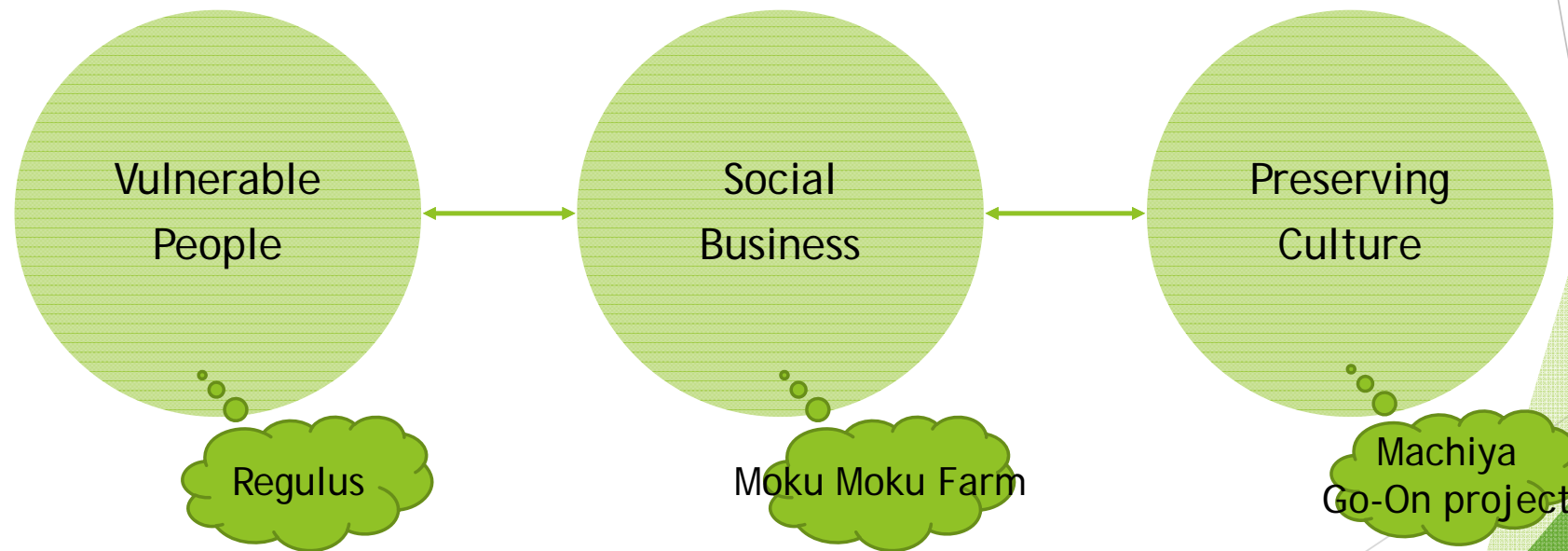
Program	Content	What we learned(Key word)
OVOP	Regulus	ation of local product conomy
Moderni	We have to think disability people as the local people We are able to work with them	ion to the ntries
Japanes		ets in order to
Political		region in order her big countries
Urban P		, Transit-
Environr		ty for all,
Education		active learning
Regulus	Vulnerable people	Find out the strong point so than they can have the opportunity of work
Toba / Moku Moku Farm	Revitalize the community with its local resources	Involving local people, hands-on workshop
Kobe	Disaster management, Disaster recovery plan	Preparation, immediate response, prevention/mitigation

What we learned from the IATSS forum program

Program	Content	What we learned(Key word)
OVOP	<div> <div>Toba / Moku Moku Farm</div> <div>Involvement of the local people is important for self-reliant community</div> <div>Adding story is effective to attract customers</div> <div>    </div> </div>	local product ny
Modernization		the
Japanese Culture		order to
Political System		in order ig countries
Urban Planning		nsit-
Environment		
Education		all,
Regulus	Vulnerable people	active learning
Toba / Moku Moku Farm	Revitalize the community with its local resources	Find out the strong point so than they can have the opportunity of work
Kobe	Disaster management, Disaster recovery plan	Involving local people, hands-on workshop
		Preparation, immediate response, prevention/mitigation

