



# ASEAN-Japan Youth Forum Take Actions for Social Change 2023

## ACTION PLAN REPORT





# Outline of the Project

This program was implemented to commemorate the 50th anniversary of ASEAN-Japan Friendship and Cooperation. With an objective to nurture connections between the youth of the ASEAN countries and Japan, 30 students selected from 30 ASEAN universities and 10 Japanese universities that are members of the ASEAN University Network took part in the program and worked together toward the realization of co-creating a better world in 2050. The students chose to pursue one of three themes, Aging Society, Diversity, and Environment and Disaster Prevention Education throughout the program, and by participating in online seminars, field trips to an ASEAN country and Japan, they conducted in-depth dialogues and created action plans to help resolve issues in the three aforesaid areas. The students are expected to expand their perspectives, increase their capacity for acceptance and tolerance of different cultural environments, and further develop their motivation and skills to take action as global leaders who can bring about meaningful social change.

**Theme: “Envisioning a better world in 2050”**

**Participants: 30 students (10 countries including Japan)**

# List of Participating Students

## Theme: Aging Society

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### Team 1: Sky High at Heart

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#### RESCUEBITES – Turning Waste into Smiles

Yamamoto Yuichiro, Japan, Keio University / Aung Zayar Naing, Myanmar, University of Yangon  
Ubana Shane Dominique D., The Philippines, Ateneo De Manila University  
Kenneth Cheok Jia Cheng, Singapore, Singapore Management University  
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### Team 2: Senior Squad

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#### Aging Population: Intergenerational Community-Building Using Mentorship

Chea Peter, Cambodia, Royal University of Phnom Penh / Nabilla Putri Maharani, Indonesia, Institut Teknologi Bandung  
Toriba Shota, Japan, Chiba University / Adam Ahmad Samdin, Singapore, Singapore Management University  
Kanchanit Horuengwetkij, Thailand, Chulalongkorn University

## Theme: Diversity

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### Team 3: Halo-Halo

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#### Inclusivity through Food and Dialogue

Hoeung Kaknika, Cambodia, Royal University of Law and Economics / Nagasawa Pati Akitosh, Japan, Keio University  
Thandar Yu Naing, Myanmar, National Management Degree College / Rawkeen Waenalai, Thailand, Mahidol University

### Team 4: Chao Mimosa

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#### UNLEASH: Unlock Your Potentials, Uncover Our Opportunities

Takeuchi Haruka, Japan, Kyoto University / Ekasith Vanmany, Laos PDR, National University of Laos  
Raymart Adriano Dela Cruz, The Philippines, Ateneo De Manila University  
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## Theme: Environment and Disaster Prevention Education

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### Team 5: Go Green Revolution

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#### Zero Waste, Zero Worries

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### Team 6: Vertedu Ecowarrior

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#### EcoChef – Reducing food waste, one household at a time

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Phonethida Sitthixay, Laos PDR, National University of Laos  
Emmalyn Tactaquin Tugas, The Philippines, University of the Philippines Diliman  
Vu Truong Huy, Vietnam, Vietnam National University, Ho Chi Minh City

# RESCUEBITES – Turning Waste into Smiles

## I. Introduction

Last summer, our team had the opportunity to visit the Nong Hoi Community and meet the amazing elderly residents there. There were two notable observations we made during our visit. First, we noticed that some of them were living independently without much support from their families, which made it challenging for them to prepare their own meals. Additionally, we were captivated by the diverse range of stalls in the community, each offering various products.

However, what truly left a lasting impression on us about the Nong Hoi Community was the active participation of the elderly residents in the communal kitchen. This collective experience brought them not only joy but also a keen sense of community. Inspired by this, we decided to use it as a source of inspiration for our project.

At the same time, throughout the program, we learned that Asia, like the rest of the world, is becoming an aging society. Currently, 20% of the population is aged 60 and older and by 2050, this number is projected to be 30%. Within the aging society we identified three main problems: which are (1) poverty, (2) social inclusion, and (3) food insecurity.

In an aging society, the increasing poverty among the elderly has been a huge issue. According to the U.S. Census Bureau, *Current Population Survey*, the number of aged poor throughout the world has increased from 3.5 million to 6.0 million since 2008.

