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EVERLIFE

SUSTAINABLE COMMUNITY DESIGN

RURAL IMAGE RENOVATION ON SUSTAINABLE COMMUNITY

Executive Summary

This report provides information about what we have learned during our training with IATSS Forum through out 57 days of seminars, field trips and group discussion.

- Lesson learned

  Under the theme of sustainable community design, we have learned that community should have a balance between social, economic and environmental factors. Community should have responsible business practices taking into consideration of social issues but also be mindful to optimal consumption of natural resources.

  Community needs to identify the key features and the key success toward a sustainable community in order to effectively be able to mobilize resources and get the collaboration with multiple stakeholders.

- Project overview
  Our group has come out with a social project which will be covered about rural out-migration. Our goal is to improve current rural image with an aim to attract young people to stay in the community in order to foster a sustainable community.

  We will be implementing our project in 6 countries where our members have potential to implement. The project consists of various activities, which will be answering our 2 objectives including to shape the false perception of rural youth to be proud of their community and to strengthen social bonding between community members.

  We will be elaborating about our project framework on how we will mobilize resources and get the collaboration with local stakeholders.

  The project will be using a community based and experiential approach where community members will take the initiative and engage themselves in order to make them get the ownership.

- Group study process
  We have been thinking and learning together through out the sharing knowledge learned from the programme but also our personal knowledge.

  This part of the report will be explanation of how we have overcome all the challenges and conflict during our group discussion.

CHAPTER 1

KEY LEARNING POINTS

1.1   Introduction on Sustainable Community Design

The valuable experiences, knowledge sharing throughout the field trip and seminars from experts in various fields have sharpened our knowledge toward the concept of the Sustainable Community Design. We have learned that, in order to sustain a community, we need to have strong pillars in the areas of Environmental, Economic and Social factors. Figure 1 summarizes the interaction between the three factors in sustainable community design.
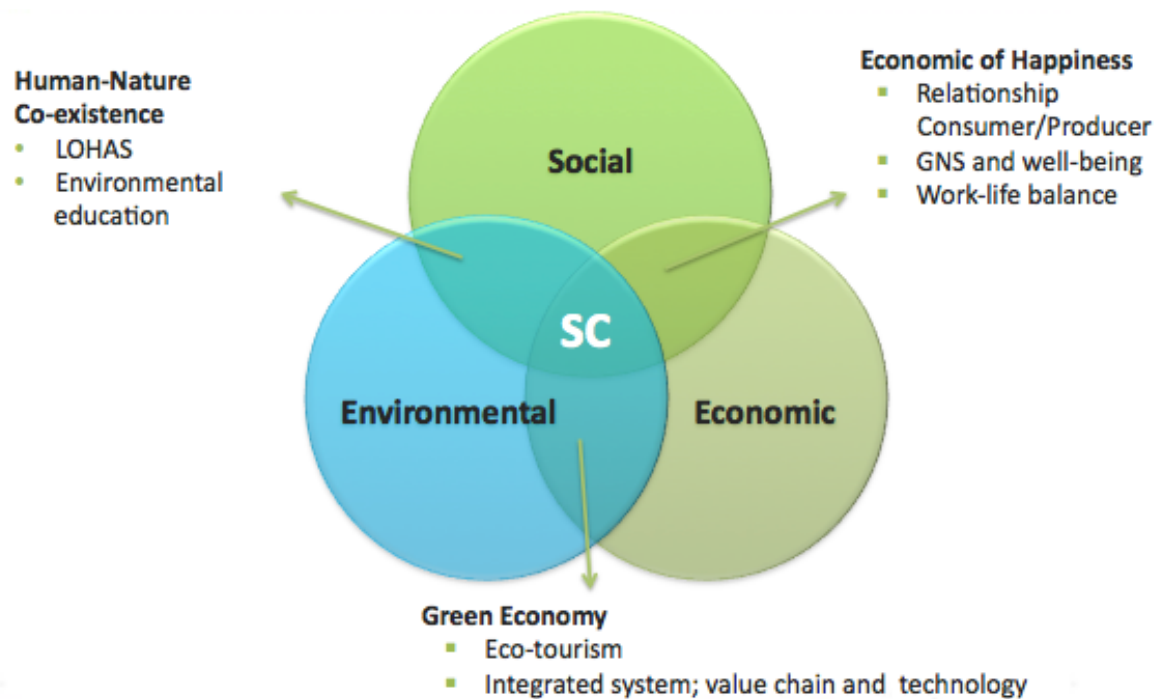

Figure 1: Interaction between environment, economy and social factors in sustainable community design

1.1.1 Environmental Factor

To ensure the sustainability development, a community needs to establish a closed circulation of resources where resources can be reproduced and reused but also to conserve Natural resources where it cannot be replaced such as mining or even water sources.

Community should also as much as possible use renewable energy and green technology in their daily life, especially in industrial zone area in the community. The community should set regulation to enforce the awareness of environmental issues in the community in order to protect the community from any pollution which may be caused by the industrial companies.

The urban planning is also one of the important elements to be considered. Local government should make a segregation plan between accommodation area and the industrial zone so that residents can avoid any risk or hazard from the industrial polluted wastes; instead, creating new environment for the community such as recreational park and manage drainage system before release waste water the river or sea.