What we learned from the IATSS forum program

► Grand vision about our project



7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ Recommendation
- ▶ Budget and Workplan
- ▶ Future Plan



7oxygen₂ Common issues

- ▶ Less job opportunity for vulnerable people
- ▶ Not able to do full time job by housewives with many children.
- ▶ No initiative on value added products.
- ▶ Low living standard in Myanmar (Poverty - average \$50 per month per pax).
- ▶ No proper government support for vulnerable people.



Pilot Project in Myanmar

- ▶ Pilot project - social business
- ▶ Value added textile products (cultural aspect)
- ▶ Vulnerable people (social aspect)
- ▶ Smokeless industry (environmental aspect)
- ▶ Creates sustainable community and sufficient economy (economy aspect)



Reasons for the project

► Why vulnerable people?

- The vulnerable people do not have the equal chance for the job opportunity.

► Why Social Business?

- It is a way to create income for vulnerable people.

► Why Fabric?

- There is no initiative on value added products from the textile industry.
- Fabric products can make easily at home by the vulnerable people.

► Why Mandalay?

- Mandalay has the most vulnerable people in Myanmar.
- Mandalay has rich natural resources, traditional knowledge and skills of textile weaving





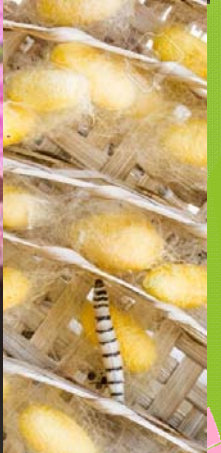
Project Background



- Mandalay District
- Area: 163.84 km² (63.26 sq mi)
- Population as of 2014: 1,225,133
- Main Industry: agriculture, tourism, alcoholic breweries, textile factories, traditional arts industries, sugar mills and gem mines



70



7oxygen² Type of Products

- ▶ Clothing (shawls and neckties)
- ▶ Accessories (earrings, key chains, hair bangs and bracelets)
- ▶ Bags (phone covers, tablet covers, small purses and sling bags)



SWOT Analysis



Strength

- Rich Natural resources
- Traditional textile knowledge
- Experienced from the social business entrepreneur
- Network connection
- Creativity and innovation

Weakness

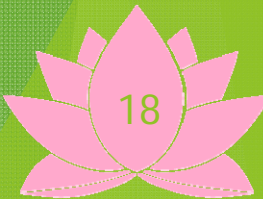
- No government support
- Lack of financial support
- No physical store to promote product
- Minimum resources on technology and machine

Opportunity

- Scalable (Vulnerable people) & More vulnerable people engagement
- Can be implemented in other ASEAN countries
- Preserving the culture

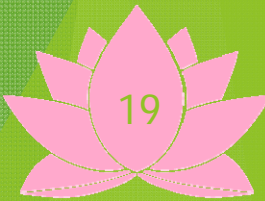
Threat

- Competition with other companies
- Climate change
- Resource Mismanagement



7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ Recommendation
- ▶ Budget and Workplan
- ▶ Future Plan



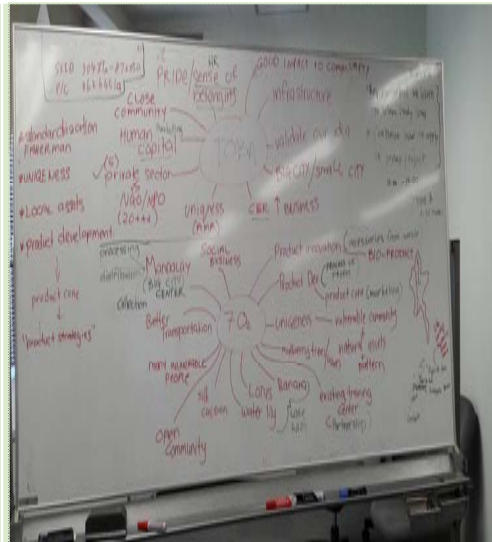
7_{oxygen}₂ Mobilizing Resources

► Vulnerable People

Who?



