



LATSS FORUM

Leadership Training Program in Japan
For Young Professionals in ASEAN countries

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Group Study Report



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Executive Summary

In order to come up with a good project about designing a sustainable community, it is necessary to have a clear and agreed upon definition of what sustainable community is. It is realized that the terms “sustainable community” has very wide meaning and have been defined differently from one to another. However, it is recognized in overall that sustainable community is the one that uses its resource to meet the diverse needs of existing people without compromising future residents, their children and other users, and one which contribute to a high quality of life and provide opportunity and choice.

Thus, sustainable community should balance between social, environmental and economic aspects. In this, we believe that economic development needs to ensure fewer negative impacts on environment and social value so that we can pass on natural resources, good environment and social values that define us to our future generations. Ultimately, a sustainable community should be a place where people want to live in, work and visit forever.

A community that can sustain itself is one that relies almost entirely on the effective and efficient utilization of its own scarce resources, and is less dependent on external factors. Therefore, to design for a sustainable community development, it is crucial to identify, prioritize, and allocate available resources for community development in the best way possible. We have defined eight crucial factors as resources for sustainable communities; which are people, goods, money, information, culture, technology, education, and environment.

Mobilizing resources means identifying and prioritizing the available resources for sustainable development within the community and in the best way possible. The resources here refer to some of the main components necessary for maintaining sustainable development of the community such as: people, goods and services, fund, culture and tradition, information, technology, education, and environment.

In the process of designing sustainable community, our 7 wonders group agrees to create a plan to innovate Samnak village to be a cultural carving village in Kompong Thom Province through tourism promotion. It was because the village has a potential to grow, as its location is favorable for tourism while carving skill has been a heart of Khmer tradition since the Angkorian era. Developing carving village would help preserve Khmer tradition while it also create Samnak to be a community with diverse economic condition, rich with the Angkorian culture conservation. In addition, we also consider various supporting factors for the village such as agriculture, environment, infrastructures and education so as to balance Samnak sustainability in terms of economic, social and environment fronts. A matrix of action plan which outline clearly the solution measures, aim, timeline and resources for creating a sustainable Samnak as cultural carving village were devised in our project paper as well.

Beside the application of knowledge on sustainable community into real context, we have also suggested ideas for leading sustainable lifestyles for urban citizens as well. The suggestion includes government roles which covers transportation, infrastructure, quality of life, self-sufficiency, and

various roles of individuals ranging from knowledge sharing, sustainable home design, spirituality, social integration, knowledge of 3Rs, and individual participations in community.

Last but not least, the end chapter of the report outline what members of 7-wonders group can take away from the group study project and the challenges and benefits they gain during group study.

We believe that it is a precious opportunity for us to have been working together in this group project and learn from each other while we also feel contented and enjoy working together as well. We have kept in our mind the saying that:

“Coming together is a beginning; keeping together is progress; working together is success” Quote by Henry Ford.

Group Study: Sustainable Community Design

Part I: Views and thoughts on Sustainable Community Design

1. Defining sustainable communities?

The term sustainable community has been discussed widely during the last decades when rapid development started bring about more negative consequences to human lives and earth environment. Therefore, more and more people desire to have sustainable development and to live in a sustainable community. To date, there has not been clear consensus on the term sustainable community. It is often defined differently based on different aspects such as geographical locations, tradition, cultures, beliefs and level of development.

However, there are some common features recognized by all that sustainable community is the one that uses its resource to meet the diverse needs of existing people and future residents, their children and other users, contribute to a high quality of life and provide opportunity and choice. They achieve this in ways that make effective use of natural resources while ensuring adequacy for future generations, enhance the environment for long-term planning process, promote social cohesion and inclusion and strengthen economic prosperity.”

UNESCO define a sustainable community as one that has:

- A healthy and diverse ecological system that continually performs life sustaining functions and provides other resources for humans and other species,
- A social foundation that provides for the health of all community members, respects cultural diversity, is equitable in its actions, and considers the needs of future generations
- A healthy and diverse economy that adapts to change, provides long-term security to residents, and recognizes social and ecological limits.

In general, we believe that sustainable community should balance between social, environmental and economic aspects. By this, we means any economic development needs to ensure fewer negative impacts on environment and social value so that we can pass on natural resources, good environment and social values that define us to our future generations. Therefore, to call it a sustainable community, it should be a community that people wants to live in, work and visit forever.

Graph 1: Features of sustainable community



Sustainable communities do not happen naturally but those that are to be created. Thus, it could be said that sustainable communities need to undergo well-planned community design and sustainable development plan. The following principles are critical in order to create a sustainable community:

Graph 2: Main elements of sustainable community



2. Mobilization of resources to achieve sustainable communities:

Resources are inputs that are used for sustainable community development. We have define resources as 8 crucial factors for sustainable communities, which are people, goods, money, information, culture, technology, education, and environment.