Moreover, community member should have a clear mind set on how to sustain utilization on natural resources, we should be more considerate about the environment especially for the developing country where government puts more priorities to build the high raise building and allow foreign investors to come in the country without monitoring the process and the waste management.

The community should take the environment issue as the main priority as they cannot always object the government's development plan but they should take part to the infrastructure planning so that they can raise their concerns to the central government.

1.1.2 Economic Factor

Financial aspect is also a major role in the sustainable community. Basically, Local Government will provide annual subsidy to community in order to manage daily operations. Thus, the budget received from the Government might not be sufficient for all activities, therefore, community have to be self-sufficiency and to be able to support its finance independently.

In order to achieve that, community should identify its potential possible financial resources which can be done by the collaboration with companies within the community through their Corporate Social Responsibility activities.

Where the community has land and skills set for agriculture. Community should revitalize the agriculture practices with diversification of resources existing in the community but also find new technology and improve the skills and the know how to community member in order to produce better products to supply to the market.

A lesson learned from our field trip in Moku Moku farm was one of the excellent ideas on how to preserve the agriculture in the community, by opening a farm where farmer can improve their agriculture skill through various training from experts but also from the direct feedback from customers in the allocated market for local farm. Besides, they also added value to their products by transforming the raw material to finished product which will be sold in only designated market.

This example of social enterprise business model with fair trade and equitable distribution of income and revenue will help support the community in toward their sustainable process and will also improve the income generation in the community.

1.1.3 Social Factor

The most important factor to sustain community is people, through out the experiences and the education, people want to live in the better housing condition and society where they can have their safety, security and healthy livelihood.

We learned that Government should play the role to foster a stability in the politic in order to ensure the safety and create the unity in the country, the decentralization of the power and support by adapting the appropriate policies, regulation and the allocation to the local community, will empower the community to create more activities in order to unify the community member.

Community can strengthen the relationship among the community member by increasing community value and wisdom by building awareness in their culture and tradition and through out various sharing activities such as community outing, exhibition and storing telling.

Community also need to establish a mutual support system where community member will always be up to date of any important activities where help is needed specially in case of natural disaster or any incident happening in the community so that community member can help each other before receiving external aid. Community should set up a contingency plan for any emergency cases and identify household where there is any vulnerable member so that the appropriate help can be sent in case of emergency.

Moreover, community member should easily be able to get access to information, dissemination and communication which can be published through out social media, community based data collection center and citizen journalism.

Besides, in order to stay connected with other community, we also should consider the connection and collaboration between rural and urban area so that community member can share experiences and skills with urban people.

1.2 Key Features of Sustainable Community Design

The result of our group discussion regarding to the key features of sustainable community are:

- Think globally, act locally: community member should have vision and bigger picture of their community in order to develop their society yet to act locally as to preserve their way of life, tradition, local skills and technics.
- Multi-stake holders collaboration / partnership: by creating more networking, community should collaborate with as many stakeholders as possible as to facilitate their activities.
- Synergy: community should seek for better quality product by using multiple resources to get new product with greater quality.
- Collective / common vision and dream with actions for sustainable future
- Contingency plan (scenario-setting and planning) and risk management (prevention is better than cure): based on the lesson learned from the Hanshin earthquake, it is necessary for a community to assess the risks and its possibility to occur. Community should set up the emergency evacuation plan and the contingency plan in case of natural disaster so that community member can be informed and trained how they should be self-support and mutual-support.

1.3 Success Factors for Sustainable Community Design

The keys for a successful sustainable community are mainly to identify the leader who is passionate in the development of the community, who has vision for the future plan, who can motivate the community member in order to be a change maker for sustainable development.

Community leader should also have human charm to foster human resources and to motivate them toward the creativity and innovation in order to add value to the community.

Community should raise the awareness of the member regarding to social, environment and economic challenges so that they can empower the productivity, strengthen social bonding and to reserve natural resources.

In order to promote the community, member should create branding by identifying the uniqueness of the city and to add value into the existing historical place, traditional craft and to their traditional culture. Community can use several tools to promote their city by publishing in the social media, community bulletin and to sun campaign both internal and external.

Using networking will also enhance the awareness of the external people to visit their city and to invest in the community where they can provide job opportunity to the member.

Community also should be able to adapt to new changes and challenges specially when they have the village product where many industrial companies are their main competitors. Therefore, community should always find and update their products in order to response to the demand of the market.

1.4   Definition of Sustainable Community

Based on all our learning and experiences in IATSS Forum, the definition of sustainable community is developed as the foundation for the EVERLIFE project.

Sustainable community has a _balance_ between economic, environmental, and social factors which adopt _responsible business practices_ through optimal consumption of _natural resources_ to enhance _community empowerment_ and _collaboration_ for both _present and future generations_.

The terminologies that require further clarification in this definition are responsible business practices and community empowerment.

In reference to the Mother Nature Network and other relevant business journals, the responsible business practices refer to the business conducts with condition for ethical, environmental and community goals in addition to making a profit.[1] The unbalanced development resulting in natural resource degradation and social issues is caused mostly by the prioritization of materialistic economic growth over social and environmental factors. An introduction of responsible business practices sheds new light that can divert the economic development patterns to include social and environmental goals.