In addition, social inclusion in an aging society is a huge issue as well. For instance, according to WHO, in Tokyo, the number of elderly who die alone increased by three times from 1000 to 3000 since 2003. Also, after COVID, 10% of people felt lonelier compared to the past. In particular, the elderly are unlikely to resume activities post-COVID compared to the young, thus social inclusion becomes a huge problem.

Last, food insecurity is defined as “a household-level economic and social condition of limited or uncertain access to adequate food” (Office of Disease Prevention and Health Promotion, n.d.). In terms of the elderly population, research about this issue is scarce (Ganhão-Arnanhado, 2021), but the data that we have now states that South Asia is one of the most food insecure regions (The Economic Times, 2023). The example we will be using is Myanmar, where there is food insecurity related to gender disparities since there are more older women (72%) than older men (54%) who have no access to food (HelpAge International, 2023).

Generally, in the said country, 79% of all older people compromise the quality of their meals (HelpAge International, 2023). The context may be unique for Myanmar, but it gives us an overview of how other countries experience food insecurity.

Therefore, we envision the ideal 2050 to be a society with more accessible food within an aging society. This is coupled with addressing the elderly people’s need for more social inclusion within society and more intergenerational interaction.

## II. Our Solution

### A. Community Kitchen

This report outlines a comprehensive solution designed to address the pressing issue of accessible food provision for elderly individuals aged 60 and above in Myanmar and other Asian rural areas. Our initiative, named RescueBites, centers around the establishment of community kitchens that not only cater to the nutritional needs of the elderly but also prioritize the cultivation of a supportive and engaging environment. This approach aims to counteract the challenges of poverty, social isolation, and inadequate nutrition prevalent among the targeted demographic.

Our primary focus is on Myanmar and Asian elderly individuals aged 60 and above residing in rural areas, facing financial constraints, and experiencing limited social inclusion. Specifically, our intervention targets those unable to provide three meals a day for themselves, with a monthly income below 200 USD, although flexibility is exercised concerning this threshold.

Regarding the community kitchen concept, there are several factors worth mentioning. First of all, we receive the ingredients from the local farmers. At the core of our initiative is a dedicated focus on creating a supportive and engaging environment for the elderly. As we bring together the elderly community in our kitchen with both peers and younger members of the community, the emphasis is on more than just sharing meals: it’s about building connections and fostering a sense of belonging. In more detail, in the community kitchen, the elderly and the youth can order from the stall, have chit-chats at the dining tables, or buy takeaways for their own convenience. For those who are not able to self-collect, we also have food delivery services so no elderly is left behind in our community.

RescueBites empowers the elderly by engaging them in meaningful activities within the community. Through the community kitchen initiative, seasoned chefs among the elderly population showcase their skills, creating a vibrant culinary hub that fosters a sense of community and shared responsibility. They also play a crucial role in sustainable agriculture by bringing a wealth of traditional knowledge and hands-on experience to cultivate a thriving and productive environment. We recognize the invaluable contributions of elderly individuals, not only as recipients of support but as active participants in community-building.

### B. Funded by BSF Farm

In order to support our community kitchen, we will be employing the social enterprise model where Black Soldier Fly (BSF) farms and research labs are used to generate revenue. The BSF was chosen because they are not vectors of disease and can reduce waste up to 84.8% on a dry mass basis. The adult BSF also thrives the temperatures between 25-30 °C, a characteristic common among ASEAN countries.

For BSF farms, the shed exoskeletons of the BSF larvae convert food

waste into frass fertilizer, which is then sold to farmers in rural areas to generate profits. Food waste will come from hawker centers or supermarkets within the city. Drivers are required to deliver food waste from hawker centers to BSF farms, and elderly employees can work on the farm.

For the BSF research labs, high profit biomaterials, such as chitosan and melanin, are extracted from the BSF pupae exoskeletons and dead adults for sale to MNCs where there is a demand for these products. Chitosan is anti-microbial and anti-inflammatory and is used in pharmaceuticals. Melanin conducts electricity, heals bones, and is used in the organic electronics and biomedical industries. Further research can be done in the labs to extract other high profit biomaterials.

### III. Project Timeline

Based on our project timeline, we plan to carry out our project in three phases.

