

Creating sustainable, replicable, scalable projects – can it be done?

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The issues and opportunities

**World Bank – INSEAD Open Space Initiative
Singapore
10th November 2008**

**Facilitation:
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Creating sustainable, replicable, scalable projects – can it be done? Singapore 10th November 2008

Topics Raised

1. How to get support from small / medium sized companies
2. Funding \$
3. Sustainable fundings
4. Resources – having ideas are good but how can they be funded
5. Education for girls
6. Helping older folks
7. Help poor elderly to improve the quality of life
8. Returning hope and childhood to children
9. Children and poverty – literacy / child abuse / child labour
10. Fair trade
11. Leveraging social networks to increase Base of Pyramid access to / protection in transnational job markets
12. Support from management and employees
13. Keeping people committed and inspired
14. Motivation for participants
15. Copy good business models from successful enterprises in one poor and developing country to help another in similar circumstances
16. Education for the poor
17. Franchising a good product / service
18. Sustainable monetary and social support for farmers (particularly in developing economies)
19. Communications strategy (partnership)
20. Public / private partnerships
21. More effective humanitarian relief
22. Social impact?
23. Educating leaders
24. Reduce incentives for corruption
25. Social enterprise for women from rural communities
26. Reducing the need for credit
27. Moving up – social mobility for low-income families
28. Legislation
29. Housing for the poor
30. Medical care for those who cannot afford it
31. Social enterprise / workers cooperatives – leadership among grassroots women
32. Sustaining housing programmes
33. Higher education for street kids
34. Microfinance – tapping it to extend health services
35. Transferring knowledge
36. Community ownership
37. Healthcare for the poor

38. Social enterprise – producing organic cosmetic (with victims of human trafficking)
39. Guns and arms
40. Publicity and awareness
41. Jatropha seed production in Vietnam – how and who
42. Introducing GM crops for sustainable farming
43. Mental health – urban developed states / disaster situations
44. Projects for displaced
45. Renewable energy sources
46. Energy efficiency and renewables – can people be persuaded to adopt without government legislation?

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Helping older people to improve their quality of life

SESSION INITIATOR : Paul / Jin Kiat

CO-WORKERS : Angelina

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

*** Self-reliance**

*** Working with grass roots organizations**

*** Inter-generational**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Motivation / Inspiring / Commitment

SESSION INITIATOR : Chiew Hun

CO-WORKERS : Heather

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- * **Recruiting participants – incentives / reward those who have done – to share their experience – benefits – make a difference**

- * **All levels to be shown to be involved**
- * **Activities meaningful for all**
- * **Branding the CSR activity – lower turnover rate**
- * **Backroom operations should be exposed to front-end operations**
- * **Recognition of volunteers and people involved**
- * **Package CSR for different people with different interests and priorities**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Sustainable Funding

SESSION INITIATOR : Bianca

CO-WORKERS : Rupa Rai, David, Chong , Lenora, Charlie, Siok, Qasim, David, Saleemah, Tracy, Anu, Usha, Rama, Keng, Sheryl, Landy

DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS / OUTSTANDING QUESTIONS:

- **Problem –**
 - Creating funding for sustainable projects**
 - Funding for research into projects – government / ideas / \$**
 - Mobilizing resources**
 - Government restrictions**
- **Methods –**
 - Social enterprise**
 - Donations – Landy**
 - Credit (ROI) – Bianca**
- **Risks appetite to invest in new ideas is low**
 - For profit**
 - For microfinancing**
- **Reason for funding may be branding which is OK**
 - Look for companies with compliance issues**
 - Companies looking for integrated CSR solutions**
- **Transforming NGOs into initiatives that allow for capital market intervention using NGO equity as collateral for financing**
- **Mechanism needed to facilitate clarity and assurance if investment**
 - Commoditizing charity needed**
 - Employee salary**
 - Charity Mastercard branding**
 - Existing for large NGOs but grouping needed for small NGOs to allow them to benefit from such schemes**
- **Financial innovation – less return but subsidized by CSR offering return on donations**
 - Bond financing**
 - Sustainable funds**
 - Ethical funds – might be applicable for advocacy initiatives etc (Product specific – not good for intangible initiatives)**
- **Look at government partnerships with banks to allow investors tax incentives to compensate for lower returns or write-offs for losses**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Reducing the need for credit