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[1]http://www.mnn.com/money/sustainable-business-practices/stories/responsible-business-practices

Another clarification is for the community empowerment which, according to the World Health Organization, refers to the process of enabling communities to increase control over their lives.[2] The community is the direct stakeholder and therefore its members should take active role in making decision for their development.

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[2]http://www.who.int/healthpromotion/conferences/7gchp/track1/en/

CHAPTER 2

PROJECT FRAMEWORK

2.1   The Reasons for Choosing Rural Community

Through all the learning and agreed definition of sustainable community, the team develops further the project that can contribute to the materialization of sustainable community design. EVERLIFE project has a focus on rural communities due to the following reasons.

1)   The close relation and dependency on natural resources of rural communities is clearly visible. Most rural poor depend on natural resources for their livelihoods, food, shelter and cultural identity. Hence the linkage between rural people and natural resources is necessarily a close one.[3]

2)   Community setting for empowerment and collaboration is relevant to social solidarity where as compared to urban areas, in rural communities, common experience, purposes, customs and traditions form the basis of unity in the villages. The relationships and interactions are rather intimate.[4]

3)   Rural community is considered in the initial stage of community development in which the sustainable community design can be adopted with less resistance and investment in efforts.

Within the rural community context, the common issue across the 6 countries (Cambodia, Indonesia, Lao PDR, Malaysia, Thailand, and Vietnam) of rural out-migration is identified. The cause-effect analysis was conducted and found that the effects of rural out-migration included the increased unemployment rate with school drop-out at the early age, over-population of urban immigration, abandoned cultural practices, and lack of labor force for agricultural sector.

2.2   Causes of Rural Out-Migration

We conducted cause and effect analysis in order to know what had initiated the out-migration problems in rural area. There are few causes that we managed to find out such as lack of job opportunity, low quality of life, limited access to education and lack of pride for the community. All of these factors were discussed in detail as below. Figure 2 summarizes the whole idea of causes of rural out-migration.

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[3]http://www.ifad.org/rural/rpr2008/chapter2/2.pdf
[4]http://www.yourarticlelibrary.com/sociology/rural-sociology/rural-community-top-10-characteristics-of-the-rural-community-explained/34968/
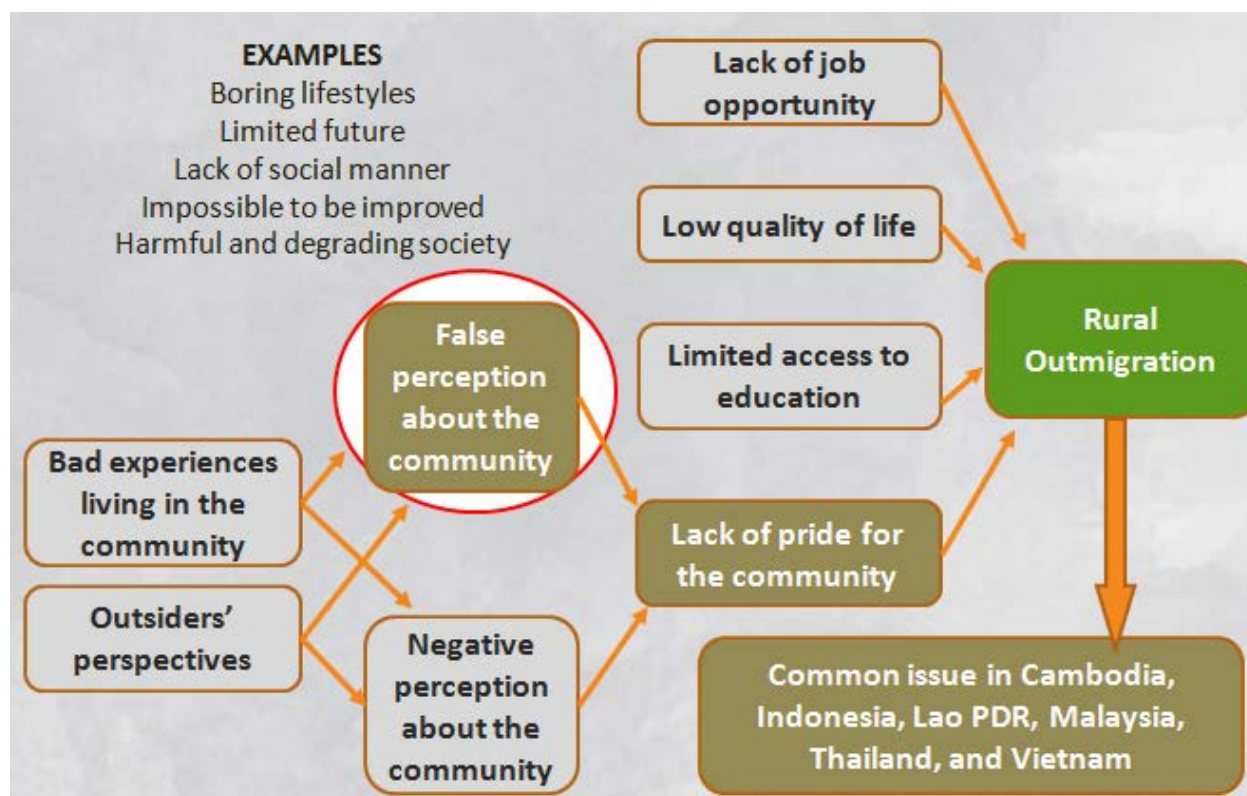
Figure 2: Causes of rural out-migration