Why?



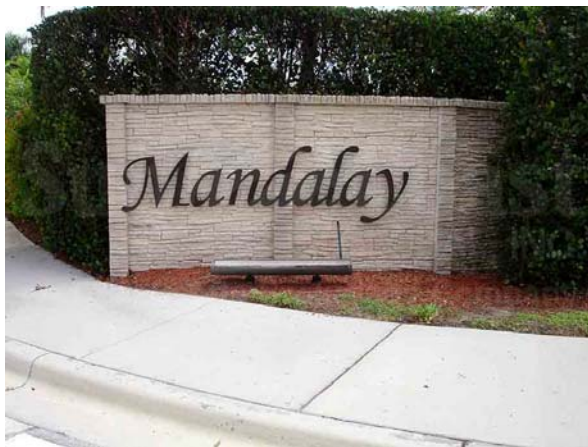
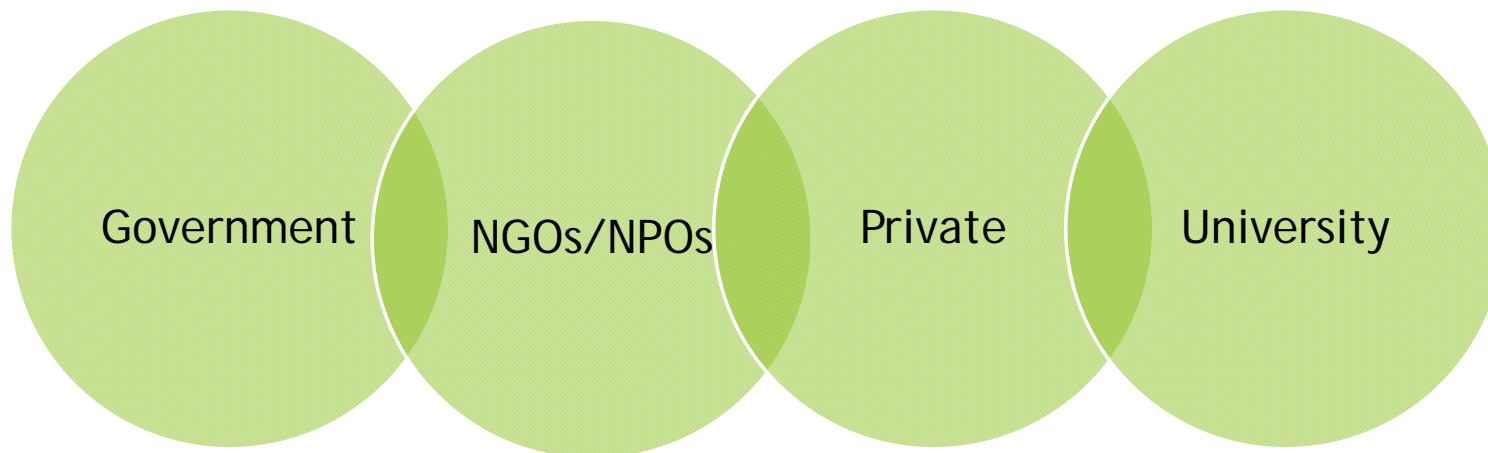
How?