Mobilizing resources means identifying and prioritizing the available resources for sustainable development within the community and in the best way possible.

2.1. People

People include all stakeholders in the community, which consists of local people, government, Non-government organization (NGOs) / Non-profit organization (NPOs), and business owners.

2.1.1. Local people: People are the heart of the community. It is important to identify roles and potential of people to improve the community based on their expertise.

People as resources for development can take the form of having community leaders, forming a community development council, planning for the communities' development, harmonizing amongst people within the community and projecting their needs including coordinating with the local government.

The concept of one job, one family and job specialization should be considered. Moreover, in order to drive a community, raising awareness of people to take care of their community and harmonization is very vital. Furthermore, power of community reflects volunteerism in the Community Development Council.

2.1.2. Division of Government Local and National Government

Local government should enforce laws in order to ensure security and safety for them community. It should formulate demographic balance policy, appropriate city planning and provide social welfare especially for vulnerable people to enhance a dynamic community.

National government, it plays an important role to be a facilitator in order to create supporting atmosphere to achieve sustainable development. This can be done by laws enforcement, revitalization policy, justice system, financial support together with having good governance.

Local and National Government should work hand in hand with the local community to ensure a sustainable community development.

2.1.3. Non-Government Organizations (NGOs) / Non-Profit Organizations (NPOs) plays an important role to community development.

NGOs/NPOs acts as a bridge to connect community needs to the government (vice versa). Besides that, it also allows building of networks and stakeholders through partnerships and solving social issues together.

Building networks, NGOs will be able to work with the local government, local business, other NGOs / NPOs to conduct specific projects. By having collaboration with the community government, it not only provides consultation and feedback for the citizens in many issues but at the same time complements the government in many activities in terms of mediation, consultation and getting feedback on the ground.

2.1.4. The role of business enterprises in resources mobilization should create jobs opportunities and contribute in any means such as products, services, funds and community programs in order to sustain the community. The business enterprise should help to solve social issues and ensure that the enterprises conserve and preserve the environment in a responsible manner.

The business enterprise should collaborate with the local government to promote products and services and meet the community needs.

In addition, besides product innovation and creativity, product diversification is important to meet market demands and suitability with customer needs.

2.2. Goods

Goods include both products and services. There are a few ways that can be used to mobilize goods within the community.

2.2.1. Creating Events. Tourism is an important industry to create more traditional festivals and events in the community. This can be achieved through media and advertisements as a marketing channel to attract tourists to the community through eco-tourism and traditional culture. In some cases, the local people cannot make event-creation alone; the local government and businesses should provide support.

2.2.2. Market needs is important to identify customer or consumer needs and market trends so that businesses within the community can produce cultural and traditional products and services that can satisfy the customer's needs. Local and external consumption is another key factor to achieve sustainable community and self-sufficiency. Online marketing is another way to meet the market needs as the community is getting more technology savvy.

2.2.3. In order to mobilize goods to achieve sustainable community, product and service innovation are very important. Energy saving and lower pollution emission products and services should be taken into consideration. Products and services should be environmentally friendly and can be made from organic and hydroponic materials. The 3Rs scheme (Reduce, Reuse and Recycle) will be a feasible solution for maximization of resources. It is also important to consider the products and services that support people's daily living lifestyle and condition. Goods should be produced locally to create a sense of ownership, which is critical in making a sustainable and self-sufficient community.

2.2.4. It is important to identify potential products by utilizing local resources that are unique and widely available in the community. Moreover, by developing branding strategies to the products, it can increase market opportunities.

2.2.5. Strategic location planning such as rezoning planning for industrial, agriculture, and residential zones should be implemented effectively in the community with consultation among the local people, government and other stakeholders.

2. 3. Funding

2. 3.1. Sources of funds

To have a sustainable community, it is important to have a variety of funding sources such as

- Micro – Finance & Banking for local citizens to take a loan for a startup project in the community.
- Budget from the Local Government set aside for the community
- Community People Pooled Funding whereby the community can take a loan from the pooled fund to start up a business when it is considered sustainable by the community or a community infrastructure projects.
- Government Subsidy where the local government co-funds specific projects or businesses.
- Fund Raising where donations can be from philanthropists or support from the NGOs
- Income from services, products and events
- Local enterprises contribution, and
- Tax incentives from the government through exemption and lower tax.

2. 3.2. Funds Mobilization

By evaluating the community proposals on the viability, we will be able to mobilize the funds effectively and efficiently. We can utilize the funds to build common facilities or infrastructure. If the common facilities are destroyed due to disasters, we have to build the facilities better than it was before.

Natural Disaster Management and Education plays an important factor to achieve a sustainable community. By investing the funds for this from the government, the community will be able to manage natural disasters better.

In order to promote local business, the funds can be used for advertisements for community business such as tourism, promotion of local products, events and services.

There is a need to consider the conservation of the tradition and culture within the community. In this manner, there should be financial support for historical architects and values. The funds can be used to organize community events to preserve the important culture and the tradition.

