"Raising Awareness on Cleanliness Through Children and Art"

Theme: "A Clean Community Starting from US ☺"

Ban Sengsavang Village, Vientiane, Laos

Hungry, Hurry, Happy Members:

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Table of Content

1. Executive Summary

Our team, Group B of the 50th IATSS Forum consist of seven people from different countries: Nuny (Laos), Fei (Malaysia), Bo (Thailand), Thanda (Myanmar), Muni (Cambodia), Bob (Japan) and Rambo (Indonesia). Our group name is Hungry, Hurry and Happy team. Our group theme study is sustainable community design and our theme is "A Clean Community Starting from US", with the project name "Raising Awareness on Cleanliness through Children and Art". Our team mascot is "Mr. Bin" an icon to showcase the importance of keeping public spaces clean.

Having gone through a brainstorming session and overview of each of our members respective communities and with the priority rating matrix based on three consideration factors of impact to community, urgency to solve and applicability to other communities, we decide to focus our project in Vientiane, Laos, specifically in Ban Sengsavang Village.

The project location is a neighborhood area with population of approximately 4,000 people. We have also assessed the current situation through interviews with Nuny, participant from Laos who lives in Ban Sengsavang village; he explained the current situation as well as problem regarding waste and garbage issue in his hometown. Lack of collective awareness from the public to maintain their area is the main issue here.

By looking to the mention issue, we have decided on our Principle which is to create healthy environment for happy and helpful community. We have also agreed upon three objectives stated in this report and agreed to state the problem as garbage in public spaces.

To improve the current situation and eradicate the problem of garbage in Ban Sengsavang village, we have clarified Problem, Causes and Effects. Through an intensive and thorough discussion, we have come up with four specific causes of the current problem, which are also stated in this report. These causes are also triggering several future problems such as disease and uncomfortable environment for the people.

Having discussed and selected specific causes of garbage problem, we brainstormed ideas on how to eradicate and minimize this problem through a grass root approach. We have decided to go with the idea of facilitating the local community leaders and to make a project of artwork competition using garbage to create campaign message to raise the cleanliness awareness within the community. For this project, we will target teachers and students in Ban Sengsavang Primary School involving several stakeholders such as IATSS Laos Alumni, school principal and teachers, local village chief and leaders, with the timeline of two years for the project.

We have formulated a 10-step approach to facilitate the creation of this local community to initiate the art competition and we have also decided the budget to run this pilot project. At the final part of this report, we included the lesson learnt and difficulties during the overall discussion among team members.

2. Introduction and Background

2.1 <u>Introduction</u>

The Hungry Hurry Happy (HHH) group study members of the 50th IATSS Forum are formed with participants from Indonesia, Thailand, Myanmar, Malaysia, Cambodia and Japan. Our group theme study will focus on sustainable community design and the chosen project location will be Ban Sengsavang, Vientiane, Laos. In this project, our group will look into addressing the issue of garbage in public spaces through the introduction of a grass root approach on how the community can take initiative and ownership to achieve the bigger goal to support their community to live in a clean, healthy, happy and helpful place.

This report will illustrate the process of problem assessment and clarifying key factors, principle and objectives, ideas formation, and a planned approach to inspire the community to initiate and sustain the community design project.

2.2 <u>Background</u>

Garbage is a commonly known issue in developing countries and historically it has shown that garbage in large scale will certainly affect many aspects of a community and subsequently the progress in country development.

The project location will be in Ban Sengsavang village, Vientiane, Laos, the area is a scale of 213 hectares with a population of 4,126 divided between 2,407 female and 1,719 male total up to 792 household in the village. This is considered a smaller scale village compared to other surrounding district.

The village is equipped with public facilities including a market in the center of the village with a main road leading to the city center, surrounded by residential neighborhood and local commercial area. From the market, a pagoda is located to the north east and to the further north a primary school; on the southwest is where the police station and police residence located; these facilities are the vine of the village activities and livelihood of the people.

The community comprise primarily of students at 32.42.%, labor workforce at 27.11%, government officers at 8.52%, merchants 7.37%, employees 6.98% and at 17.6% including housewives, retirees and others.

In relation to the garbage issue, in Ban Sengsavang village, the main characteristics of the garbage comes from residential, shops, market, office, clinic, school and many different spaces but the most immediate problem is the common public space where the community is not collectively aware on how the growing garbage pile up from their actions would affect their daily life in the long run without proper management.

2.3 General Overview

In this section, we will illustrate how a community is able to come together and systematically implement steps to achieve a sustainable community design. Firstly, it is important for the community to assess and understand the needs of their own community; identify and empower key leaders and coordinators who will be able to steer the plan to implement a sustainable project that will move the community towards the big picture of an ideal community that they have envisioned.

The ideal community concept can be constructed based on assessments and information gathered from the community which they have envisioned. From here on, the community would be able to look at the current situation and issues from the future point of view and plan for projects to deal with the current situation which leads to the bigger picture instead of a short sighted solution. The next stage is where they can involve and empower various stakeholders and community to participate and finally implement the project.