SESSION INITIATOR : Rama

CO-WORKERS : Ganesh

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- * Problem – We want money without having to work for it**

- * Credit limits should be controlled and given only for basic needs or essentials such as housing, education etc**

- * Credit cards should be replaced by Debit cards as it enforces a control by allowing you to spend only what you already have on luxuries**

- * Regulations needed to control the number of banks that are allowed to issue credit to individuals**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Corruption

SESSION INITIATOR : Eric

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- * Education – national and international
- * Internet
- * Global integration and standards
- * Government pressure
- * Higher pay for officials

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Healthcare for the poor

SESSION INITIATOR : Rahim

CO-WORKERS : Lahit

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- * **Lack of quality secondary healthcare in most developing countries**
- * **Reason – lack of funds**
- * **Proposed solutions –**
 - Introduction of micro-finance**
 - Engage private – public partnership in healthcare sectors**
- * **Outstanding Questions -**
 - How to get private sector to play a more constructive role?**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Providing sustainable monetary and social support to farmers

SESSION INITIATOR : Srinivasa Varadhan

CO-WORKERS : Mitali, Bruce, Sunni, Steve, Chong, Steve

DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS / OUTSTANDING QUESTIONS:

- **Focus of discussion around supporting farmers (monetary and social) in developing countries**
- **Problems identified**
 - a. **Weather / climate issues**
 - b. **Lack of credit support / loans from banks**
 - c. **Costly raw materials – seeds / fertilizer**
 - d. **Sub-economical plots**
- **Solutions**
 - a. **Promote industry / agriculture farmer partnership – either 5 year lease to buy farmers produce and provide all support
Shares / dividends for land**
 - b. **Government to create crop insurance / health insurance**
 - c. **Government to consolidate land holdings for cooperatives to achieve economic scale**
 - d. **Control individual lender in trust rates**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : More effective humanitarian relief

SESSION INITIATOR : Vivian Claire Liu, PhilanthropyWorks & MSF Board Director

CO-WORKERS : Jon Odegard (UNHCR), Professor Luk (Insead), Tina Taheri (World Bank), Yong Woon SIM (Insead), Adonai HM (Insead), Eleanor & colleague (Care Services), Andrew, Evelyn, Phyllis, Jon, Siok

DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS / OUTSTANDING QUESTIONS:

- **Key players who make a difference**
- **Coordination amongst NGO & multinationals**
 - **division of roles and geographical locations**
 - **Sharing of information and limited resources**
 - **Need for speed (i.e. coordination office)**
 - **Less earmarked funds by key donors (freehand to UN to allocate funds to other NGOs)**
 - **The role of OCHA/ UN (i.e. daily/ weekly meetings)**
 - **Better coordination of**
 - **NGOs**
 - **Of UN itself**
 - **Provision and dissemination of real-time information – online (i.e. use of new technology) such as OCHA platform/ WFP joint logistics center/ individual blogs by NGOs to share information**
- **Other aspects**
 - **Learning without pointing fingers**
 - **NGOs are quickly realizing that supply chain management is important**
 - **NGOs are acquiring expertise as a result of pressure from donors**
 - **Security**
 - **Change in nature: interstate to intra-state**
 - **Decline in humanitarian space**
 - **Mixing of humanitarian with geopolitical / military resulting in and increase in deaths or humanitarians**
- **Public volunteer efforts**
 - **What works best?**
 - **Public education (asap or prior?) – impacts donation type (speed of delivery)**
 - **Role of new, non – specialized/ gen helpers**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Fair Trade