Health care and social benefits, subsidy is to maintain the living condition of the citizen's life. Therefore it is important to allocate sufficient budget for this aspect.

Trainings are important so that knowledge and experience can be passed down to the next generation. There are a few categories of trainings such as human resource development and vocational training.

2.4. Information

Sustainable communities require proper information dissemination. Some of the methods identified are:

2.4.1. Media such as information centers, books and websites which can be sub categorized into 2 different medias namely the social media as well as the mainstream media.

a) Social Media for information dissemination for Early Disaster Warning System and Education. Community Information E-Newsletters for specific group of people staying in the same community. Another method could be online emergency notification which people can be notified and informed through social media.

b) Mainstream Media, which includes Newspapers, Television, Radio, Posters and Banners.

2.4.2. It is also important to pass on experiences using traditional methods such as oral communication on disasters experiences, tapping on the knowledge of local geniuses. Museums and monuments also serve a very important way for information especially for visitors, tourists and the future generation.

2.4.3. Community and Local Government Meeting are also important as local feedback can be communicated to the local government and vice versa. This represents the voice on the ground as the community itself can represent sentiments effectively since they are the ones living within the community.

2.4.4. Community Product Promotions such as Charming Products, Souvenirs, Unique traditional experience and Products exhibitions. An example of the unique traditional experience is through the AMA diver's tea session at Toba City. Tourists will be keen to visit the place where they can understand the lifestyle of the AMA divers. Information and promotions to publicize the information to the public will attract tourists to visit the place.

2.4.5. Knowledge and Information sharing with other communities through exhibitions, networking and sister cities will increase the awareness of community, social security and business development.

2. 5. Culture & Tradition

Culture and Tradition is one of the resources which we can mobilize to create a sustainable community. We can promote culture and tradition through events, festivals and exhibitions. Cultural exchange is an opportunity to gain knowledge and expand awareness of the culture to the outsiders. Through promoting culture and tradition, we can generate income from sales, tourism, events and festivals which can contribute to community development. It creates harmony and social well-being for the residents who are staying within the community as an outlet to participate thus creating community bonding.

By interpreting culture and tradition into modernization we can retain the value and uniqueness of the products to meet the market needs. Such examples include having traditional imprints on the costumes and products to cater to the current market demands. Another way is for the community to apply for international recognition such as UNESCO. By having an international form of recognition, the value of the tradition is recognized not

only by the locals but by worldwide. This will naturally provide a stepping-stone for the culture or tradition to be retained.

Culture and tradition can also be promoted through the school curriculum. One of the way which we have learnt is how the young Shimakko Guides in elementary school are trained and educated to lead the Tour Programmes in Sugashima island.

The Government should implement regulations to conserve the culture and tradition. One of the examples is how Kyoto implements regulations and provide assistance to protect their landscape and the Kyo-Machiya houses.

Cultural Villages and museum could also be set up to educate people on their unique culture and tradition. This is a way to raising awareness to preserve and maintain original tradition and culture. One example is the “Song Kran” also known as the water festival in Thailand, Laos, Cambodia, Myanmar which celebrates the New Year based on the lunar calendar. Cultural Village in Siem Reap Cambodia, craft museum in Kyoto, National Arts museum in Singapore and Batik museum in Central Java Indonesia.

2.6. Technology

In the case of disaster stricken areas, technology will be able to provide early warning notification for the citizens to escape. We can also monitor the area using satellite and aircrafts to observe the situation. Although we cannot prevent Natural Disaster, we can minimize the impact using anti seismic technology for infrastructure works. This will enhance the stability of the buildings and minimizes the impact during disaster.

To create a sustainable community, some of the factors include providing clean and green technology such electric vehicles which has low carbon emission. Technology can also be used to enhance the geothermal, solar, wind and energy generation to create a green environment. Sustainable ability is also to generate energy to use within the local community in order to generate income. For example, in Unazuki Japan, there was an Electric Spa Area which manufactures the electric vehicles and generation of geo-thermal energy. Moreover using the renewable and green energy, the technology can provide and sustain the environment of the community with resources such as money staying within the community.

We believe in not replacing the jobs of the community through technology but to increase productivity level of the community and enhance the safety feature of jobs. We can value add products by creating an additional industry, the 6th industry. For example Moku Moku Farm which uses the combination of agriculture, education, tourism and utilizing technology to attract the consumers.

Information dissemination and sharing can be done through technology. Besides that we can use technology to support the vulnerable such as in the case of Kirakuen, Kobe where technology are used to assist the elderly and vulnerable to live their normal living life known as normalization. Therefore technology can be made to create a better living environment.

Using technology in agriculture can improve its productivity (vertically) and variety (horizontally) and therefore creates food self-sufficiency for the community. To be self-sufficient in terms of food and energy, we should not only look within the community but aims to export so as to improve the living lifestyles of the community as well as profit generating through technology.