Based on the current situation in Ban Sengsavang village, we have interviewed and discussed in detail with our group member from Laos, Nuny (Mr. Vongsomphou Souttha) to assess and understand the problems and needs within his community. Consecutively with the information, our group is able to focus on the specific topic of - garbage in public spaces – which is a growing problem within the village. This also enables us to help envision an idea of a clean community where, as citizen, Nuny would like to live in.

Our group then assessed the current problem of garbage in public spaces focusing on both the negative (undesirable situation) and positive (desirable situation) factors as summarized below.

Undesirable Situation
- Garbage disposal around the public spaces is a chronic problem to be concerned There are no public trash provided by the municipal in public places
- The low frequency of trash collection within the village is only once a week
- Ignorance of business owners to maintain the facilities cleanliness accelerates the public spaces being used as dump site
- Potential spread of disease due to rats and other rodents which may be potential carrier of disease
- There is significantly low awareness on community cleanliness and community public space ownership

Desirable Situation
- Every Saturday, there is a mandate where the community will need to clean up the public spaces however it is important to note that this is a top-down approach from the government to the citizen
- The community has awareness regarding cleanliness but only limited to individual home and private spaces
- Cleanliness is one of the policy for the development of the village and cities which means there is also an obligation for the community to follow
- The scale of the village area and number of household in the community is manageable for the team to initiate the project

The reason for this assessment is to identify the preliminary causes and effects which are undesirable for the community due to the problem of garbage in public spaces. At the same time, it is also important to look at the positive and desirable factor of the current situation as this will maximize how community design project can be implemented based on the strength and local resources of the community.

3. Action Plan

3.1 <u>Principle</u>

The birth of the project idea for Ban Sengsavang village is based out of an ideal clean community concept focusing on cleanliness and hygiene. The rationale behind the principle is to be the baseline in order to motivate people to take actions for them to achieve the goal.

Based on the current situation, we would like to narrow down the gap between desirable future and undesirable future in the community: -

"To create a Healthy environment for a Happy and Helpful Community"

Healthy Environment:
A healthy environment is a clean and hygiene neighborhood where people live in and it is important the community for their participation in economic and social activities without compromising the impact of disease therefore achieving a high quality living standard.

Happy and Helpful Community:
A happy and helpful community is comprised of individual who benefits from the emotional satisfaction through sense of belonging in the community and, therefore, they are helpful in making their community even better.

If we are healthy, then we are happy and helpful therefore we are able to achieve in making our community better to live in.

3.2 <u>Objectives</u>

Based on the principle as our guide, our group set out three main long-term objectives which we believe is important towards achieving the ideal clean community that we have envisioned.

Further to that, we have also set objectives specifically for the project that will be implemented in the community.

Long-term objectives

1. *To share the knowledge with the community about consequences of unhealthy environment and benefits of clean environment*

   Through knowledge sharing, we anticipate that the community will be much more educated and aware of the consequences of their actions if they do not participate in ensuring a clean public space in the long run.

2. To raise the collective awareness of the community to achieve clean public space

A community with collective awareness on clean public space will be more aware of their living space and the surrounding area which leads to a long term maintenance of the clean public places too.

3. To inspire the community to be role model for other communities

An inspired community is a community who has sense of belonging and is proud to be part of the community. Therefore, they will continue with their positive action of being helpful to ensure the public space is clean which will subsequently inspired the other communities to follow the same.

3.3 Background of Target Area

Ban Sengsavang primary school is a public school, located in northern area of *Ban Sengsavang* village, Saysettha district, Vientiane, Lao P.D.R. The school has nine rooms in total. Five rooms are classrooms for student from Grade 1 to Grade 5. Another three rooms are administration offices and teachers room and one library. At the school, there are six teachers and 109 students in the school. The school also includes Teacher- Parents Committee to discuss about the students' learning and progress.

Most children from *Ban Sengsavang* village go to *Ban Sengsavang* primary school due convenience and ease with reasonable tuition fee. Only few children go to private schools located in different villages. In general, students who completed their primary school go to secondary school in the central part of Vientiane for their further study.

For the national education system, the first semester commences on September 1st and ends in the middle of January while the second semester commence on February 1st and ends at the end of May. The school time starts at 8:00 in the morning with a break at 11:30a.m. The lesson resumes at 1:00 pm in the afternoon and finish at 4:00pm. Every Monday morning, there is flag raising and national anthem singing session.