SESSION INITIATOR : Jared

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

*** Combining organic and fair trade, microfinance and e-Choupal and logistics**

*** Consumer and producer education needed**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Educating leaders

SESSION INITIATOR : David Grosher

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- **Developing countries need to be international about how they educate their leaders (doctors, engineers, ministers etc). they need to be able to analytically respond to new problems by making ethical and sound decisions.**
- **Developing leaders for non-profit, social entrepreneurs, and NGOs is necessary, just as it is in business.**
- **We need to teach the teachers how to impact the students.**
- **Ethical vs ethical decision making/ ethical decision frameworks**
- **Patrick Awuah model in Ghana liberal Arts college training leaders**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Leveraging/ facilitators, social networks for more equitable and efficient labour markets for the poor (base of pyramid)

SESSION INITIATOR : Melissa Kwee

CO-WORKERS : Elanor, Tina, Odegard, Joiv, Gloria Tan, Philippe Huinck

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

*** Adopt an ecosystem approach**

- **Governmentt**
- **Business**
- **Media**
- **CSOs**
- **Individual**

But focus on small specific scalable business model eg. SG – CN, Services sector

*** Reduces ‘mindset change’**

- **Re-humanisaton of foreign workers**

*** How to build in stronger accountability, transparency**

- **Existing temporary agencies**

*** Tap into other like – mined trans-local networking eg. YWCA**

*** Low cost model (scale vs. margin) vs/ and social network to find jobs and support seekers in destination countries**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Housing for the poor

SESSION INITIATOR : Charlie Ayco

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

***Contacts**

- www.architectureforhumanity.org
- Singapore tech corporation – MFA
- Cornell
- Money migrant remittances
- Funding for migrants / www.aidha.org (education)

- Bond float for housing - Tap “ethical” investors to buy

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Social enterprise/ Worker Co-operative

SESSION INITIATOR : Evelyn Ng

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- * Searching for suitable businesses that might work
 - Services
 - Running cafes/ restaurants
- * Motivating the leaders – different in private sector and in a co-operative which stresses collective decision making. Tension that needs to be resolved.
- * Tapping resources (expertise) to help groups – multi nationals and medium sized organizations
- * Finding mentors for initiatives
- * Self – help important: find out what each person wants

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC: Returning hope to children – Education & children & poverty

SESSION INITIATOR : Breakout, 6+ 8 +13

CO-WORKERS : Joanne, Bruce, Evelyn, Arnout, Srin, Megha, Asha, Didier

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

***Children in developed countries, locked in poverty lack a future, kids commit suicide due to bullying, broken families, single parent**

***Education for children in developed & developing countries. Esp. educating girls – break poverty cycle, stops early pregnancies**

***Pests children of streets**

Manufacturing in India – Nike, etc, 18 hours a day due to child labor, vicious cycle in India

***People work as a family in India, children are required to work to contribute
Direct support from MNC to stop child labor and promote education**

***Profit making**

***Northern Thailand – raising level of poverty and displaced people
Can't speak local language end up as cheap labor**

***Basic education important**

***Teach language & skill**

***Support family so that kids can go to school**

***India – lots of graduates but no equivalent jobs - NYC – cab drivers could be a graduate too**

***Dignity is important**

***Hierarchy of needs have to be met**

***Nutrition in kids – rising non - nutrition**

***Children in poverty under a lot of stress these days**

- **What education are the children getting**
- **can be self centered and egocentric**

***Children in trafficking- Laos**

- **Girls tend to be breadwinners**
- **stable source of income for families**
- **start their income**
- **job creation**

- **provide vocational training**

***MNC practices vs. local companies on competing on pricing**

***Kids on the streets**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC: Children + Poverty: Literacy, children abuse, labor

SESSION INITIATOR : Breakout, 6+ 8 +13

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- *Social enterprise**
- *Educating the child labor**
- *Developing vs. developed countries**

- *Start barefoot colleague to teach vocational skills – learn music/hotel skills etc**
- *Lack publicity – small initiative**

- *Seek money – problem is not money - It is about the people doing it and receiving it**

- *Involvement of Media. eg. SPH School Pocket Money**

- *In Asia, media ranks 9 while in West media is ranked higher**

- *Share success biz/stories & replicate**

- *Be a more open Asia, less bureaucratic**

- *What is our project?**

- *Franchise model?**
 - **NGO high degree of individuality**
 - **Not to re-invent the wheel**
 - **To build schools**
 - **Many people like to help**
 - **Replicate the system**
 - **Train locals**
 - **Must have kids & teachers**
 - **How do we get money for the schools?**
 - **Involve media**
 - **Role of government?**
 - **Learning from leader/sharing of information**