2.2.1 *Lack of Job Opportunity*

"Most rural women and men depend on their labor to earn a living. However, available rural employment opportunities are often precarious, poorly remunerated and even hazardous to their well-being."[5]According to FAO, the lack of decent employment opportunities in rural areas is one of the main reasons why rural life continues to associate with extreme poverty. The outmigration is a way to cope with seasonal and permanent unemployment in agricultural sector.[6]

2.2.2 Low Quality of Life

People need to fulfill the minimum quality of living standards which include income, the growth of rural infrastructure and services health, political freedom, participation in civil society and

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[5]http://www.fao.org/rural-employment/en/
[6]http://www.ifad.org/events/gc/30/roundtable/migration/proceedings.pdf

the status of women. [7] However, the quality of life is not only compounded by those measurements of well-being but also about happiness and level of satisfaction. [8]

2.2.3 Limited Access to Education

Due to the small number of population in the rural communities, the facilities for higher education are not available. Usually the small elementary schools are accommodated within the communities but at the secondary level, there are not enough students for public welfare investment. The higher educational institutes from secondary to undergraduate levels are located in the larger areas where students from many communities attend. Consequently, the young students have to move out for their future education.

2.2.4 Lack of Pride for The Community

The lack of pride for the community has been caused by first, the negative perception and second, the false perception about the community. These perceptions are the results of some bad experiences encountered living in rural communities and some interactions with outsiders' perspectives. The negative perceptions are linked and connected with the causes of rural out-migration addressed earlier such as the lack of education access, whereas the false perceptions are grounded on the feeling and oftentimes stereotyping images. Examples of false perceptions are boring lifestyles, limited future, lack of social manner, impossibility for improvement, harmful and degrading society, etc.

2.3 Overall Project Framework

The project framework is built upon the Plan-Do-Check-Adjust (PDCA) concept which is the interactive four-step project management method. [9] The planning is about the development of objectives, expected outcomes and possible activities. In working with the target communities, community mapping and consultation are in the planning stage. At the stage of doing, these activities are implemented. The checking is to monitor and evaluate actual results across the timeline. After the evaluation, the following plan of the project can be adjusted and adapted to the context and new setting. The overall EVERLIFE project framework is depict in Figure 3.

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[7] http://www.adb.org/sites/default/files/publication/28032/quality-life-rural-asia.pdf
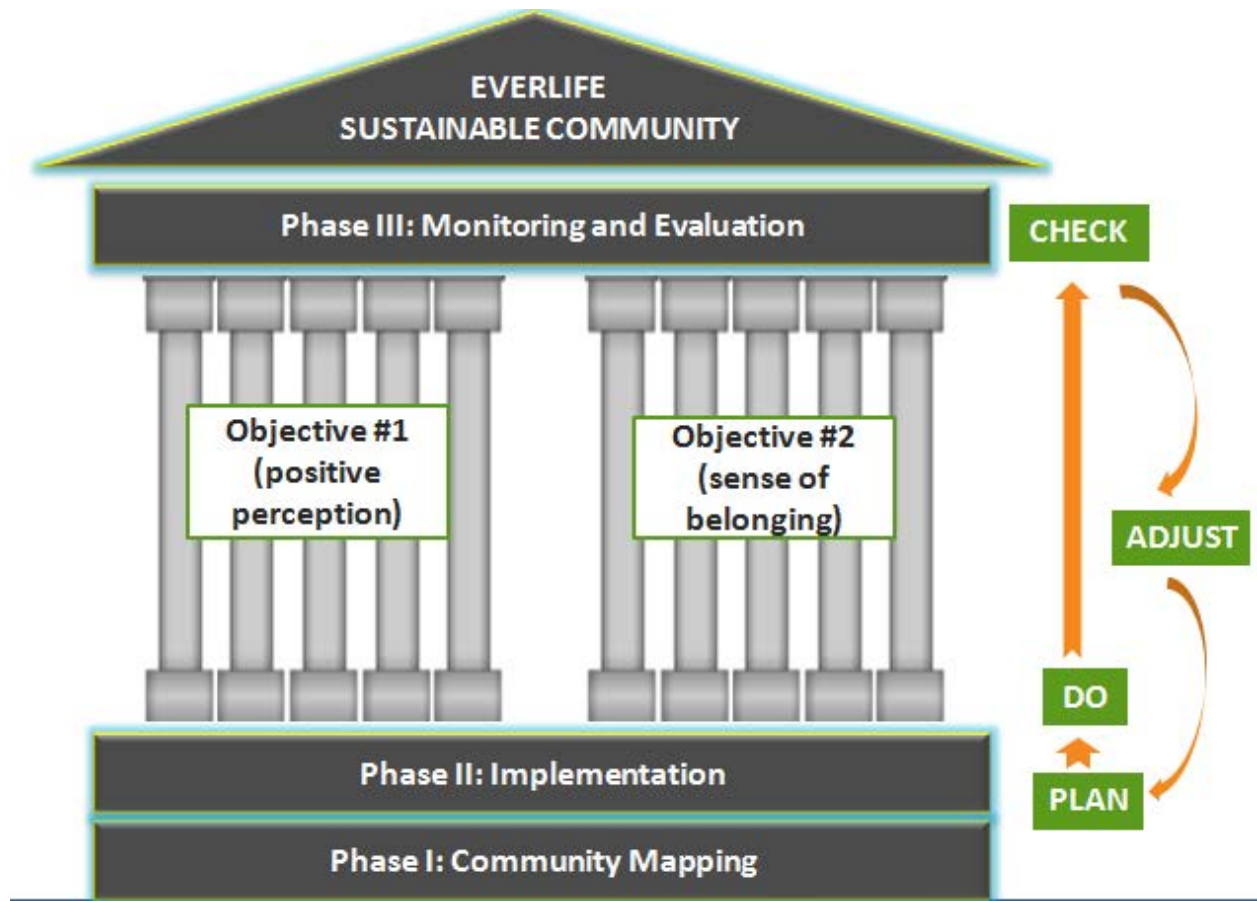[8] Ibid., 2001.
[9] https://en.wikipedia.org/wiki/PDCA