Environmental cleanliness is one of the national level education policies and there is a competition between schools from villages focusing on achieving three areas as follows:
1. School examination result
2. Free from drug, alcohol and violence
3. Cleanliness

In line with this policy, the students have to clean their classroom every morning before learning. The students have to take turn the responsibility to clean by group. The students also have to clean the school compound every Friday. It is a good opportunity to integrate the project activities with the school. The students have already knowledge and practice to clean their classroom and school compound. Therefore, it will be a good starting point for the project training students to create messages about their own community.
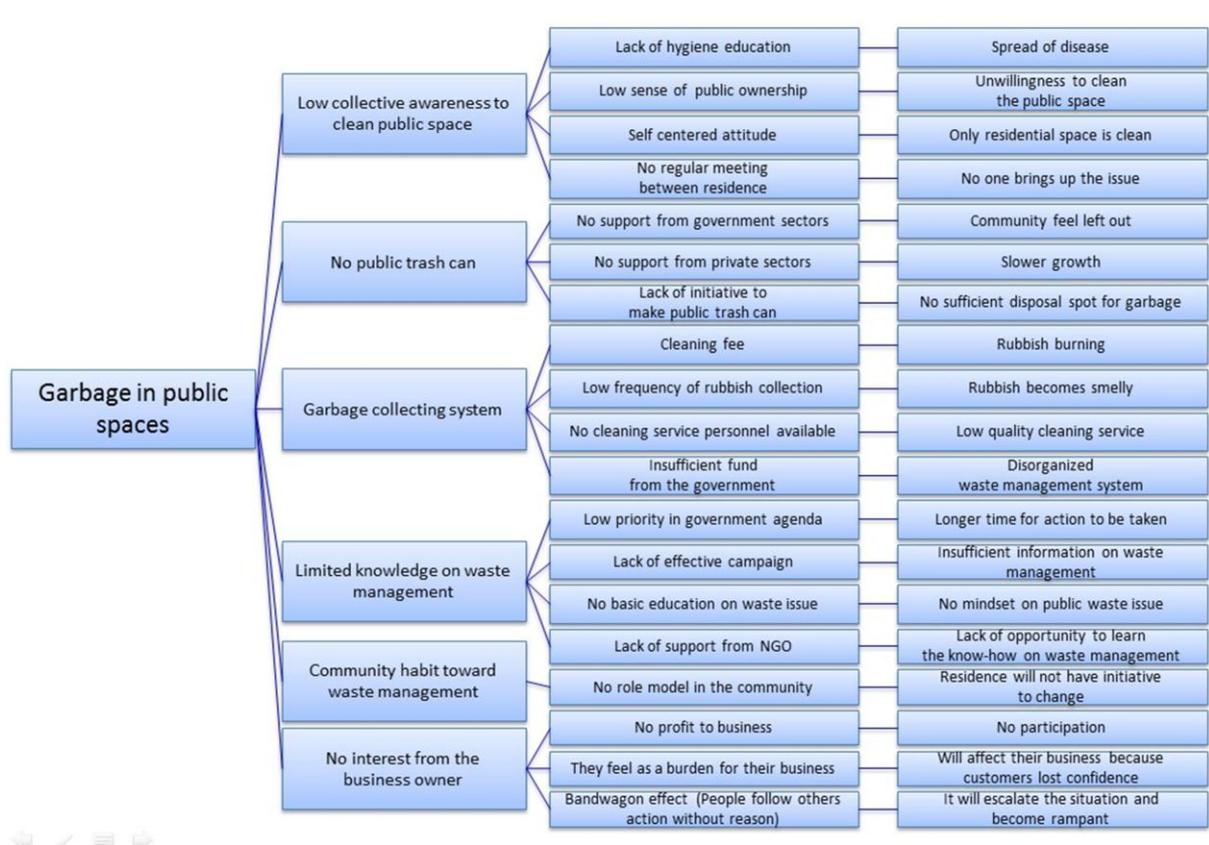
3.4 Problems, Causes and Effects

Figure 1: Problem, Causes, Sub Causes and Effects

The garbage in the public area is an issue in *Ban Sengsavang* village, Laos that raises a concern and leads to this project plan. Despite the Red Saturday, which is a government mandate to clean public space together every Saturday, we still can find garbage in the public area rest of the week. The following causes, sub-causes and effects exemplifies the problem and show the need for action to be taken.

3.4.1   Cause: Low collective awareness to clean the public space
This cause is divided into 4 sub-causes to identify how the collective awareness is low regarding the cleanliness of the public space where residences commute and pass by every day.

a.   *Lack of hygiene education*: The lack of access to hygiene education has resulted into residence taking care of only the private spaces and not knowing the other areas are equally important. The public space is where everyone people can access get more concentration of disease spreading to other places.

b.   *Low sense of public ownership:* When we think we do not own the public space, we seem to lack of responsibility and shift the responsibility around and of course, to the government. This idea shows the unwillingness to clean public space where it supposed to be everyone's responsibility.

c. *Self-centered clean attitude*: The residence tends to focus only on their house's cleanliness and not the public space. Their attitude "my house's cleanliness is more important, why I should care about public area? Others will take care of this". This attitude of self-centered and passing around the responsibility makes the public spaces vulnerable to the inconsiderate human actions.

d. *No regular meeting between residences*: The community rarely interacts closely with each other; summon for meeting is a hard task to fulfill as they are busy to earn a living. Even though they do have some complaints, they rarely have meeting to raise the issue to be addressed.