***Developing countries**

- **part time education**
- **vocational training**
- **combine NGOs**

***Underdeveloped countries**

- **develop countries**
- **vocational skills (life skills)**
- **copy bare foot colleague**
- **raising publicity**
- **institutionalize the learning**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC: Social enterprise in women

SESSION INITIATOR : Sahemaah/Smail/Anqelive Cheong

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

***Need strong business plane**

- Marketing - need strong branding
- Ideas: getting celebrity to do brand & endorsements

***Importance of involving the private companies & government**

***Social enterprise should emphasize quality products**

Balance in the 'selling' of beneficiaries

***Good eg. of Singapore shawls high in quality & high end market**

***Importance of working with good partners**

- Holistic approach
- Training for woman
- Help in marketing products, finding distribution channels

SESSION OUTCOME

Singapore – 10th November 2008

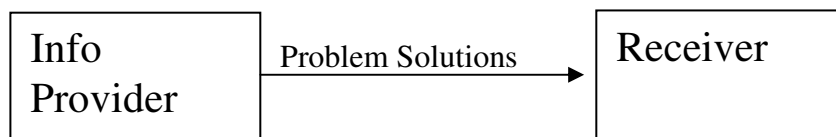
TOPIC : PUBLICITY AND AWARENESS (Global problem)

SESSION INITIATOR :

CO-WORKERS : Lalit Singh, Megan Pillsbury, Anna Windorpole, Evelyn Ng

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

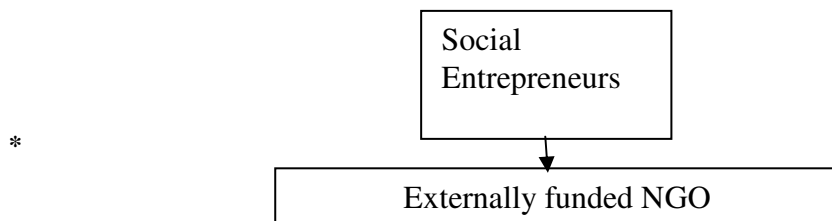
- So many people trying in their ways how do we coordinate our efforts?
 - Create awareness
 - Coordinate frontline activities with back end jobs of publicity?
 - Expert volunteers for publicity
 - Communication skills
 - Question of priority – time/efforts/money
 - Capacity constraints



- Be innovative/ use innovation
- Shared resources taking care of problem of a number of organizations

Problem area:

Lack of transparency in sector → difficult to pick NGOs to invest in.
Should have database
Annual reports



Doing publicity for a number of active NGOs

- 1. Capacity building**
 - a. Active Business schools investment**
 - i. For example MBAs without borders**
 - b. Networks – social networks**
- 2. Private sector involvement**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Communication Strategies

SESSION INITIATOR :

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- Establishing stakeholders
- Establishing key players
- Defining boundaries
- Identifying agendas
- Identifying non-tangible
- Business positioning

Communicating CSR –

NGO's joining hands

Like minded initiatives

Matching on a product level with donator

Finding free services to build in-house knowledge

Returns need to be concrete

Awareness

Good image

Generating demand

Matching (potential donors as key focus of the NGO)

Publicity

Tax deductible

Educate funders

NGOs have their branding positioning

Setting expectations, communication, pro-active action

Quantify the benefit (could be long term so quantify the long term)

Matching NGO strategy rather than general communication...NGO will communicate to their niche

Find funding for NGOs – and they will pay you for it

NGOs co-ordinating among themselves

Government have a stake and may not be good facilitators – an academic could probably be a good facilitator

Get a company to do your communications

Research – pay for research – in kind exchange...CSR plan

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Guns and Arms

SESSION INITIATOR : Megan Pillsbury

CO-WORKERS :

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

When I watch the news, and I learn about armed conflicts in developing countries, I wonder what role the arms themselves have in enabling the conflict. (e.g, Sierra Leone, DR Congo)

If the guns weren't there, how would the conflicts be different? How can we get the guns out? How can we prevent guns from being introduced?