Figure 3: Overall Project Framework

CHAPTER 3

PROJECT OVERVIEW

3.1   Introduction

After series of brainstorming and constructive feedback gathered from all of group members on the common issues of out-migration problems in our villages, EVERLIFE agreed to work on the rural image. Thus, we agreed to name the project as "RURAL IMAGE RENOVATION FOR SUSTAINABLE COMMUNITY". The word 'renovation' is chosen because it covers a broad range of definition on 'making changes' such as modernization, restoration, redecoration, refurbishment, revamping, makeover, reconditioning, rehabilitation, overhauling, redevelopment, rebuilding, reconstruction, remodeling, updating as well as improvement.

Why do we eager to renovate the image of rural community? Pertaining to the issue on out-migration cases from rural to urban area, this topic was selected as we believed that having a good image would be able to increase the pride of the community members towards their village and thus eventually change the negative perception about rural image. Once the rural image being improved, it is hope that out-migration issues can be reduced. As the consequences, the number of young people who stay and making a living in the village will start to increase and eventually solve the problems of less young people in the rural area who can contribute to the success of sustainable community. With this very first approach, we believed that further steps on developing the sustainable community would be easier and can be initiated.

In this Project Overview section, detail explanation on project goal, objectives, expected outcomes, target group, duration, selection of location, mobilization of resources as well as the roles of stakeholders will be covered. Approaches taken in executing the project will also be discussed with detail coverage on the project phases involves in the "RURAL IMAGE RENOVATION FOR SUSTAINABLE COMMUNITY" project.

3.2   Project Goal

The ultimate goal of this project is to improve current rural image with an aim of attracting young generation to foster sustainable community. Understanding the shortage of human resources to sustain the community in rural area allowed us to think critically on how to attract the attention of these young generations to stay and make a living in their village. Our study about the possible factors that contributed to the out-migration of these young generations to

the urban area were actually driven by the false perception of rural image such as boring lifestyles and limited future. Therefore, there is a need to improve current rural image as to attract the young generation to stay in the village and contribute to the sustainability of their community.

3.3 Project Objectives

Development of a sustainable community requires effort from every stakeholder, especially from the people of the community themselves. Understanding the concept from people to people for the next generation in developing sustainable community gave an insight to EVERLIFE to launch a project on how to gather the people of the community and to strengthen ties between them. In order to bring people together, they need to be proud of their community as well as to feel the sense of belonging to their community. Therefore, this project aims to:

i.   shape the perception of rural youth to be proud of their communities through community activities and

ii.   strengthen social bonding among local community members in order to foster the sense of belonging through neighborhood interactions

3.4 Project Expected Outcomes

Through the implementation of this project, we expect that:

i.   the rural youth has positive perception about their communities.

Key Performance Index (KPI): This positive perception can be measured through questionnaire and survey on the number of rural youth with improved perception on their community in term of pride and ownership.

ii.   community members have stronger sense of belonging among themselves.

Key Performance Index (KPI): This second outcome can be measured from the number of people continuously participating in community events being conducted.

3.5 Target Groups
Since EVERLIFE project aims to attract the rural youth attention, we narrow down the target group into rural youth with the age between 10 to 15 years old. We believed that the youth

between these ages are capable to understand the message and objective of this project, thus actively participate in the EVERLIFE programs. Apart from that, this target group was chosen as they will soon leave the communities for higher education in large cities as well as to have proper and convenient education. It is hope that by nurturing a positive perception about their village at their early age, it will increase their sense of belonging. This project also needs participation from community members including elder, parents and educators.

3.6   Duration

The project shall have a period of five years with regular monitoring and evaluation at every six months in order to find out any improvement and the need to adjust the action plan if required. This period is feasible for initiating the project and then measuring effectiveness of the project to the selected target group.

3.7   Project Implementation Sites

It is expected that the project shall not only applicable and feasible in one country, but also in all six countries of our group members. Accordingly, the six areas are selected including Sisavath Village (Laos), Van Lang (Vietnam), Bagan Datoh Perak (Malaysia), Thousand Island (Indonesia), Poi Pet Town (Cambodia), Huay Hin Dam (Thailand). The specific location is shown in Figure 4 while Table 1 summarizes the background information of the selected sites.