- Phase 1: Open the BSF farm and research lab to ensure a sustainable source of long-term funding for our community kitchen. In order to maximize profits, we will be opening the BSF farm and research lab in city slums to facilitate the movement of food waste from cities into city slums without incurring excessive transport costs. Cities tend to have more food waste compared to the slums as well. The BSF farm and research lab will also be 1 km away from the community kitchen.
- Phase 2: Open the community kitchen. As the main aim of our project is to provide meals for the elderly who are earning less than 200 USD a month, this phase is the one where we will be maximizing the impact for the elderly.
- Phase 3: Increase the frequency of meals from three to five lunches a week. To ensure that our project can be run in the long term, we have set a modest goal of providing three lunches a week at the beginning, and this will be increased to five lunches a week. The number of meals provided can be further reviewed depending on the amount and stability of funds being generated from the BSF farm and research lab.

### IV. Success Indicators

#### A. Past Success Cases

As to reassure the validity and possibility of our project, we have delved into Singapore's past success cases. The pronounced social enterprise that we have gained a great source of inspiration from is Insectta. In more detail, Insectta is a pioneering Singaporean social enterprise that has emerged as a leader in sustainable agriculture through its innovative cultivation of Black Soldier Fly larvae. This groundbreaking approach leverages the larvae's remarkable ability to convert organic waste into valuable resources. In doing so, Insectta not only addresses critical environmental concerns related to waste reduction but also generates high-quality products, including protein-rich insect meals and organic fertilizers. The production of insect meal and organic fertilizers adds a layer of innovation to Insectta's work. These products offer sustainable alternatives to traditional agricultural inputs, contributing to the broader goal of establishing sustainable agricultural practices.

Besides, Dignity Kitchen Singapore operates as a social enterprise with a primary focus on addressing food insecurity, particularly among seniors. The organization provides free meals to approximately 70-80 individuals daily with a substantial portion of its beneficiaries comprising seniors. Dignity Kitchen's commitment to social welfare is demon-

strated through its provision of free meals, contributing to the well-being of the community. The organization's strategic focus on seniors aligns with the broader goal of fostering a dignified and inclusive society. Insectta and Dignity Kitchen Singapore, through their distinct yet complementary initiatives, exemplify the integration of sustainability and social responsibility into the fabric of Singaporean social enterprises. By simultaneously addressing environmental concerns and food insecurity, these organizations contribute significantly to creating a more sustainable, inclusive, and eco-conscious future.

#### B. Quantitative and Qualitative Indicators

##### Quantitative Indicators

1. Attendance and Participation Rate (no. of participants)
2. Number of meals consumed and delivered
3. Before and After Indicators
  - a. Body Mass Index (BMI)
  - b. Blood sugar levels
  - c. Calorie Intake
4. Food Security (measured through the Food Insecurity Experience Scale/FIES)

Note: The FIES is a standardized tool given by the Food and Agriculture Organization (FAO) of the United Nations. The link to the said tool can be found [here](#).

##### Qualitative Indicators

1. Participant Testimonials (e.g., interviews, focus group discussions)
2. Daily Nutritional Intake (i.e., keeping track of the meals eaten) and Daily Dietary Habits

### V. Customer Outreach Channels

Our social media strategy on platforms like Facebook, Instagram, YouTube, and TikTok serves as a tool to raise awareness about BSF and connect with customers. Through engaging content, we showcase the quality of our products and cultivate an online community aligned with our mission. Initiatives like community workshops with local farmers and educational workshops for food waste collection underscore our commitment to sustainability and community engagement. Farm visiting events provide an immersive experience, fostering a deeper connection with our transparent and authentic farming practices.

### VI. Methods of Funding

In terms of funding, we utilize crowdfunding platforms like Indiegogo to secure support for initiatives contributing to our organizational and community well-being. Strategic partnerships with microfinance companies, such as Easy Microfinance and Lolc Myanmar Microfinance, enhance our financial resources while aligning with institutions that share our vision for sustainable development. In essence, our approach integrates digital outreach, community engagement, education, and strategic funding to not only promote farm products but actively contribute to community development and environmental sustainability. The link to the group's Indiegogo can be found [here](#).

## VII. Conclusion

Overall, through executing our community kitchen funded by the BSF farm, we believe that the elderly will definitely be able to benefit from it. We aim to give justice to the experiences of elderly people experiencing social exclusion, such as that of the Thai elderly people that the group met in August. Little by little, we hope to see a better world for the elderly from now on until 2050.