How can we hold dealers responsible or prevent/disincentivise them from selling arms into poor and/or conflict stricken regions? Who are these dealers? Are they a few enterprising individuals who manage to be able to source 'lost weapons', or is the military industrial complex, including its developed country members, driving the sales and distribution?

If we can reduce the guns, would this event help prevent conflict or make it less violent or widespread? Would it then be possible to access the poor in these regions to help with development?

I am the only person in this group. Am I the only one to consider this to be a serious impediment to creating sustainable, replicable, scalable projects? For many regions, of the world, I don't see how you can address development without addressing firepower.

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Community Ownership

SESSION INITIATOR : Adonai Herrera - Martinez

CO-WORKERS : Paul Tan See Hoe, Srinivasa Varadhan, Angeline Cheung

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- **Definition: People of Dynamics in the community. Power structure and access to resources, culture.**
- **Two parts: where do you live, cultural traditional ties.**
- **Social work, elderly: service recipients**
 - **Transform and become contributors. Eg. Celebrations – volunteers cook, Arts & crafts**
 - **Community bonding**
- **E.g. Mumbai: families without children who build**
- **Embeddedness & inclusiveness & networks**
- **MFP –**
 - **Farmers in India: Leaders in IT to follow commodity prices, farmers exploited. IT & communications help to remove the middleman.**
 - **Housing in Singapore: Elderly isolation. Different techniques. Partially successful. Cultural barriers.**
- **Trigger/ common point: Pride and self-respect. Usefulness triggering the strength. Request for help rather than charity – proud about helping.**
- **Social business: businesses – win the trust of the people (TATA in West Bengal)**
 - **Bottom up strategy may be required from the beginning.**
 - **Marketing & holistic approach and clean presentation of benefits – Strategy**
 - **Singapore: perhaps too institutionalized not so operating grassroots.**

- **Bottom-up general solutions to local problems.**
- **Community initiated projects – increase media.**
- **Break poverty cycle & financial illiteracy – SKILS**
- **Fundamental issue: Psychology**
 - **New projects – share with the community. Provide the leadership but provide engagement (transfer leadership). Withdraw, build self-confidence. Certain failures are natural.**
 - **Youngsters in India are dynamic**

- **Part of the community are empowered**
- **Give voice to the otherwise minority groups, respecting cultural values.**
- **Micro-finance – difficulty in implementing.**
- **Grameen: even working in the U.S. Financial resources for the poor – it helps (www.vira.org)**
- **Data from villages – contact leadership of community**
- **Transferring the risk from the bank to the women of the community**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Mental health

SESSION INITIATOR : Vivian (Philanthropyworks)

CO-WORKERS : Megha (NUS), Eleanor (Care), Lahit (NUS) , Caroline Seow (SMU Lien CSI), Choo Jim Kiat (O'Joy Care)

DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS / OUTSTANDING QUESTIONS:

- **Problem Areas identified**
 - **Urban Singaporean**
 - **Xxx situation**
 - **Migrants (Indian/ Chinese – lack of social network)**

- **Issues in integration with Society**
 - **Social attributes**
 - **Stigma**
 - **Attitudes**
 - **Biological diseases**
 - **Alzheimer's/ Parkinson's disease**
 - **Bipolar illness**

- **Remedies**
 - **Mental health education to the masses**
 - **Counseling of patients**
 - **Integrating with medical treatment**
 - **Lessons to be learnt from West with respect to social attitudes.**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Production of organic cosmetics with victims of human trafficking

SESSION INITIATOR : Didier Bertrand

CO-WORKERS : Youth challenge (Rudy), Ng Guek Hoon, Tina Taheri

DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS / OUTSTANDING QUESTIONS:

- Production and Agriculture – need check plant is organic and ensure natural product does not become extinct
- Storage?
- Transformation
 - Village
 - Module center
 - Storage?
 - Packaging
 - Selling / Marketing
- Sustainability + Financial plan
- Local markets/ to international
 - Need to go through Food Health Administration Control
 - How reliable is Lao PDR
- Partnership & Lao Association of Promotion of organic products for selling
- How to adapt production / seasonal / market
- Potential links with
 - L'Oreal
 - L'occitane
 - Body ShopFor selling plants & promoting products. But need to ensure High Quality.
- NGO/ Business
 - How to explain to Partners
 - Change mentality from “Assisted NGOs” to self reliant businesses.