2.7. Education

We categorized education as a resource for sustainable community into 3 main pointers namely, Formal Education, Informal Education as well as Non Formal Education.

Formal education represents free or highly subsidized educations through public schools, raising awareness through education culture, traditional, environment, community heritage, agriculture and traditional sports. For example extra curriculum education or integrated studies on local community will be able to increase knowledge to the students.

Informal Education includes life experiences, sports exposure and teachings from parents and previous generations, head of villages, neighbors, community etc on story telling about survival skills. Local language continuation and standard operating procedures can be passed down through the generations, which are so called informal education.

Non Formal Education enriches the citizens with practical knowledge, which includes vocational lessons, emergency preparedness and drills.

Therefore education and skills based training should be widely open to everyone either free or highly subsidized by the government.

2.8. Environment

Environment is one of the main factors to create a sustainable community. We should utilize the 3Rs, Reduce, Reuse and Recycle. Reduce CO2 emissions and pollutions from vehicles, factories and avoid overuse of non-renewable resources. In addition, we should use renewable energy and encourage green transportation where possible. We should raise awareness so as to encourage the community to reduce the use of chemicals and fertilizers especially in the agriculture industry.

For the fishing industry, there should be policies and measures to be implemented by the government to prevent electrical, bomb, or other harmful equivalent equipment that will affect the extinction of marine life.

Law Enforcement should be implemented against forestry to protect the natural resources and environment such as trees and animals.

We have to ensure proper water sanitation and distribution to the community to provide water security so as to contribute to a sustainable development.

In summary in order to create an Eco Town and community we should ensure the following factors:

- Green Productions
- Waste Minimization
- Green Transportation
- Replanting of forest and deforestation
- Food and energy sufficiency

Part II: Key takeaways from the study on Sustainable Community Design

II.A. Project Title: Innovation of Samnak as a Cultural Village through Tourism Promotion

1. Innovation of Samank village:

a. Background of Samnak village:

Cambodia's best-known stone carving adorns the temples of Angkor, which are renowned for the scale, richness and detail of their sculpture and dated back since the Angkorian period of around a thousand years ago. Crafting and carvings on historical temples and statues have been the heart of Cambodian cultures. This artistic feat of famous ancient temples of Cambodia reflects a proud Khmer tradition: fashioning beauty out of cold, hard stone.

Particularly, in Kompong Thom province, there is also a carving village located in Samnak village, a village of about 1,300 people in Kompong Thom province's Santuk district, which is home to a group of 21 families who make a living as stonemasons. In this project that we have chosen, we will be focusing on a carving village reinnovation.

The Village is located along National Highway 6, located about 15 km from the provincial capital. The stone engravers use sand and marble stones or granite to make it into bowls, urns, glasses, teapots, trays, and many other kinds of statues such as Buddha, Apsara dancers, Naga serpents and other figures from Hindu and Buddhist mythology.

The carving stones are a part of their main job besides farming. The skill of marble stature engraving has been serving as a great mean to preserve Khmer cultures and heritage so that all Khmer children in the next generations could see and recognize all of those great ancient cultural masterpieces of the Angkorian ancestors of Cambodia.

Quotes from Newspapers:

For a man whose life was spent creating works of art that will likely last for centuries, he left behind surprisingly few physical traces in the village.

"I think that a lot of people do not like this job because they think it is really boring—we work from early in the morning to late at night," Mr. Sok Niet said. "But for me, I never think like that because this job is about taking care of our heritage."

"And I do it for one more important reason: I want to take care of my ancestors' heritage so that it does not go missing in the future."

"I have tried to teach my sons to learn these skills because I think we are Angkorian, so we need to train the next generation."

b. Objective:

- To develop Samnak village as a sustainable tourism spot, anchored by the rich cultural heritage and history, and
- The exquisite culture of Samnak Village and more importantly, economic development that contributes to poverty reduction.

c. SWOT Analysis

SWOT analysis is the method of strategic analysis, involving identifying the internal factors such as strengths and challenges of the situation as well as identifying the external factors which consists of opportunities and threats.

Strength (Internal)	Weaknesses
<ul style="list-style-type: none"> ▪ Resources such as stones are widely available ▪ Agriculture, farming and livestock ▪ Historical sites ▪ Deep tradition and culture ▪ Experienced and skilled carves men available 	<ul style="list-style-type: none"> ▪ Carve products getting less popular ▪ Expensive ▪ Lesser successor ▪ No diversity of products ▪ Insufficient transportation system ▪ Ineffective irrigation systems
Opportunities (External)	Threats
<ul style="list-style-type: none"> ▪ Tourism ▪ Availability of lakes and dams ▪ Ample forest area ▪ Local and international investors ▪ Availability of labour ▪ Good geographical location 	<ul style="list-style-type: none"> ▪ Dependent on weather and seasons ▪ Environment issues such as drought and waste management ▪ Less technology

Pictures 1: Samnak Carving village and carved products





d. Challenges in carving village:

The challenge of the culture for carves men or engravers are that their sculptures are getting less popular. Many younger generations have shifted to the city to find jobs rather than inheriting the business of carvesmanship from their family. The prices of the carved products are expensive and it does not revolve with modernization. Besides that, carves men are not aware of the market trends and therefore they are unable to assess the market needs and demands. There is no support from the government, community leaders or NPOs in promoting this industry. The people working in this industry do not earn enough for a living but it is the only traditional skills they have.

e. Available Resources for carving village:

- The mountains in the area contain stones for the carve materials and are still largely available. Woods, other precious stones, and precious metals as inputs
- Skilled Labor in the village (there are still many experience carves men with the skills set)

f. Possible Solutions for carving village:

- Establish carves men association to share ideas about challenges and development plans on their products and the community,
- Connect carves men with businesses such as hotels that need carving products exhibition through NPOs/NGOs assistance market research,
- Provide education how safely protect carves men from injuring during working time as well as to take care of their health from stone dusts that affect their health,
- Advertise on medias, both mainstream and local media across the country to attract attention and value in this industry,
- Create carving products exhibition in the province,
- Improve quality and uniqueness, create branding and try to obtain recognition from an international authority related to this work (adding, creating and retaining value), Interpret the carves products into more modern styles that are applicable to current market demand through research and market surveys about the possible application of stone crafting to other products,
- Create artist's house and cultural/assembly hall. Create a crafting village and experience crafting stone for tourism purpose. This has to be set up at tourism site that has facilities such as restaurants, accommodation and souvenirs. More importantly, the site should be a model of usage of their carves product beginning from their houses to the products that they use in their houses, as well as other decorations in their village,
- Accept crafting order from customers (e.g. from Kyoto spinning top shop got order from Malaysia) – specific orders from customers and they bring their input materials,
- Create a museum of carving products in within province,
- The carving work will be encouraged to apply to not only on marble, stones, and stone-like materials but also to wood, and silver or other precious metal products,
- Establish schools for carving techniques in this community, and
- Promote carving industry in this community through documentary about on carves men and their skills.

g. Action Plan:

We have come up the suggested action plan through the 6 pointers below with short, mid and long term plans.

- Aim, Available resources, How, Timeline, Where, WE (what our team “7 –Wonders” can do)

Proposed solutions for Carving Village Innovation	Aim	Available Resources	How	Timeline	Where	7 Wonders
1. Establish Carvesmen Association	To share ideas about challenges and development plans on their products and community	People - NGOs/NPOs Culture & Tradition	Identify the members who can be part of the association.	1-2 years (Short-term)	Within Samnak Village	Having Community Events as outreach and creating Terms of Reference
2. Connect craftsmen with businesses that need carve products	To find direct market for carves men as much as possible so as to increase their income from sales	- People - Businesses - NGOs/NPOs		1-2 years (short-term)	Identify markets for carving products such as: tourism product shop, hotels, pagodas etc, Create brochure and sample products to approach those who need the products as mentioned above,	Assist with documents preparation and publication Create strategic plan for approaching customers Assist in creating souvenir store plan by utilizing traditional style of stores,

Proposed solutions for Carving Village Innovation	Aim	Available Resources	How	Timeline	Where	7 Wonders
3. Provide education how safely protect carves men from injuring during working	To increase safe job environment and professionalism to carves men, as well as their health from stone dusts, To attract young people to take this job	People - Carvesmen Association - Ministry of Arts and Culture - NPOs / NGOs Technology	Use of proper equipment Professionalism of carving techniques,	1-2 years (Short-term)	Within Samnak Village	Coordinate meeting in this study project with a pool of carves men during their discussion Facilitate in meetings between carves men association and authorities involved Providing education, getting an experience carve man to for knowledge sharing
4. Advertisement	To promote and attract attention and value to this industry, particularly to Samnak village	People - Local Government - Ministry of Tourism - Ministry of Information - Media - Local and international NGOs/ NPOs - Community Information Technology	Banners, Social Media, Main Stream Media	1-2 years (Short-term)	Banners to places in strategic locations Provincial tourist information center Samnak village facebook page, Ministry of tourism brochures, media	To assist with the educating of use of social media

Proposed solutions for Carving Village Innovation	Aim	Available Resources	How	Timeline	Where	7 Wonders
					programs, and TV ads as destination of tourism in Cambodia. Brochures to be distributed at buses from Phnom Penh to Siem Reap	
5. Carving products exhibition	To promote and attract attention and value to this industry, particularly to Samnak village	People <ul style="list-style-type: none"> - Businesses - Ministry of Foreign Affairs, Commence and Tourism - Community, NGOs / NPOs, - Local Government Goods - Products and Services - People's Skill Funding Culture & Tradition 	<ul style="list-style-type: none"> - Designated exhibition events - Events, concerts, festivals displays, presentations and sales 	3-5years (Medium)	Cambodian-made products exhibition across Cambodia, Kompong Thom province's museum Provincial and other provinces' events, concerts, festivals Other country's	Contact ministry of tourism and commerce for information of exhibition across the country and discuss with carves men, and local authority