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# Aging Population: Intergenerational Community-Building Using Mentorship

## I. Introduction

### 1. Aging Population Context: ASEAN and Japan

According to Vipan Prachuabmoh (2014), all ASEAN states will shift towards an aging society by 2034. Japan's National Institute of Population and Social Security Research in 2023 forecasted that seniors aged 65 or older will account for 34.8% of the national population.

### 2. Vision

We hope that by 2050, Asian societies will have adapted to provide the following for seniors:

- Sufficient economic support for healthcare
- Sufficient social support to prevent loneliness
- Positive perceptions of seniors and intergenerational harmony
- Actively, safely, and positively living while contributing to society

To achieve these goals, in our view, these societies must adjust how seniors live and remain active and how non-seniors support seniors.

### 3. Pain Points

Through our fieldwork, desk research, and personal experiences, we observe three main obstacles to these endpoints, in terms of existing solutions and circumstances:

- There remains a generational gap leading to a lack of empathy, and a limited awareness, understanding, and support from non-seniors.
- Existing programs suffer from a lack of unique, diverse, and specialized experiences. This leads to a lack of engagement from seniors since there is little incentive to participate.
- In terms of how non-seniors support seniors, there is also inconsistent commitment. This is largely due to a lack of incentives for non-seniors to interact with seniors. Beyond families that practice caregiving, attitudes and interactions towards seniors must spread wider through society.

## II. Action Plan Overview

To tackle these challenges, we propose Community-building **through Mentorship**. We envision this to be a collaboration between university students and seniors, allowing them to exchange experiences to build community. This incentivizes buy-in from different age groups.

### 1. Objectives

We have four objectives:

- Enable active aging and reduce loneliness by engaging seniors
- Empower seniors by giving them a platform to share experiences while reliving memories
- Empower students to make better decisions
- Change the attitudes of youths towards seniors through exposure and meaningful relationships

### 2. The Power of Mentorship

There are several forms of mentorship aside from formal mentorship, such as informal or reverse mentorship. We loosely define mentorship as learning from the sharing and discussion of experiences. Both senior and non-senior age groups can participate in this activity as long as both parties are willing to share. The ease of accessibility makes this medium of interaction ideal.

### 3. Target Audience

The initial target audience for this model is first, seniors willing to share, and second, university students. Targeting university students offers several benefits. First, students have more time than working adults to interact with seniors, particularly on weekdays when the families of seniors are also busy working. Second, universities or institutions serve as platforms that make it easier to disseminate information to potential participants.

### 4. Differentiators from Existing Solutions

Two features make this program distinct from other similar programs. We envision there to be some form of cross-border exchange to better empower participants to exchange experiences while seeking new adventures. Furthermore, most mentorship programs aim to pair students with recent graduates or young working adults who can share short-term perspectives. Seniors, meanwhile, can share longer-term perspectives that are less commonly shared.

## III. Action Plan (Execution)

The Mentorship Program has four phases - Pre-program, Phase 1, Phase 2, and Post-program.

### 1. Pre-Program: Recruitment

This stage aims to enlist mentors and mentees who align with the program's objectives.

### Recruitment of Mentors

- Diversified Outreach: A comprehensive range of expertise and experience is ideal. Seniors with diverse passions and backgrounds would be targeted through social media channels and community centers.
- Engagement via Social Media: Information about the mentorship opportunity will be disseminated through social media platforms popular with seniors like Facebook. Posts would focus on highlighting the value of mentorship and the unique contributions each senior could make as well as the connections that could be forged.

### Recruitment of Mentees

- Targeted Student Channels: Utilizing existing school e-mails, student chat groups, and relevant platforms, outreach may be made to students exhibiting enthusiasm for personal and academic growth.
- Pre-Interview Screening: A pre-screening interview is essential to gauging the commitment levels of prospective mentees. Through these interviews, alignment with the program's objectives and a genuine eagerness to participate actively will be ensured.

## 2. Phase 1: Regular Group Session and Sub-session

Phase 1 features both regular group sessions and sub-sessions. This phase serves as the cornerstone of our initiative that fosters meaningful connections and imparts valuable knowledge.