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC : Creating livelihood projects for refugees

SESSION INITIATOR : Jon Odegard

CO-WORKERS : Rohini Bhushan, Jared Tham, Melissa Kwee, Sim Yong Woon

DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS / OUTSTANDING QUESTIONS:

- Start up with Participatory assessment
- Identify skills and culpability within the population
- Needs assessment must be conducted based on:
 - Long term
 - Short term
- And the durable solutions
 - Local integration
 - Repatriation
 - Resettlement
- Some projects could be
 - Micro credit, financial education, savings and investment clubs
- Market refugee products such as Arts and Crafts internationally
- Local production of relief items that are provided to the refugees.
- Closed economy – produce for emergency stock

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC: GM Crops

SESSION INITIATOR : Greg

CO-WORKERS : Luic, Tracy

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- * Use incentives – ‘charity handouts are dead’

- * Take measures for IP protection – sterile seeds

- * Develop crops to address dev. world problems

- * Be careful with respect to bio-diversity, etc.

- * Create partnership between industry & NGOs

- * Involving government, NGOs, Corps

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC: Renewable energy/energy efficiency/Jatropha – trends and legislation

SESSION INITIATOR : David/Asha/Sunny

CO-WORKERS : Many

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

- *Jatropha – non-arable land. But still has big impact on environment**

- * Legislation seems to be necessary to improve building efficiency standards**

- * More energy awareness helps. Monitors for houses are coming available – People need to see usage immediately to change**

- * Australia has had a big push to change habits especially via Kids, Eg recycling**

SESSION OUTCOME

Singapore – 10th November 2008

TOPIC: Publicity & awareness

SESSION INITIATOR : Anu

CO-WORKERS : Usha, Haha, Phillippe

**DISCUSSION NOTES / KEY UNDERSTANDINGS / KEY IDEAS /
OUTSTANDING QUESTIONS:**

***Awareness & publicity**

- Social issue
- Policy change
- NGO capability

***How to create awareness & increase publicity**

- Build confidence
- Minimize cost

***What are the other ways to do this besides media, advertisement (costly) or internet (website)**

***Find a model that is scalable, replicable, sustainable to create/increase awareness**

***To put a face – ambassador to inspire or appeal to the public/people**

***Ambassador can be the founder or a celebrity that optimizes the work we do**

***BOT to be chief advocate of the program**

***The reason why Obama is so inspirational is because he ‘walks the talks’ – he does what he says**

***ie. Refugee agency – the issue is so dry therefore Angelina Jolie sort of reaches out to the first world country for them to want to understand and know the situation**

***Stress on governance & compliance – at the end of the day donors want peace of mind – accountability & transparency (publicity)**

***Public doesn't understand NGO terms such as 'capacity building' – package/positioning the programme – simplify to public impact the heart & appeal to public**

***target audience is important – publicity strategy**

***Solid networking is a great way to mobilize support and advocate networking especially through internet since youth is so geared towards it**

***Power – if you can influence people you can change them – mobilize support**

***Mass mobilization – policy change – continued communication – to sustain after the change**

***Need to have a break – to avoid 'mind fatigue' – same issue but different positioning**

***Use Obama's campaign as a case study**

***How you word your statements to the public is very important - keep it simple, put a face to the story, look into the organisation's image - rebranding**

***Just be true to your story – the media all come because it is a good story – no need for media budget i.e. 'door gifts'**