Figure 4: Location of sites for project implementation

Table 1: Background information on the selected of implementation sites

Country	Name of area	Main Business Activities	Issues
Malaysia	Bagan Datoh Perak	- Fishery activities and Tourism; homestay	+ Small cowboy town + No petrol (gas) station + No shopping mall / entertainment + No tuition centre + Lack of job opportunity
Laos	Sisavath village	- Semi-urban areas - Cultural attractions	+ Poor planning + No road access and no electricity and proper water supply system + The low quality of hospital and education + Unavailable technology due to rural untrained people + Lack of social manners
Cambodia	Poi Pet Town	Main business fields: Casino activities and farming	+ Less jobs opportunity, no competition + No access to higher education institutions + Weak social bonding nor united community. People really focus on generating incomes, and they don't really care about their neighbors + Abandoned agricultural land because of low prize + Negative perception of this town from city people in terms of poor infrastructures, and miss-leading perception as insecurity town because of Media (Newspaper) + Uneducated young people + Agriculture not working: no system such as drainage, not enough support from government

Vietnam	Van Lang	- Main business fields: farming and visitation of famous temple for annual pray	+ Low living standards + Lack of job in hometown + Difficulty in accessing to the place + No cross group collaboration within community
Thailand	HuayHin Dam village	- Central region of Thailand, mountainous area which is accessible infrastructures	+ Nomadic way of living + Land using for National Part + Limited land for citizen + Less than 100 households + Less land (logging concession banned by the Government but forestation concession) + Out-migration of Young people for works + Only elderly in the community + Lack of culture incorporation into school (students are not proud being Karen, lost their identity and cultures) + Lack of trust from Government
Indonesia	Thousand land	- A great tourism site - Comprehensive system of formal and informal Government (Fishermen group, home-stay group)	+ Out-migration of young People due to the fact that they feel they don't have future on the island (they moved for education and jobs, and better life styles) + Culture shocks because of diversity tourists (New way of modern life style). Local people try to adapt their life, and somehow lost their identity (Ex. Reading Bible routinely with their community) + No social bond and sense of belonging + Competition among Island to attract tourists

3.8   The Reasons for Sites Selection

There area numerous reasons which we selected the areas. Firstly, youth out-migration is a common issue in the six countries with the same reason such as lack of jobs and better living condition. In particular, after graduating from university, people do not want to return to the places. Secondly, weak social bonding inside communities is happening. This is different from long time ago when people in a community usually share information and have close relationship with their neighbors and other ones within the community. The issue is caused by various reasons, however one of the most dominant ones is due to the fact that people now spend their time on their private work. Thirdly, cultural identity is declined due to the modernization or urbanization. Moreover, lack of local knowledge transfer is also the reason leading to the selection. Young generation no longer hear traditional story about their community from their parents, therefore their traditional culture or story shall be soon negatively affected. Finally, the most significant reason is that these areas are potential for project implementation. The data related to the sites shall be conveniently collected and the information thereof is familiar to group's member.

3.9   Resources Mobilization

Resources mobilization is important in ensuring the continuity of sustainable community. For this project, we have identified few resources that might be useful. The details are as the following;

1.   HUMAN
   - Community awareness - In order to get the human capital mobilized for the project, we must build the awareness among the community members

2.   MATERIALS
   - Natural resources usage - We need the usage of some natural resources such as fisheries, the landscape to get the project runs.
   - Facilities and physical evidence utilization
   - The project needs some facilities such as mosques/temples, community office/park, etc

3.   TECHNOLOGY
   - Internet - The internet being used to get the information, data and feedbacks

- Mobile technology - We use the mobile technology to enhance the flow of communication

4. FINANCIAL
   - Community-based business - In order to get a financially sustainable project, we include the business/revenue generating initiatives conducted by the community
   - Crowdfunding - External funding from the people outside the community that has the sense of care to the community
   - Corporate Social responsibility - We also would like to tap-in to any CSR initiatives from the private sectors that focuses on empowering the rural people
   - NGO partnership - There are many NGO's working on the issue of rural community, working with them is a win-win solution.

5. CULTURE
   - Cultural heritage - Any kind of cultural related items that can be leveraged as the "brand" of the community, for instance, the temples, historical sites, ceremonies, traditional craft, traditional dance, traditional games, including the person (crafter, monks, elderly) etc.
   - Community culture club - In order to manage all the cultural resources, we set up the club for the culture-related key persons.