3.4.2 <u>No public trash can available</u>
If we have a tour around *Ban Sengsavang* village, to our surprise, we find no public trash can available in the area. Below are the sub causes:

a. *No support from the government sector:* The government does not provide any trash can along the side walk where commuters cannot find place to dump the trash. In this case, the communities may feel they are left out to be taken care by their government where they would naturally assumed the government should be the one who support this kind of facility.

b. *No support from the private sector*: Despite the government concentration, the private sector seems to be neglect of providing the trash can at their business place such as the market or shop. This leads to slow development and growth in their business and the community as a whole.

c. *Lack of initiative to make public trash can:* Without depending on the government and private sector of the trash can, the residence themselves is lack of initiative idea to make their own public trash can for their community. Therefore, it is still an issue of having no sufficient disposal spot for the garbage in the village.

3.4.3 <u>Garbage collecting system</u>
In Laos, not just in *Ban Sengsavang* village, the garbage collection system is considered to be a critical issue to address:-

a. *Cleaning fee:* is fixed by the government. The residence with poor living condition cannot afford to pay the fee, given no choice they resort to burning the garbage which pollutes the environment and causes health issue from the fumes.

b. *Low frequency of rubbish collection*: The rubbish collection in the village is conducted every once a week. With such low frequency of collection, the smell and disease could possibly spread faster

c. *No cleaning service personnel available:* The rubbish collection system in Laos is through government and as the resources are limited, cleaning staff in the public area cannot be found. With limited personnel and services, it shows the low quality of cleaning service in the country.

d. *Insufficient fund from the government:* The government funds to support and manages rubbish collection system lacks prioritization and it becomes an issue of disorganized waste management system in the country as a whole and in *Ban Sengsavang* village as a small example.

3.4.4 <u>Limited knowledge on waste management</u>
The condition, issues and problem of urban garbage management in developing country like Laos and in areas like Ban Sengsavang village specifically is insufficient in dealing with garbage issues. The following sub-causes indicate of how the waste management in *Ban Sengsavang* village is:

a. *Low priority in the government agenda:* The waste management issue is not a prioritized issue in the government agenda to be addressed promptly. In this regard, it might take longer time for action to be taken from the government side.

b. *Lack of effective campaign:* To be aware of waste management, effective campaign should be conducted. However, it is difficult to have one organized for the community to get sufficient information regarding the waste management.

c. *No basic education on waste issue:* Certain type of garage can be reused and useful for other purpose. However, the community tends to throw everything without considering its usefulness and how to reuse it. With limited information and knowledge about waste management, people have no encouragement in changing their mindset and attitudes towards environment.

d. *Lack of support from NGO:* Besides waiting from the government side, the NGOs seem to take little action in the regard of the garbage in the public area. Without the support, people would lack of opportunity to learn the know-how on waste management from NGOs as they are well known to have more skills, training and knowledge providers.

3.4.5 <u>Community habit toward waste management</u>
Despite the above causes, the community has no motivation or encouragement toward the urban waste management in the village. One of the reasons is that there is *No role model in the community* for them to follow. We believe that role model can inspire the change in the community.

3.4.6 <u>No interest from the business owner</u>
From private sector perspective, they have no interest of taking part in managing the garbage even in their business coverage as

a. To business owners it is *No profit to the business,* but to invest money on it. This is a short sight viewpoint in term of unsuccessful business. With this idea in mind, it shows the sense of no participation to contribute to the neither community cleanliness nor health care especially their own successful business in a long term.

b. *They feel as a burden for their business* as it is kind of waste money and it's not their responsibility, but the government's. This mindset will affect their business from time to time because customers will lose confidence of their business especially the management in garbage which is also hygiene for the community.

c. *Bandwagon effect:* People tend to follow others action without reason of doing it and forget to consider about its effect for neither their own interests nor public interests. This effect will escalate the situation of the garbage in the public area.

With the above mentioned sub-causes, we selected those that we believe is applicable for a sustainable community design approach from the grass-root level.

3.4.1. a *Lack of hygiene education*→ Spread of disease

3.4.1. b *Low sense of public ownership* →Unwillingness to clean the public space

3.4.2. c *Lack of initiative to make public trash can* →No sufficient disposal spot for garbage

3.4.3. b *Low frequency of rubbish collection*→Rubbish becomes smelly

3.4.4. b *Lack of effective campaign* → Insufficient information on waste management

3.4.4. c *No basic education on waste issue* → No mindset on public waste issue

3.5 Clarifying Key Factors

After analyzing problem, causes and effect, we are able to clarify key factors that create gap between desirable future and undesirable future. We found that the community has less opportunity to cultivate the habit of keeping the public spaces clean because 1) there is limited education and campaign on cleanliness and hygiene and 2) there is a lack of facilities and insufficient waste management in the area.