- Communication Skills
- Leadership Skills
- Technical Skills (Weaving, Packaging)
- Consulting
- Counselling



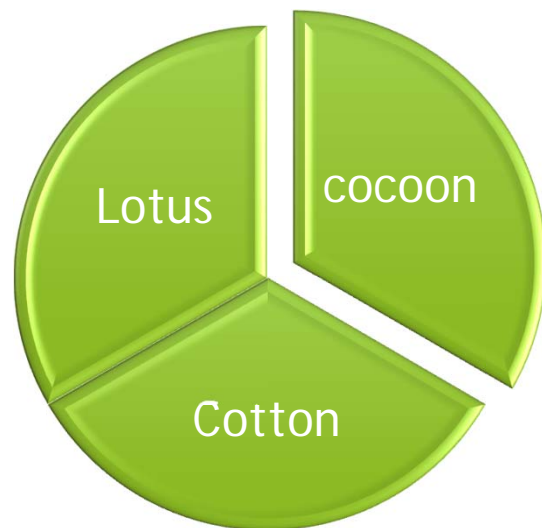
7^{oxygen}₂ Mobilizing Resources

► Stakeholders



7_{oxygen}₂ Mobilizing Resources

► Natural Resources (Materials)



Main products:

- (1) Clothing like scarfs, hats, neckties*
- (2) Accessories: hair band, earring, keychain, bracelets, table cover, phone cover, bags/purse/sling bag*



Lotus Fabric

7_{oxygen}₂ Mobilizing Resources

► Financial Resources

- DBS Bank (prototype grant \$ 50,000)
- USAID grant - \$10,000
- IATSS grant - \$2,000
- Bank - SME Loan (\$20,000)
- Crowd Funding - Kickstarter.com



7^{oxygen}₂ Mobilizing Resources

► Technology & Technical Resources

- Online shopping site (website)
- Social media specialist
- Web/mobile developer
- Mail ordering system
- ODA - USAID, GIZ, JICA (MJCC) --- expert
- NGO - Project Hub Yangon, Social Impact Myanmar

Myanmar Online Market

☎ 09 4210 91411, 09 5089 540

🌐 www.myanmaronlinemarket.com



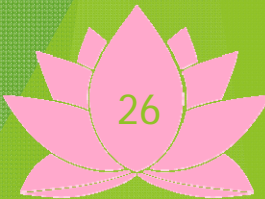
Resource Challenging Vs Possible Solution

Resource Challenges	Possible Solutions
Climate Change	Awareness, Adaptation and Diversity of resources
Health Care	Cooperation with NGOs
Technical Support	Involvement , Support from Community
Financial Support	Seek other grants



7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ **Recommendation**
- ▶ Budget and Workplan
- ▶ Future Plan



7_{oxygen}₂ Recommendation

► Proposed flow of business

Buy local weave
textile made
from natural
resources

Production by
vulnerable
people (VP)