Proposed solutions for Carving Village Innovation	Aim	Available Resources	How	Timeline	Where	7 Wonders
					sister city cooperation.	
6. Improve quality and uniqueness of carve products	<ul style="list-style-type: none"> - To obtain recognition from an international authority - To meet market demand 	People <ul style="list-style-type: none"> - Ministry of Arts of Culture - Ministry of Industry and Handicraft - Local Government - NGOs, / NPOs - Ministry of Education - Association Education - Study Tour Trainings Culture & Tradition 	Branding of carve products Interpretation of carve products into more modern styles Research and surveys about the possible application of stone crafting to other products	Medium to long term More than 5 years	Kampong Thom Province	<ul style="list-style-type: none"> - To organise the training courses such as creating branding, quality maintenance, marketing channels.
7. Create artist's houses, cultural/ assembly hall, local carve product exhibition hall	<ul style="list-style-type: none"> - To be tourist attraction places - To share knowledge and skills of carving to pass to the next generation 	Environment <ul style="list-style-type: none"> - Community Spaces (house and land) People <ul style="list-style-type: none"> - Local Carvesmen - Local Government - Ministry of Tourism 	Artist's houses that tourists can experience crafting stone and culture Local carve product exhibition hall	Medium term 3-5 years	Tourism sites that have facilities such as restaurants, accommodation and souvenirs.	Fund raising

Proposed solutions for Carving Village Innovation	Aim	Available Resources	How	Timeline	Where	7 Wonders
		- NGOs/NPOs Goods Products Culture & Tradition				
8. Accept crafting order from customers	- To get regular customers - To have high income	Technology Goods - Carving services People - Partners such as business owners of souvenir shops - NGOs/NPO	- receive specific orders from customers	Short term 1-2 years	- Souvenir shop both in city and village	- To assist to create website and facebook pages to sell product online
9. Create a museum of carving products	- To share knowledge of carving to pass to the next generation - To preserve carving products - To show carving products and sell at the same time	- People - Ministry of Tourism - Ministry of Culture - NGOs / NPOs - Ministry of Commerce - Local government - Travel agency	- Building museum of carving products and culture	Long Term 5-10 years	- In the province	Promote the museum - Fund raising
10. The carving work will be encouraged to apply to not only on marble, stones, and stone-like materials but also to	To outreach to the people and with the latest market trend so that people will be more interested to purchase the works. To have	Education - Training Goods - Materials - Precious stones, metal, woods	To educate and teach them how to incorporate traditional carving skills on new materials	Short Term	Samnak Village	We can visit the village and show them pictures and products from other places and we can also get a teacher to teach them

Proposed solutions for Carving Village Innovation	Aim	Available Resources	How	Timeline	Where	7 Wonders
wood, and silver or other precious metal products.	diversity of the products to increase share of market.	Technology Culture & Tradition	with new designs to meet market demands.			how to do it. To continue to update them on the new market trends through emails and technology.
11. Establish schools for carving techniques in this community	To preserve the skills and techniques within the community so that culture can be passed on to the next generation. To retain the uniqueness of the community to attract visitors.	Education - Non-formal / Informal-education Community space	To get funding from the local government or through fund raising events from the donors.	Medium Term	Samnak Village	We can start a fund raising event to raise funds for the building of the school or if funds do not permit, we can get international volunteers to come and teach once or twice a year.
12. Promote carving industry in this community through documentary about on carversmen and their skills.	To have a documentary so that we can share the documentary to different stakeholders such as government, media, public, donors to attract funding or income to the village.	People - Community people - Local government - Ministry of Tourism - Ministry of Information and Media - NPOs / NGOs Technology Culture & Tradition	We can get the help of the carversmen to show us the skills, techniques and their lifestyle to produce a documentary for promotion.	Short Term	Samnak Village	We will help to film a short documentary and assist with the help of the carversmen to showcase the uniqueness of the place so that it can be used to promote to tourist agencies and the public.

2. Supporting Factors for Samnak Village Innovation:

a. Agriculture:

In order to improve agriculture for the village as well as the province, solutions could be to utilize lakes and dams, which are available in this province throughout the entire years through improvement of irrigation system. Moreover, for water sources, the community can try to dig well (for daily usage) and ponds to contain water (after rainy season to keep for farming). We can also introduce organic farming and integrated farming techniques through cooperation with local government and NGOs/NPOs by organizing various training courses on (modern) organic farming which also include growing diversified agricultural products / crop rotation, using integrated farming / natural fertilizers and pesticides (cow dung, burning fires to eliminate and chase away insects, tree fruits and leave).

b. Environment:

Deforesting and losing quality of soil in agricultural because local people are over using chemical compound fertilizer, pesticide in to the farm. There is no sufficient education to the community on waste disposal. More importantly, natural phenomenon, particularly drought during in hot season. But we still have the resources to solve environmental issue, volunteers in the community whose lives rely on the forests and wild animals.