### Regular Group Session: Wisdom Exchange

- Objective: Facilitate in-depth mentor-mentee interactions with a focus on exchanging experiences and learning lessons rather than formal mentorship.
- Execution: Every fortnight, mentors and mentees delve into a spectrum of pre-prepared topics. While career advice remains a key feature to start from, prompts nudge discussions into day-to-day experiences, relationship guidance, cultural exchange, and more. This regular rendezvous serves as a platform for the exchange of wisdom and experiences, forging bonds beyond the conventional mentorship framework.

### Sub-session: A Public Engagement Platform

- Objective: Extend the program's impact beyond mentor-mentee pairs by involving the broader community.
- Execution: This crucial aspect of the program is designed as an inclusive session open to all by transcending the mentor-mentee dyad. There are three reasons for this as follows:
  - o Promotion and Engagement: By opening the sub-session to the public, we aim to enhance program visibility, drawing increased engagement from diverse segments of the community.
  - o Knowledge and Skill Dissemination: Recognizing the varied needs of the elderly population, this session offers workshops covering a spectrum of topics. From traditional crafts to gardening, the workshops are not constrained by content or format that provide tailored knowledge and skills.
  - o Inclusivity: Some seniors might not be prepared for a longer-term commitment with mentees. Having public sessions would allow these seniors to be involved on a more ad-hoc basis.

These parallel sessions are structured to complement each other. While regular group sessions strengthen interpersonal bonds within small mentor-mentee groups, the sub-sessions contribute to addressing broader societal challenges related to aging. Phase 1 aims to create a ripple

effect, which fosters both individual growth and societal impact.

## 3. Phase 2: Cultural Exchange Trip

Phase 2 is the Cultural Exchange Trip. This initiative is designed to transcend borders, which foster a global perspective among both the elderly and the youth. The core philosophy underpinning this phase is that age should not be a barrier; it is the unwavering passion for exploring new environments that matters.

### Objective

- Global Exposure: Facilitate international travel experiences for both elderly individuals and youth.
- Inclusivity: Recognize and cater to the diverse needs of seniors by incorporating local cultural exchange trips for those unable to travel abroad due to health constraints.

### Implementation Plan

- Host Country Responsibility: Designate one country per academic year to host the cultural exchange trip, ensuring a rich and immersive experience for all participants.
- Frequency: Conduct one cultural exchange trip annually, offering a transformative experience to both mentors and mentees.

### Suggested Activities

- Lecture Session: Delve into aging society issues of the host country.
- Local Community Visit: Immerse participants in the fabric of local communities, which foster cultural exchange and mutual learning.
- Bonding Sessions: Cultivate interpersonal relationships through structured bonding activities, which strengthen mentor-mentee, mentee-mentee, and mentor-mentor connections.

### Phased Approach

- Online Exchange (Initial Stage): In the initial one to five years of the project, leverage online platforms, such as Zoom, for the cultural exchange, ensuring broad participation and overcoming geographical constraints.
- In-Person Exchange (Long-term Goal): As the project matures, aspire to transition from virtual to in-person exchanges, which foster deeper connections and richer cultural experiences.

## 4. Post-Program: Evaluation

The culminating phase of our Mentorship Program is the Evaluation, a critical component aimed at refining and enhancing the overall program structure.

### Implementation Plan

- Post-Activity Evaluation Form: This is to be filled out by participants at the conclusion of each program activity. The form should encompass various indicators to measure and evaluate the success of the activity, including content relevance, engagement levels, and overall satisfaction.
- Anonymous Feedback: This fosters open communication and honest assessments.
- Structured Metrics: Include quantitative metrics alongside qualitative feedback to measure the effectiveness of each activity objectively.



## 5. Timeline

	SEMESTER 1					SEMESTER 2						
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
WEEK 1												
WEEK 2												
WEEK 3												
WEEK 4												

PREPARATION

OFF WEEK

REGULAR SESSION

SUB-SESSION

EXCHANGE TRIP

## IV. Funding and Partnerships

### 1. Purpose of Funding

Funds would be used for the following:

- Regular operations: This includes administrative costs, space rent during programs/events, and tokens of appreciation for mentors and partners.
- Creating awareness: Using media outreach to gain a bigger audience and promote our initiatives.

We aim to raise funds and sponsored items from collaborations and partnerships with various educational institutions, NGOs, and companies. We also plan to charge cultural exchange participants, and participants of the sub-sessions that are open to the public.

### 2. Benefits to different collaborators

Various organizations can benefit from sponsoring this program.