6. INFORMATION
   - Community-based information center - The bottom-up information initiatives, including the use of simple citizen journalism and traditional language approach
   - Media (offline and online) - We also want to get an outreach initiatives for the people who out-migrated and/or urban people, so we use the mass media and online media to spread the initiatives

3.10 The Roles of Stakeholders

Stakeholders play important roles in supporting the success of the sustainable community. The roles of each stakeholder were discussed further below:

1. Government

- Central Government - National campaign and to some extent could provide some funding
- Local Government - Engage with the community, providing support system for the initiatives

2. Community leaders
   - Engage with the community and creating awareness
   - Finding and leveraging the uniqueness of the community
   - Community based enterprises

3. NGO's and NPO's
   - Liaising different stakeholders
   - Mobilizing external funding
   - Raising awareness
   - Building capacity & mutual partnership
   - Gathering data & information

4. Technical experts
   - Advisory roles
   - Training
   - Scientific-based information and analysis

5. Business and private sectors
   - CSR
   - Socially responsible business
   - Supply chain and procurement
   - Green technology and innovation
   - Employment for community

6. Media
   - Public awareness
   - Information access and exchange

7. Educational institutions
   - Fostering next generation leaders
   - Internalizing community values

3.11 Project Approach

For this project, we will be using community-based approach, which is a bottom-up approach where community will lead the projects. The project will be shaped by local community's knowledge and initiatives. From our project frameworks, activities will be adapted with the current situations and challenges of the community[10].

Why Community-based approach?

According to UNDP (Community Based Approach To Local Development Project, Phase II; CBA-II), promoting community-based approach to local governance and sustainable development will enhance energy efficiency at local level as well as support the creation of the locally owned and managed repository and network of good practices and knowledge on community mobilization and participatory governance

In accordance with our practical situation of the communities of our countries (Cambodia, Thailand, Vietnam, Malaysia, and Indonesia), community-based approach will empower our potential community people and make our project an integrated one. First, as we got our planning ready, we will present it to our community leaders about the concept and ask for inputs and constructive feedbacks before we can come with more specific projects which could be applied successfully.

To reach our goal "Rural Image Renovation for Sustainable Community", we will be taking the following steps:

Step 1: Change of Perception

To kick start, we will be working on shaping the perception of rural youth and local communities and outsiders on the image of rural community through various activities on bringing up its values.

Step 2: Unique Story

To promote community both internally and externally, building community branding is a fundamental method. Creating and presenting stories will create uniqueness for community. A good example is Sugashima Island, Toba City, where students present and create stories about their cultural sites, temples and tourist places. This attracts tourists and makes them feel

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[10]   **Reference:**   Community-base   approach   (UNDP): http://www.ua.undp.org/content/ukraine/en/home/operations/projects/human_development/project_sample111.html

appreciate to the beauty of the Island, meanwhile building a loving spirit of the local residents towards their own community.

Step 3: Hands-on Experience

Our projects will focus on engaging local communities and empower them to participate and lead the projects. They will take initiatives in shaping the project's activities.

Step 4: Knowledge and Expertise Sharing

While engaging local communities, it is a must that their skills and capacity will be continuously developed. To do this, they will exchange their existing knowledge amongst themselves through various platforms from an informal conversation to a formal sharing forum. Besides local knowledge, we need to embed learning from expertise on respected activity.

Step 5: Pride and Ownership

Last but not lease, we will work on building sense of pride and ownership in local people who are living in their community; meaning, as they understand the uniqueness of their community, they start to value and thus long to take part in sustainable community development and that their initiatives have been addressed and made positive impacts to the whole community.

CHAPTER 4

PROJECT PHASES

4.1   Phase I   : Community Mapping

Community mapping refers to a process of inventorying the resources or assets available to a specified neighborhood. It includes inventorying of public capital and cultural resources as well as community assets for individual development. This conceptual approach will be identified as Community Asset Mapping. *(No3, 1998 – 1999, the several forms of community mapping, Michigan State University)*

As we employ community-based approach for our project, community mapping is the tool to engage local community. Our aim of community mapping is to:

1.   **Collect information about community:** to identify the community's resources, land marks, culture and tradition, traditional crafts, historical sites, food, human resources and other potential resources which are significant for projects' implementation.
2.   **Identify community key persons and leaders:** to identify leaders who have commitment and inspiration on contributing to developing their community.
3.   **Identify challenges:** to understand the current situations and issues of the community.
4.   **Analyze needs:** to know the needs of the community and how our projects could be successfully applied to the community.
5.   **Consultation:** Project's framework will be presented and shared with local leaders, gather feedbacks and then adept the framework. This is so called idea's diffusion.

4.2   Phase II   : Implementation

4.2.1   Implementation of Objective 1

4.2.1.1 My Treasure Village: A Case Study of Beting Beras Basah

My Treasure Village is designed to allow rural youth (age 10 to 15 years) to create a unique story about their village and presenting it to the audience through story-telling competition. They are free to choose any topics that are related to their village such as community landmark

and heritage, nice spot for scenery, traditional foods and cultures as well as races and religion. In depth understanding through research or finding about the specialty of their community will eventually raise their pride and ownership to the community (specifically to their village). Therefore, "My Treasure Village – Story Telling competition" is designed in hope to change the perception of the rural youth towards their community.

At the first stage, the organizing committee, which might be the Community Club will do the discussion with stakeholders including the rural youth as to convey the idea, do some research about the community and collect necessary data such as number of rural youth in the community.

During the second stage, the Community Club needs to give support to the rural youth in order to create the unique story about their community. The Community Club can help to identify the place for the event such as at the mosque, temple, football field or school. They also can help with the fund raising and sponsorship from the private sectors.