Our group came up with various ideas to tackle those problems. The ideas are as follow:

1. **Identifying Community Leaders:** We have to identify key actor for taking the lead on projects. At the initial stage, we recognize that there is a village head and group heads who are leaders of the small groups in the village. During the process, we will identify, observe and talk to key peoples to integrate them to join and take lead on our project. We will position ourselves as the facilitator or the observer as we want the community to initiate activities on their own in order to create sustainable community. We can motivate these key persons to join our project by pointing out that this project will benefit not only their family and their community, but also can pass on to the next generation. Furthermore, they can take pride in what they do for their community.

2. **Green Saturday:** In this community, people meet every Saturday and clean public space because it is a nationwide policy. However, during the week they throw garbage on the street or on public space. We plan to take the opportunity from the Saturday event to give the information about the waste management and to educate them about the benefit that they will get from keeping the public space clean. In this activity, we identify key persons which are village head and Green Saturday leader. However, the challenges of this activity could be the reluctance of the village head to support the

project. Therefore, we will try to motivate the head of the village to do the project by giving him the incentive as he will be the one who initiate the project.

3. **Awareness Campaign:** Our plan is to share the message about the consequences of having garbage in public space by doing awareness campaign. The campaign theme can be creative design, print advertisement and creative messages or methods to deliver to the audience. We can come up with the location and distribution as the campaign proceeds. In addition, we should have spokespersons during the event. They can be famous actors, famous persons or anyone who can get the attention from people in the village. We first can start by make contact with school teachers from art class or looking for a specific artistic group such as students. However, one of the challenges of this activity is cost-effectiveness. Since holding such event might cost a lot of money, and our fund is limited. Therefore, we might need supporters or sponsors to help us with this. Moreover, we also need an approval and permission for using the space to hold our event, to attach our posters or to distribute our flyers or brochures.

4. **Themed Games:** We would like to create the cleaning game for kids and people in the community. There will be a theme for each game, mascots and story. Key actors in this activity will be teachers and parents. The games can be conducted in many places such as school, common space or temple. The main purpose for this activity is to give the information about garbage management and to raise awareness on garbage in public space issues. We can encourage local people to join the program by giving prizes. This activity might not be sustainable since we use prizes as a motivation for people to join. However, this activity can be a good starting point on raising awareness to people in the community.

5. **Award for Clean community:** This activity is to motivate people in the community to clean public space in their community. We will assess the cleanliness of the communities and give the award to the community that show improvement in the cleanliness of public space. Although this is a monetary incentive to make each community join the event, but people in the winning community still will be proud and keep on cleaning their community, and people in other communities will become more aware of the cleanliness of their own communities and start cleaning their public spaces.

6. **Effective use of garbage for income and savings:** Purpose of this idea is to educate people in the community on how to use garbage effectively in order to generate income and save money. The main activity will be the lessons to train people in the community. In this activity, we plan to work with NGO, experts and people who are passionate on reusing the garbage. The trainings will be provided to specific group such as housewife and youth. It can be hard when looking for the right people to do the training. Also the cost of hiring and inviting is another issue that we should keep in mind. Nonetheless, if this plan works, it will generate the income and increase savings for the community in a long run.

7. **Creative Use of Rubbish for School Activity:** The idea is to use the garbage in a creative way for school activity. We will ask for the support from the school in the community to insert this program into one of their classes such as art class. The target group will be students in the school and the main key actors will be teachers and

parents. We will train teachers and educate students about waste management and the benefit of having a clean community. The activity can include collecting the snacks or candy paper to do the art craft. We can have a competition among students to send out the message about the cleanliness of the public space through the art craft. We realize that there are many challenges for this activity. First, the schools and teachers might not want to cooperate with us. Second, parents might want to help their kids by buying new candy and give the paper to them. However, we believe that the fundamental of having the sustainable community should start with kids. Therefore, we think that this activity is one of the very important steps that we need to take.

After evaluating all ideas that our group came up with, we integrated five ideas together into one project because the project will be more effective and will be very feasible at this stage. The ideas that we incorporated together are 1) Identifying community leaders, 2) Creative use of rubbish for school activity, 3) Awareness campaign, 4) Award for clean community and 5) Green Saturday.

3.6 <u>Project for Ban Sengsavang village</u>

In order to realize our principle and objectives, a focused project is the first step that we can take. The project title: -

"Raising Awareness on Cleanliness Through Children and Art"

We have also set the objective for the project below:-

"Raise awareness on cleanliness by educating and involving children to create their campaign message"

Our project will focus on working with kids because involving kids is one of the grass-root approaches and nurturing kids will be the fundamental for a sustainable community design and more importantly we would like the community to create their own awareness message which gives them a sense of ownership of the campaign to motivate their community.