#### Educational Institutions

- Fostering social responsibility among students and faculty
- Additional source of career and talent development for students

#### NGOs

- Ready source of volunteers who have time to spare (students and seniors)
- Alignment with SDGs (3: Good Health and Well-being, 11: Sustainable Cities and Communities, and 17: Partnerships for the Goals)

#### Private Sector

- Early scouting for internships and future graduates
- This incorporates social responsibility into the firm's activities, enhancing public perception and trust

## V. Pilot Project

### 1. Overview

A pilot project was carried out online on 4 November 2023. The objective of the pilot was to have an initial assessment of the effectiveness of the program, to gather feedback about its strengths and areas for improvement. Close attention was given to communication styles, the depth of discussions, and the overall engagement within the mentorship relationship.

We recruited two mentors.

- Ms. Mariam from Singapore who is a retired housewife, formerly from Singapore Airlines.
- Ms. Marisa from Thailand who is a resident coordinator at the United Nations in Thailand.

We also recruited five mentees from different countries.

## 2. Methodology

The mentors shared their career experiences, keys to success, essentials to life, and other various lessons. They also talked about career interests, daily living in their different countries, and shared a variety of lessons related to satisfaction in one's personal and professional lives.

## 3. Results

The feedback was generally positive with participants highlighting that they particularly enjoyed listening to different perspectives, even sharing that they had hoped the contents of the discussion would be shared more publicly for more people to benefit from. They also shared that regular updates or touchpoints should be considered beyond the session.

Various points for improvement were also identified. These ranged from refining the onboarding process to enhancing communication channels between mentors and mentees.

In addition to these programs, training for mentors would be a welcome addition. First, this would standardize the mentorship experience for mentees to ensure they would receive a consistent quality experience. Training would also help to enhance the mentoring skills of mentors to incentivize mentees to continue in the program.

## VI. Future Plans

### 1. Short-term Improvements

Partnering with an existing platform that already has access to seniors would save resources. Community-based or private sector organizations that already hold activities for seniors are likely to be interested in volunteers running an additional program for their center.

Second, other levels of education might also be a suitable target audience for mentees. While the scope of conversation and style of mentorship would be different, it is still a possibility to consider.

Third, the types of activities could also be expanded. Local chapters may organically create their own activities that are more relevant for their region. This diversity of activities is likely to be more enriching, and cross-border discussion will be even more important for different chapters to learn from one another.

### 2. Long-term Scaling

Having an integrated ecosystem, including an interactive website or application, would establish a more concrete presence and create a one-stop shop for all participants to move towards. A singular platform would also more effectively match participants based on similar interests, increasing the likelihood of high-quality pairings.

Expanding the outreach of the program beyond our current universities to other universities would create a network across Asia focusing on programs related to senior mentors and youth mentees, or even other local community centers. This network is likely to resemble existing international organizations that adopt a decentralized structure, with local chapters being overseen by regional administrations, followed by national oversight.

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# Inclusivity through Food and Dialogue

## I. Introduction

People with disabilities (PWDs), LGBTQs, different religions, or generations are not problems to a society. In contrast, we think that the lack of diversity's awareness and acceptance by the community spark many social issues like discrimination, abuse of human rights, and other issues. With the aspiration to overcome the social barriers and demand diversity's appreciation of our community, we have cooperated to create action plans that focus on public awareness by using food and dialogues as key methods. We are confident that food can represent the image of diversity through its "diversitaste" while leading eaters to the discussion of diversity, such as the origins of food. Additionally, the interaction during mealtime or dialogues can raise participants' awareness and acceptance of diversity among our community.

## II. Philippines Field trip

On 29 August 2023, we landed in the Philippines where we started our teamwork in studying and co-creating the action plans regarding the topic of diversity. Throughout four days of lectures and physical activities in the Philippines, we got to see the distinction in diversity in terms of physical ability, gender, and religious beliefs. These three groups of people are vulnerable groups in this society. First, people with disabilities who we spent the most time with inspired us with their stories. We have gone through lectures and workshops with PWDs with the aim of illustrating different types of disabilities, such as blind, deaf, leg impairment, and other disabilities. Besides, we were significantly inspired by experience and activities with Dragonboat Training with PADS (Philippine Accessible Disability Services Inc.), where we cooperated with PWDs in riding the Dragonboat. That was the best illustration of the cooperation and importance of diversity that we want most people to be aware of and praise its impacts. The second group was LGBTQ people who are facing discrimination and disproportionate treatment from the public. Their lecture at the Commune (a café in Makati City, Manila, Philippines) told us about the abuse of human rights through a realistic case that happened in the Philippines. Last but not least, we went to see an example of cultural diversity through the associated with Catholicism, the majority religion in the Philippines, and Islam, one of the minority religions in the country. After all of the inspiration we got from interacting with these three groups of people, we concluded the ideas of the Diversitaste Bento Project and disability inclusive spaces.