The third stage will be the implementation of the project where the story telling competition will be held. The rural youth will tell the audience about the unique story of their village and what makes them proud of being part of the community. This program will be ended by the Community Club with a special wrap-up session in order to increase the rural youth positive perception and encourage more participation in the future. **Table 2** summarizes the milestone for My Treasure Village program as well as the specification of the activities and the stakeholders involve.

Table 2: Milestone for My Treasure Village

Step	Activities	Stakeholders
1	✓ Program orientation and discussion ✓ Data collection ✓ Identify uniqueness of the community	Youth and other community members
2	✓ Support youth to create unique story ✓ Identify location, audience, budget related to the event ✓ Raise fund and sponsorship	Youth, other community members, private sector
3	✓ Event organization 'My Treasure Village' ✓ Wrap-up session	Youth, community members, Returned out-migrated members, outsiders, local media

A case Study: Beting Beras Basah

Bagan Datoh is small village, in the state of Perak, Malaysia. The village is special because of its unique story. It is a special place where every king of Perak celebrates Coronation Ceremony. During the 15th Century, when the first king of Perak was instructed to go to Perak River for Coronation Ceremony, the ship was hit by a big wave. They threw all of their treasures away, but it did not help. Then, the king threw his crown into the river, and suddenly the wave calm down. And the ship was landed at **Beting Beras Basah, Bagan Datoh.** Therefore, the place has been a special place for all kings of Perak to come over for their coronation purposes in order to commemorate the moment. This story creates pride of the community. However, not many young people know why the King's visit to this small village. If the youth realized such unique history, they will have pride for their community and eventually being inspired to create more unique stories.

4.2.1.2 Inspirational Talk Series

Inspirational Talk Series is a platform where community's stories can be shared to their young people. The presenters can be successful out-migrated people, elderly on their hope to his village people. This platform aims at building awareness and prides of the young people about their community meanwhile bring them together to build stronger social tie. Community

people could initiate what topics are worth presenting, and what creativities they should put in order to make their stories more attractive and inspired.

4.2.1.3 Sibling Community

The successful projects could be shared across a network of the six communities in order to share experiences and knowledge from one community to another community. Through this network, we also can initiate the exchange program through which young people can exchange their experiences with community people in different countries.

4.2.2   Implementation of Objective 2

4.2.2.1 Creating Slogan / Logo / Mascot of Community

This activity aims at promoting community branding to local community people as well as outsiders. Community people will get together and initiate slogan, logo and mascot of community, which reflect their community's image. These could be used during community's activities, newsletters, education materials and

4.2.2.2 Community Outing

The purpose of this activity is to get together families and community members through a fun, and relaxing way. They can bring their home food and enjoy eating together. This activity can be over the weekends or during holidays. This will help community people build a closer relationship and get to know each other more.

4.2.2.3 Greeneration Day

Greeneration Day is an activity, which serves two purposes; both making community clean and bringing people together to do social work. There can be activities such as picking up trash, planting trees and flowers on the side-roads, and cleaning the roads

4.2.2.4 Garage Sale

Community can sell their old or unused items. This activity can be at public community's place where they can get together and sell their items. This activity can be done over the weekends. Participating people could earn some money meanwhile have the opportunity to get to know each other.

4.2.2.5 Foster Family

Young people in the community can stay overnight with other families in the community. This activity aims at building stronger relationship, bringing them to understand insightfully about each other.

4.3   Phase III: Monitoring and Evaluation

This project will be constantly monitor and evaluate from time to time in order to ensure the activities are progressing according to the plan and whether the objectives set earlier are still valid. If it is not valid, then it should be discussed. Questionnaire survey and community satisfaction survey will be done together with interview and focus group discussion.

CHAPTER 5

GROUP STUDY PROCESS

~ MESSAGE ~

Group Study Process is one of the two main learning processes at IATTS Forum. We learn through knowledge sharing from our group members. We shared about what we have learned from IATSS Forum. And beyond that, we learn from professional and personal experiences of our group members. We also can learn how to work with diversity and how we could respond to the challenges, which occurred in the group.

At IATSS, we learn and think together, meaning, our projects have been shared with professors, staff and our fellow participants before the finalization of the project. Through this, we have learned through Feedback and Reflection.

As we go, we are struggling with so many challenges. One of those is getting consensus is extremely difficult giving that our members are from different backgrounds. Our members are professionals, lecturer of Food Science, Lawyer, Managers, and NGOs staff, and businessman. This also creates conflicts. We sometimes raise big voice to each other, get aggressive to some extents, and sometimes lose motivation to hold on to group commitment.

How our group overcomes this is to have work-balance, work hard and play hard. From time to time, we will together have fun activities, playing Ping Pong, listening Music, and having snacks and so on. Besides, we care and check each other's emotions at the end of the day. One fine motto for us should be the African Proverb "If you want to go fast go alone, if you want to go far, go together", meaning we would never abandon each other, and our project must be very inclusive, where every one has contributed.

As we go, we admit our weakness and appreciate our strength. We witness the improvement in us, and we believe that this would be our greatest start of the journey to make ourselves even better back home. We hope to give impacts to our communities through our projects, which we have put, so much effort in.

EVERLIFE group would like to express our sincere thank for IATSS staff, professors for your hard work and detail attention, not for only our group but the whole batch. We are so grateful to be part of IATSS and we are looking forwards to contributing back.