3.7 <u>Detailed Activities</u>

We must emphasize that the concept of these steps are based on an ideal scenario and we also understand there are challenges in every step of the process. The project is designed with the aim of making it attractive and fun, as we understand these are some important element to inspire the local community through an engaging method, even more so when targeting the community of *Ban Sengsavang* who welcomes entertainment and leisure activities. The objective to provide an early awareness of what is happening within their community; sharing the knowledge of community design and how local team forms within the community can take ownership of the project from the start to the end, including conceptualization to execution and to distribute the message to the rest of the community, based on available talents and local resources in order to achieve the desired result through an awareness campaign from the localized, grass root level of the community; which subsequently can be replicated in the long run for the bigger goal of achieving a healthy, helpful and happy community.

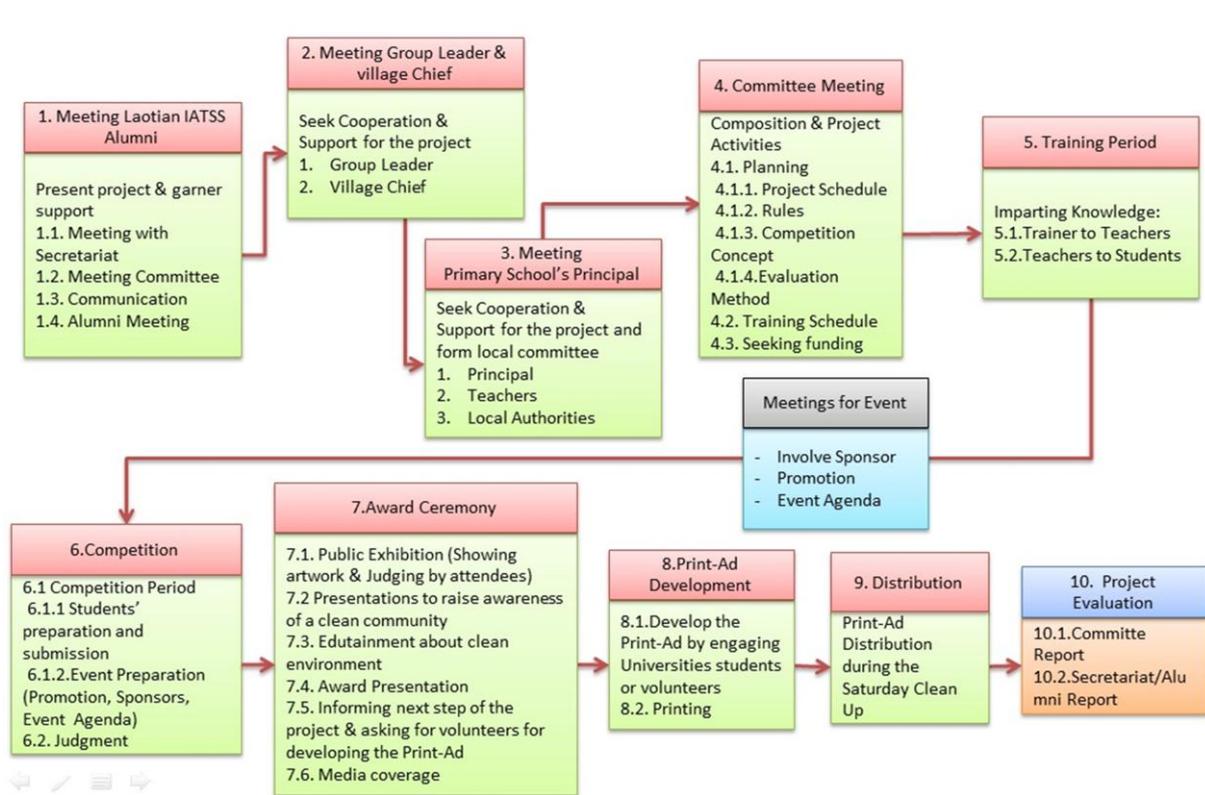Our group approach to initiate the community design project is detailed in a 10-step process as below;

Figure 2: 10-step Approach

Step 1 – Meeting IATSS Alumni

The initiation of the project is to arranged for a formal meet with IATSS Alumni and to present the project details. The objective is to garner for core support from the alumni as it is very important for the project to proceed with the right recommendation and network opportunities with stakeholders who will be able to support the local team to be formed in the later steps.

The communication with the various parties will be consistent and this will include meetings with the Secretariat and the Committee, with the aims to further strengthen the core supporters for the project and to refine details on the project approach.

Step 2 – MeetingGroup Leader & Village Chief

Upon the necessary approval and with initial support from the stakeholders -IATSS Alumni, Secretariat and Committee - the next step would be to meet with the village chief and local community leaders of *Ban Sengsavang*. This is a very important step to follow and to respect the local customs to inform the head of village and the local leaders before any further action or plans implementation.

The aims of these meetings and communication with the local people are to understand the detailed needs of the community regarding the issue of waste in public space, and to also garner support and the necessary cooperation and recommendations from the local leaders for the purpose of kick starting the project from a grass root approach and involving the community to participate and to execute.