## III. Japan Visit

The Japan visit, from the 19th to the 26th of November 2023, provided another image of diversity in our action plans. Within that week, we

learned about and experienced a new image of diversity and Japanese culture. However, we only focus on notable and important stories related to our theme and action plans. We not only learned about the social problems but also the existence of programs and organizations that are helping people with disabilities while raising awareness of diversity. For instance, Hiroshima University established the Accessibility Centre to ensure fairness in assessments, including adjustments, accommodations, and other necessary support. Another example of the organization working closely with people with disabilities is Xiborg, which produces athletic prostheses for Para athletes. Definitely, we have to mention the workshop by Slow Label and the Dialogue Diversity Museum Taiwa No Mori. All of these are the evidence of the effective means for people with disabilities, which are already initiated in Japan. Additionally, we got the opportunity to learn and experience the diversity problem of the generation gap, which we learned about during the lectures and dinner at the Buen Camino. The things we learned in both the Philippines and Japan inspired and motivated us to cultivate two main projects.

## IV. Action plan 1: Diversitaste Bento Project

This first project will create spaces, opportunities, and platforms for people to engage in social conversations and dialogues for fun using the unique and traditional Japanese food culture of the bento. We strongly believe that *diversity has always existed in our world, but diversity is not the issue*. However, in the current world, lack of dialogue and assumptions often distort the power of diversity. We also understand that many places that talk about diversity currently tend to attract only interested participants. Through our experiences in Japan and the Philippines, we learned that narrative storytelling is one of the powerful methods for moving people's hearts and minds. In addition, collaboration, bridge builders, and enjoyment are important in order to reach out to more people and get them to participate in the diversity dialogue.

We believe that the bento is a very effective means of spreading narratives from political leaders to the grassroots level. This is because, as our conversations in this TASC program have shown, diversity of food attracts and unites people. Moreover, because the bento consists of various combinations of ingredients, we can bring messages and stories from diverse people to the bento during the production process.

This project includes two steps. The first step is to create a special bento in commemoration of the 50th anniversary of friendship relations between Japan and ASEAN. Taking into account that the TASC program commemorates the 50th anniversary of ASEAN-Japan friendship and cooperation, we will establish the Diversitaste Bento Project team to design an original bento. Key points for bento design will include the following.

- Using ingredients that are traditional and original from ASEAN and

Japan, or that show links between ASEAN and Japan

- Include historical links between ASEAN and Japan and messages for the future
- Promote conversations on diversity

We aim for the bento to be served in the cafeterias of the Japan Foundation Japanese Language Institute (located in Urawa) or the JICA Global Plaza, as well as during the lunch session at the ASEAN-Japan Summit in Laos next year. For this phase, we could collaborate with the Japan Foundation, MOFA of Japan, JICA, some restaurants, and food companies.

For the next step, we will create a workshop modeling the process of actually designing an original bento in order to initiate the original workshop Diversitaste Bento Workshop. The workshop will be implemented in a variety of countries in cooperation with public institutions and foundations as well as private companies. This will effectively encourage casual participation and dialogues with a diverse range of people. With this project, people will encounter the harmony of diversity while experiencing the unlimited possibilities that can be created from the one box called the bento. As an extension of this project, we also aim to implement a second action plan with a particular focus on PWDs.

## V. Action plan 2: Diversity Inclusive Spaces

With the current situation concerning people with disabilities being one that still needs attention from the general public, especially when it comes to the recognition of their successes and their potential, it has come to our attention to enact a second action plan under the concept of a disability inclusive space that aims to inaugurate spaces with the main purpose of showcasing the prowess of people with disabilities from the layman's point of view. The action plan consists of having these spaces established in various institutions, ranging from high schools to public libraries, and have them act as a resource center for people to learn more about people with disabilities. The idea is to have a dedicated corner integrated into already existing areas thus minimizing the expenses needed in making the idea a reality and maximizing the outreach. In addition to these spaces being a dedicated place for people to learn more about people with disabilities through educational material, these spaces will also serve as a setting where people with disabilities themselves can utilize the space to organize events, such as seminars and talks to share their stories and have their voices heard.