*** Tie it with flavor of the day week**

*** How it is aligned to the story of the week of the headlines**

*** Positioning message**

ACTION OUTCOME

Singapore – 10th November 2008

ACTION GROUP SUBJECT : Returning hope to children

SESSION INITIATOR : Phyllis, Chiew Huw, Megha, Didier, Srimi, Ruby

CO-WORKERS : Eleanor

WHAT WE WILL DO :

- To determine the economic context where children come from
- Engage corporations to ‘buy in’ to the program
(Corporate – government – local NGO)
- To adopt/research successful models e.g. Barefoot school, Ponduli Anak
(Indonesia), schools in temples (Thailand)
- Different models, different context (urban vs rural) different skills set required –
part-time education, maybe engage the community, families and sponsors etc to
ensure sustainability, replicable & scalable projects.
- Sometimes we have to “rescue” kids from prosecution etc. and teach them trading/
agricultural skills

WHO ELSE WE WILL NEED TO INVOLVE :

Communities, families, sponsors, corporations etc.

THE NEXT STEPS (e.g. When/where/how etc)

- When – Immediate (Now)
- Where – LAOS or example (anywhere relevant)
- How – funding may be from all sectors
- For children & women of trafficking

ACTION OUTCOME

Singapore – 10th November 2008

ACTION GROUP SUBJECT : Renewable / Energy efficiency trends and legislation

SESSION INITIATOR : David

CO-WORKERS :

WHAT WE WILL DO :

ENERGY EFFICIENCY

- **Develop a business to provide mentors for residential electricity usage**
- **Write attributes in local press describing on energy savings**
- **Be proactive when experiencing energy wastage e.g. central air-cons in offices**
- **Education**

ENERGY SOURCES

- **No silver bullet (solar, waste energy, wind, bio fuels)**
- **Sustainable & scalable can conflict**
 - **Economise impact on sustainability**
 - **Micro-grids in China**

WHO ELSE WE WILL NEED TO INVOLVE :

THE NEXT STEPS (e.g. When/where/how etc)

*

ACTION OUTCOME

Singapore – 10th November 2008

ACTION GROUP SUBJECT : To devise outreach and publicity programmes for small NGOs

Problem statement - How to be more visible?

There is a gap between the Information Provider and the Recipient

- Lack of funds
- Lack of expertise and skills
- Lack of resources – manpower and time

We need to define the target audience

- Government – Corporates
- Peers – other NGOs
- Target population

SESSION INITIATOR : Lalit

CO-WORKERS :

WHAT WE WILL DO :

- Large NGOs already have brands and access to funds
- We will look at the small / medium / new / distant organizations

There is a need for publicity – target specific

- Co-branding
- Viral marketing
- Cooperate and collaborate – joint efforts in marketing
 - Action groups to save on fund

Be innovative – use innovation

Capacity building – business school standard

Brand Ambassadors

Clear and simple target – specific message

Transparency and accountability

Be opportunistic

Use peoples' emotions

Networking events

BE OPEN TO IDEAS*

ACTION OUTCOME

Singapore – 10th November 2008

ACTION GROUP SUBJECT : Sustainable funding

SESSION INITIATOR : Bianca, Rupa Rai

CO-WORKERS : Rohini, Jon, Charlie, Gloria, Evelyn Ng, Syyed Qasim, Nor Goniaies, Melnida M. Gnevava, Usho, Siok Saleemah Ismail Steeve Landy, Jared, Phillippe, Tioy

WHAT WE WILL DO :

- *Create market tool kits
- *By consultants/tax advisors
- *Knowledge sharing/finding projects web
- *Create wikipedia to share best practices in financing and tools
- *Existing sites to be linked and expanded
- *ADB could be a partner in their knowledge hub
- *Focused on the financial tools that are new and good for financing, and incentives for donation
- *Bring in small NGOs into the mix after some of the mature NGO who can handle capital market fund mobilization

WHO ELSE WE WILL NEED TO INVOLVE :

ADB, Existing sites, NVPC, AVPV (National Voluntary philanthropy center)

THE NEXT STEPS (e.g. When/where/how etc)

- *Get NVPC (ADB) to take it as a project (manage)
- *ADB - Mavila
- *Roberto Ocampo of ADB head knowledge hub
- *Get the group posted on advances and news