Step 3 – Meeting Primary School's Principal

Following the blessings and support of the village chief and from local group leaders, the next step is to meet with the *Ban Sengsavang* primary school principal to share the community design plan for the benefit of the school and also the community.

At this point of this project, the identification of key coordinators through the meetings prior will contribute to the forming of a local committee; whose main task and role will be the community design coordinators to conceptualize plan and executed. The members that will form this committee will include the principal, teachers and local authorities who are able to support and manage the project from within their own community.

Step 4 – Committee Meetings

Once the committee is formed, the composition of the project will be owned and managed by the team, starting from the setting the main objectives and goals target of the project. The planning stages will include schedule for training the teachers and timeline for execution stages. The competition conceptualization, rules, general guidelines and judging method for the winning work. Other tasks will include identifying source for funding and sponsorship activation, producing the final campaign upon selecting the winning work and distribution of the campaign posters within the community. The completion of the project will then go through the evaluation period to measure the outcome and impact of the project on the community, specifically on the level of awareness regarding the issue of public waste.

Step 5 – Training Period

To prepare for the training period, the committee will work on identifying experts in the field of waste management, these are individuals who could provide knowledge and the know-how skills to the teachers during the training and workshop with the aim to equipped them with a variety of ideas on how the waste can be used creatively into works of art. This training session will subsequently lead to the teacher increased level of confidence in managing and guiding their students in the art work production at the later stage.

Teachers who are trained in the specific waste management and creativity area would conduct trainings with the kids during selected school session in order to impart the same knowledge for the children's benefit and preparation for the coming competition.

During the time of the training, the committee will continue to conduct regular meetings to move the project forward including the focus on identifying sponsors, galvanizing volunteers, organizing the event agenda and preparing for the competition period, award ceremony and campaign production, distribution channel and also evaluation upon completion of the project.

Step 6 – Competition Period

Upon the start of the competition period, the students will then be lead by the teachers to prepare the art work competition utilizing the waste or garbage to come up with a community campaign in raising awareness, they will be given a specific time period before the submission deadline.

During this time of competition, the committee will continue to prepare and finalize the coming award agenda, sponsors and other stakeholders who will be able to support the community event. The committee will also establish a judging panel comprising of the local representative for the award event.

Step 7 – Award Ceremony

Prior to the award ceremony day, there will be a public exhibition organized by the committee and will take place at *Ban Sengsavang* Primary School public space where all artworks will be displayed and judged professionally by the panel of the judges, simultaneously, it will also be a public event where the community can also attend and vote for their favorite campaign work too.

During this award ceremony, it is an opportune time for the committee to organized and showcases presentations to raise awareness on the community design project as part of a step towards a clean community living in a clean environment. The format of communicating with the attendees at large will be edutainment style which is a combination of education and entertainment, considering the locals really.

The event will peak at the award presentation where the winning work from the student will be awarded and also be covered by the media who are invited to the event.

It is also at this event that the committee will share the next step of the community design project and inviting volunteers to develop the winning work into a community based print advertisement campaign for distribution.

Step 8 – Print Advertisement Development

The winning artwork will now be utilized and be developed into an awareness campaign by the community for the community through the help of volunteers. During this process, the awareness campaign could be multi-fold as it can be produced as above-the-line, below-the-line and also developed into a creative campaign in the longer run.

Step 9 – Distribution

For the distribution of the developed *print advertisement*, the most basic level of the awareness campaign is to make it available to all households within the community and the main channel for the initial distribution will be done through one of the Saturday Clean Up event in the village. The Saturday Clean Up event is where the community cleans up the space around their area on every Saturday. This is an ideal time to reach out to all household with the message of the campaign.

Step 10 – Project Evaluation

Upon the completion of the project after the distribution of the *print advertisement*, the committee will look into evaluating the success of the campaign based on the benchmark that they have set to achieve and will also prepare a project report which will be shared with the participating stake holders. On the observer side, the IATSS Secretariat and Alumni will also prepare a project report to be shared and the parties involved will also conduct a post mortem session to review and plan for the next project.

In essence, the aim of this 10 step process is to facilitate a community to participate to initiate a grass root approach from within their community design and subsequently experience the process on how they could make a difference for their family and community.

The estimated project timeline will be approximately 2 years, commencing from December 2013 to November 2015.

3.8 Project Budget

The initiation of the project funding will come from IATSS forum with the support of budget; 2,000 USD. The implementation and sustainability of a project is manipulated by community itself with further activities and budget. There are three main stages in project mainly Advocacy, Implementation and Evaluation. The advocacy period will cover several meetings with different stakeholders such as IATSS Alumni, Secretariat, Village Head, Administrative group leaders, principal of the primary school and teachers. Each of stakeholders will be met many times as per necessary and the average cost per one meeting is estimated at about 20 USD. In advocacy stage, there will be four major players; IATSS Alumni and Secretariat, Village chief and administrative group leaders, primary school principal and project committee formed with Alumni, local authorities, School principal and teachers. The cost for meeting with these four major players is shown in the table.