Dealing with environmental issues, it can be done by creating provincial garbage stations and recycling centers, teaching on 3Rs scheme. Creating community events such as community cleaning, tree planting is important to get public involvement and raising the awareness. In addition, laws enforcement and public monitoring play an important mechanism in order to protect natural resources and to control and alleviate the environmental problems.

c. Infrastructure:

Land transportation is the sole kind of transportation in the province, especially, the village. The roads in the village are prone to damage during rainy season and thus roads need to be developed. However there is limited transportation within the village. We can consider environment-friendly transportation such as bicycles rental, oxcarts and trishaw service for the tourist.

We can organize charity events to request for bicycles and trishaws from developed countries and donate to the province. In this way, there can be a means of transport for the tourists as well as the community who stays in the village.

We have to improve on water supply and sanitation. Toilet facilities are not sufficient and hygiene enough in the village. Therefore we should introduce toilets with proper sewage system. We can work with NGOs and educate the households on the use of toilets and proper sanitation.

d. Education

We can collect books and study materials and send it to the village. We can create online donation in support for “Education for Samnak Village” so that this funds can be used to pay teachers to teach within the village.

We will also go down once a year or once every 2 years to pass some knowledge to them for examples social media courses, English course or some basic techniques in computer skills.

We will also look into the possibility of having volunteer teachers from international or national NGOs to teach them on short-term basis.

3. Conclusion:

It is expected that the projects would be able to generate equitable and fair distribution of economic gain and sustainable human development; generating and sustaining employment, especially to the bottom end of the economic ladder in Samnak village; small/medium-sized enterprise (SME) opportunities, other social security benefits, i.e., improved access to clean water, sanitation, communications, roads (access to markets), improved health and education services, protection and preservation of natural and cultural resources; and local opportunities and capacities for involvement in decision-making process which allows the villagers to improve and control their lots through access to tourists and tourism enterprises.

For this project the aim will not only present and glorified Cambodia’s historical achievement, but to also make a case for, there’s an alternative routes to allow simple, peaceful, and enjoyable country life experience accessible to tourists. It will further portray that Cambodia as an emerging modern nation concern with long-term social and environmental degradation by using latest and appropriate technologies (e.g., solar energy, biomass waste treatment, etc) when it comes to cultural heritage, natural resources, and environmental protection and conservation. Most important of all is that the project will demonstrate an example of: “how one of the poorest and trouble past’s country in the world values and uses its cultural heritage endowment and natural resources in a way that it contributes to increasing wealth/prosperity for its citizen and alleviates poverty in the respective communities.”

II. B. Suggestions for sustainable lifestyles for urban citizens

For sustainable lifestyles for urban citizens, we will be touching on 2 main factors which are Government and Individuals.

Government

1) Improve Transportation

To have a greener and smarter place with citizens going on public transport to make the place a carbon neutral metropolis city. Building better public transport networks with green mobility and low CO2 emission which will lead to smarter, easier and convenient travelling.

2) Infrastructure

To build eco efficient with better and new amenities such as sports facilities, public toilets which are cleaner, proper water sanitation, waste management, walkways, libraries and open community space.

3) Building an Identity

To build the city's identity through conservation or preservation program using 3Rs by maximizing Retention, sensitive Restoration and careful Repair,

4) Quality of Life

To have proper housing, better jobs, education and increase local employment.

5) Self-Sufficiency

The community should be self-sufficient on Food, Energy and Water.

Individuals

1) Passing down knowledge to the next generation

2) Planning and designing sustainable homes such as having greener roofs and solar panels.

3) Walking and cycle for short journeys

4) Maintaining moral standards such as living responsibly, respecting one another, honesty, patience, diligence and wisdom.

5) Having social integration

6) Recycle, to repair rather than replace

7) Building Communities and Community Leaders

- To allow social integration and inclusion
- Effective public participation in decision-making as a formal or non-formal method and effective means of communication
- Constructive feedback to the government for improvement
- Networking with stakeholders and community
- Building the strength of the local citizens

II.C. Ideas to raise awareness about importance on Sustainable Community:

From our point of view, the first thing that we have to do is to raising awareness to the government as it has a direct impact on the citizens, private and public organizations such as NGOs and NPOs.

Government's Awareness Action

1) International meeting with statistics comparison of countries

This will be able to allow the countries to know about the sustainable community design and compare internationally. It might add pressure to the country to better them in order to achieve a better ranking

2) Public Participation and interest in sustainable community design.

It is a bottom up approach where the citizens provide feedback on the ground to community associations. This will allow the government to take a keen interest on the topic and stress on sustainable community design.

3) Learning from past experience and forecast on the future

By learning from the past experience, the government will try not to make the same mistake again and will try to improve the sustainable community design framework in the community.