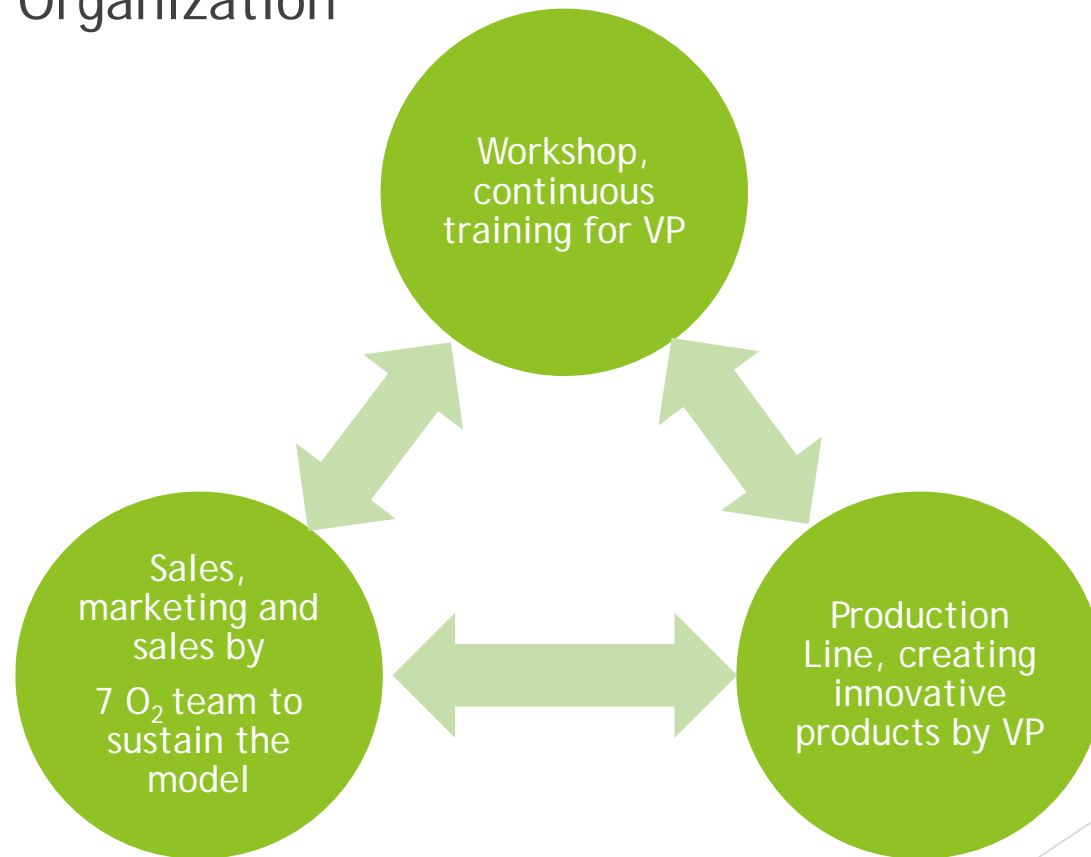
Sales : Online;
Offline

Customer



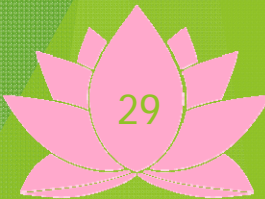
7_{oxygen}₂ Recommendation

► Outline of Organization

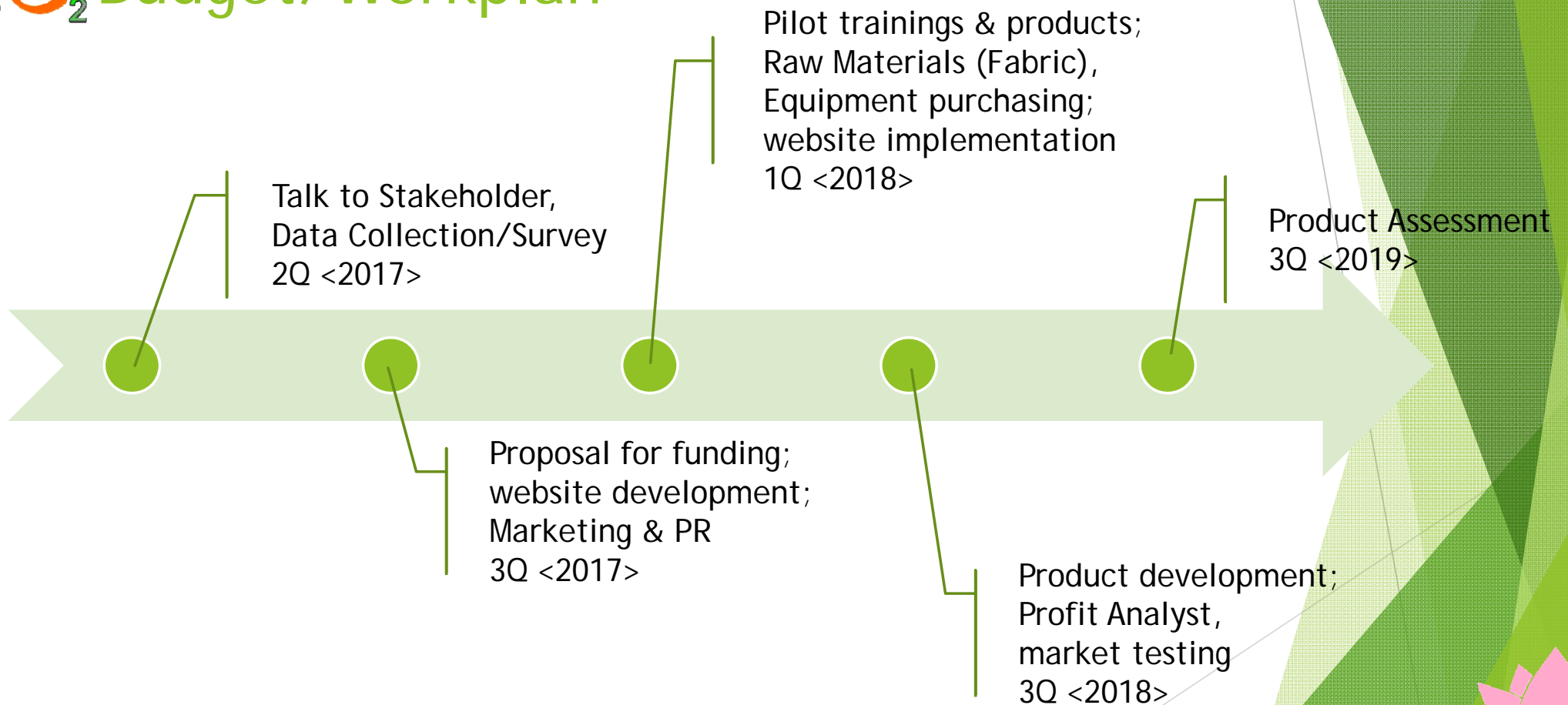


7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ Recommendation
- ▶ Budget and Workplan
- ▶ Future Plan



7oxygen₂ Budget/Workplan



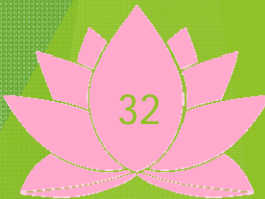
Budget/Workplan

- ▶ Research & survey - \$5,000
- ▶ Workshop rental - \$30,000 (\$1,000/month)
- ▶ Marketing & PR - \$ 3,000
- ▶ Online (website & sms) - \$1,500
- ▶ Training - \$10,000
- ▶ Equipment & machines - \$13,000
- ▶ Raw materials (traditional fabrics + Packaging materials) - \$10,000
- ▶ Salary - \$45,000
- ▶ Miscellaneous - \$1,500
- ▶ Total - \$115,000 for 3 years.



7oxygen₂ Outline

- ▶ The Concept
 - ▶ What is Sustainable Community Design (SCD)
- ▶ Project Background
 - ▶ Pilot Project in Myanmar
 - ▶ Reasons for the project
 - ▶ About Mandalay, Myanmar
 - ▶ Type of Products
 - ▶ SWOT Analysis
- ▶ Mobilizing Resources
 - ▶ Types of Resources
- ▶ Recommendation
- ▶ Budget and Workplan
- ▶ Future Plan



7oxygen₂



Tourism



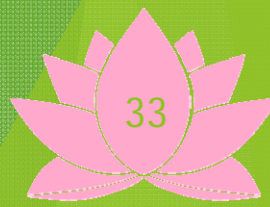
FUTURE PRODUCTS LINE-UP



From traditional bamboo handicraft to modern design of table lamp



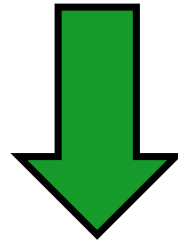
Maximizing other waste from agriculture



Lower
income
single
mom

Physical
disability

Lower
income
housewife



Future plan to engage more vulnerable community

Intellectual
disability

Mental
disorder

Down
Syndrome



THANK YOU!