The expenditure for implementation process includes cost for training, competition event, awarding ceremony and publishing. The respective estimated cost is mentioned in the table and the evaluation process will be completed by regular monitoring, accomplishment report from committee and IATSS alumni.

The maximum support from IATSS forum is 2,000 USD and the proposed budget allocation for each activity is shown in the table. According the community base approach, community will manage the whole process by their own and the support from IATSS forum is mainly for initiation. The further necessary cost will be incurred by budget pooled by community itself through such as getting sponsor from private business, donation and fund raising activities.

	Cost (USD)
1. Meeting IATSS Alumni	150
2. Meeting Group Leader & village Chief	80
3. Meeting Primary school Principal	80
4. Committee Meeting	60
5. Training Period	300
6. Competition Event	60
7. Award Event	500
8. Print-Ad Development	200
9. Distribution	-
10. Evaluation	-
Miscellaneous	500
Total	**1,930**

Figure 3: Estimated Project Budget

4. Postscript

4.1 Difficulties

Nuny from Laos who has to implement the actual project once he returns to the country feel that all the burdens are on his shoulder. We have to make him feel more comfortable and confident on the project that we are working on. We have to select the method that is feasible, implementable and manageable. Also, we have to understand that every process has challenges. If the IATSS Alumni and other related parties think that the project is not feasible, it could be postponed. However, we can refine and continue our project to make it feasible.

Having attended many lectures and seminars; we tried to apply specific methods taught by lecturers, however sometimes we get confused with the steps recommended, certain jargons and terms used during the seminars and practices in the class. We asked professor, lecturer and staffs to clarify the meaning and approach toward the specific situation of our project.

It is difficult to understand and get the clear picture of the current situation in Ban Sengsavang village. In this case, we have to ask Nuny many questions about his village in order to be able to get the idea and understand the real situation there.
Bob, our Japanese member, find it challenging to understand the conversation and also how to convey his idea mainly due to language differences. He must push himself to be able to cope with this situation.

The discussion process to make a decision sometimes is quite lengthy, tough and challenging because everyone has their own idea so we have to get into a collective agreement and reach a consensus by brainstorming and discussion. This whole process was being done through a majority voting, but also we did incorporate the minority's ideas into the final decision.

When we discuss about certain issue, everyone has different perception towards certain point and it's very difficult to get the same understanding between each members. We need to ask more questions to clarify the meaning of a certain point. This effort can also minimize the chance of misunderstanding between members.

Real data and information are very limited since the project target location is a small village, so we have to ask Nuny as many questions as possible in order to get the most reliable data and information out of him.

In conclusion, all of us have faced disagreement, misunderstanding, lack of understanding, miscommunication and language barrier problems too. Each of these difficulties are very normal in every discussion process, but the most important thing is how are we going to make these difficulties as a learning process to create a better result and find a collective agreement to reach a consensus whereby each ideas are incorporated to the final decision or result.

4.2 Lessons learnt

There are several lessons learned by all members of our group. Everyone feel that these are all good points to improve themselves in the future. Below are some points learned throughout the discussion process:

1. Team members were sharing their ideas one by one. First, all of us spent short times to think of some ideas and then we gave those ideas as well as shared them with the team. Facilitation skills were implemented on this stage to gather, sort out, categorize and choose ideas.

2. As we want to improve the cleanliness issue in the Sengsavang village, team members especially Nuny from Laos reminded us also look at the strength points that they already have, such as the collective effort on Saturday to clean up the public spaces. This is important so that we can maximize the overall approach by understanding the current positive points in the community.

3. We learned on how to reach a consensus by understanding each and everyone's points of view. Team dynamics also something that we observed along the discussion process, so that all members realized their important roles and can accept ideas from different points of view.

4. It is also important to know the pace of ourselves and not to leave other members behind. We learned how to manage the pace of the discussion, keeping it on track, support and motivate each other's and most importantly enjoy the process.

5. Situational leadership is also a good learning point in our discussion as each team members changed their roles in every meeting. We have assigned certain roles such as facilitator of the day, timer of the day and also typist. This way of circulating roles between team members are very healthy process to maintain the team dynamics and ensuring that each members are involved actively in the group meeting.

6. Team members have a time to ask questions to others. This is also what we learned during the discussion and sharing session. We understand that asking questions is important to clarify something that we don't understand. This is also to prevent any misunderstanding that might occur during the discussion process.

7. At the end of every meeting, we always review what have been discussed on that day and we also make an action plan on how to make our process even better tomorrow. This is an important learning point so that we know the big picture of the issue and also how to improve our approach day by day. Every member was actively participating in this process.

Those are all learning points that we have taken during the discussion process. Obviously some misunderstanding and confusing moments occur at times, but with the strong will to get on the consensus and achieve the goal of the project, we always can compromise to each other and most importantly prioritize team goals other that personal/individual goals.