4) Encourage green commitment, activity, system, culture and network in the private sectors.

As for forecasting into the future, the government will be able to estimate the situation 10 – 15 years down the road and make plans to improve the process and growth.

5) On site visit to the communities

The government should go on site and visit the communities to find out the actual problem instead of just hearing the issues. By visiting the communities, they will be able to find out the ground issues and feedback from the community who are living there. Every community has unique opportunities and constraints so the approach should vary at different communities. No one Template fits all.

Ways to raise awareness to private sector

- 1) Encourage consumers to buy products from companies, which are environmentally and socially responsible. When there is decrease in the demand, the companies will feel the stress and change the way they do business.
- 2) The government should encourage corporate Social Responsibility. There can be some form of tax exemption and certification for businesses, which contributes to sustainable community design.
- 3) Network extensions through green demand chains by supporting business partners and alliances entering into accredited green industry process.
- 4) Research and development on ecofriendly products.

Ways to raise awareness to citizens

- 1) To increase public awareness through education and training. Allow to citizens to understand the process and importance of sustainable community. Reorient education where required to improve the capability of people to address environment, economic and social issues.
- 2) Having social activities for the citizens to integrate and together with the power of people, they will have a better bargaining position to speak to the government as well as the private sectors. Social activities can also increase sustainable community awareness through activities such as gardening, community bonding; garbage collecting and there is

also an opportunity to translate the people into community development and strong spirit.

- 3) With the emergence of technology, many citizens are turning to social media for news and information. Social Media plays an important role that can influence the mindset of citizens and provide awareness to them. An example is to convert environment terms into monetary terms so that citizens are aware of the value. An example will be to explain the amount of money and time that is put in to treat water pollution caused and compare it if they were to use the resource at something else such as financial assistance, investments, infrastructure upgrading or education etc.

Overall, sustainable development is largely about people and their well-being. To achieve that, all stakeholders (Public-private and citizen) have to work together to balance economic development, social empowerment and environmental protection for the next generation.

III. Lessons learnt during group study:

1. Application of Carving Village Model to team members' countries:

Cynthia (Laos):

- Silk weaving village project in Namyam village, Thoulakhom district, Vientiane province,
- Immortal swords fighters' village" of Pakkayoung village, Thoulakhom district, and Vientiane province to link with tourism.

Said (Indonesia):

- The idea of collaboration effort from a group of stakeholders such as from government, NPOs/NGOs and private sector to support the project,
- Promoting local souvenir products, which is not yet well known to the tourist through stakeholder collaboration in Aceh,
- The importance of effective communicating with stakeholders,
- Importance of increasing awareness of as many people as possible about the cultural preservation, and
- The important role of media in creating a positive image of the tourism spot (media can make a brand image for the tourist to visit the place).

Poom (Thailand):

- Importance of encouraging, promoting, and educating farmers about organic or integrated farming which is necessary for sustainable agriculture and is good for the environment because it can reduce the use of chemical fertilizer and pesticide.

Wilna (Singapore):

- Identifying the problem and find solution together while accepting everyone's ideas,
- Finding humor in serious discussion help us reach the consensus quickly

Aung (Myanmar):

- The importance of advertisement and raising awareness about preserving and promoting traditional culture and related products,
- Apply this knowledge to blacksmith, sword and knife producers in my community, and
- Ongoing training about marketing and other skills training to amber producers in Myanmar to raise high quality.

2. *Challenges that we face during group study and how we overcame them.*

During the group discussion, we have agreed to create a safe environment for all of us by establishing the rules during our discussions and divide the roles for each of us clearly such as the facilitator, secretary, and note taker.

Some of the challenges which we faced during the group study are language and cultural differences. Sometimes, not everyone has a clear understanding of the objectives therefore it has created some misunderstandings during the group discussions.

We learnt that by working in a group with diverse background, we should set clear instructions and agenda before commencing. This is important as we will be able to have a mutual understand amongst the group members.

We have learnt that communication is one of the key factors to make the project more successful and effective. For some of us, we are unable to find the appropriate words to express our ideas across so that other team members could understand clearly. How we overcame this challenge was to raise examples to illustrate the ideas and explain it in broader sentences to our team members.

As some of us were not familiar with the topic in the beginning notwithstanding the fact that we had limited time to research on the topic, one way which we did was using "trial and error" at the initial phase. By using this method, we made adjustments and improvement along the process together.

We try to identify, speak up and explain on the problems, such as our enquiries and differences in views. By doing this, we are able to reach a common consensus by accepting everyone's ideas. Sometime having humor in serious discussion helps to lighten the mood and at the same time, help us reach the consensus quickly.

During the discussion, all of us had a chance or two to perform each role. More than that, for the tasks we have to do, we all agreed with each other clearly before we perform each task. This way of inclusion makes all of us feel we belong to the group so that we contribute happily and productively to the group.