To give a better picture of how this vision will be made into a reality, an overview of the roadmap will be given. First, we plan to build a strong connection with the various institutions we intend to collaborate with. This involves building rapport with them and focusing on the institutions in which we already have a bond with. This includes places such as the high schools our members graduated from and the universities we are currently enrolled in as well as the different organizations we have had prior interactions with. By pitching a vision that goes in line with the values of these institutions, we believe that it is also within the interests of these institutions that they cooperate with us. Through this collaboration, we envision the disability inclusive spaces to be established within five years' time. This time span entails getting people to gain interest in the space and become accustomed to it. Our goal is that when people think of a place where they can safely learn about people with disabilities and engage in fruitful interactions with them, our disability inclusive space is the first place that comes to their mind. Once we have established ourselves as a household name, the ultimate goal is to pass on our mission and have PWDs themselves be drivers of change.

## VI. Expected Results

The combination of the bento project and the disability inclusion campaign are assured to create profound impacts on societal perceptions and practices concerning diversity and people with disabilities (PWDs). The expected results from our action plans are as follows:

1. Enhanced awareness and understanding of PWDs in the target regions
2. Breaking stereotypes
3. Cultural understanding and appreciation
4. Increased community involvement
5. Advocacy impact

We are promoting inclusivity through food diversity (by combining diverse cuisines from ASEAN and Japan) and disability inclusion campaign that will create a platform where people will have the opportunity to celebrate and appreciate the cultural diversity of ASEAN and Japan, which fosters a sense of global citizenship while emphasizing the inclusivity for PWDs, so the targeted communities are expected to develop a deeper understanding of the challenges faced by PWDs and gain insights into the diverse abilities and talent within the disabled communities that will foster a sense of belonging for everyone and reduce the prejudices and stereotypes that fuel discrimination. By showcasing the talents and perspectives of PWDs, awareness raising will inspire people to learn from each other and collaborate for common goals and empower PWDs to become the agents of change for sustainable development. Furthermore, it will increase the number of active participants and collaborators from the PWD community, proving that successful engagement and inclusivity will also encourage long-term shifts in attitudes and practices that embrace diversity. In this way, our action plan will become a pivotal platform for initiating conversations, fostering understanding, and ultimately contributing to the creation of more inclusive societies in both ASEAN and Japan and enhance inclusion and the accessibility of PWDs in all spheres of life. Our awareness raising projects will help people recognize and address the barriers and challenges that PWDs can face in accessing education, employment, health care, social services, and public facilities. The projected results will extend beyond mere awareness and contribute to a future where disability inclusion is not just an aspiration but a reality.

## VII. Evaluation Methods of our Action Plans

Evaluating the impacts of awareness raising about PWDs is challenging, but we believe that it is an important task that can help evaluate the effectiveness and efficiency of our activities and strategies. After each workshop, we will make evaluation form to review and track how many participants have joined based on our expectations. The first method we will use is in-depth interviews because it will capture detailed insights into participants' personal experiences and perception. We will make one-on-one interviews with the participants to explore their emotions, attitudes, and the ways in which our actions have influenced their understanding of PWDs.

The second method is focus group discussions. This encourages attitudes, reflections, and shared experiences among participants. We use this to facilitate open conversations, allowing participants to express diverse viewpoints and engage in a dynamic exchange of ideas.

Thirdly, participant observation will be used to understand the behavioral changes and interactions during the bento project event and

dialogue sessions. We will deploy some observers to record the participant behaviors, verbal and nonverbal cues, and overall dynamics to provide a qualitative understanding of our project.

Finally, we will use stakeholders and collaborator feedback as a way to gather perspectives from collaborating organizations, businesses, and stakeholders. We will conduct interviews with collaborators to benchmark their perceptions of our projects' effectiveness, collaboration dynamics, and potential areas for improvement. We believe that these evaluation methods can provide a comprehensive understanding of the impacts of our awareness raising projects about inclusivity through food and dialogues in ASEAN and Japan. Also, these methods can provide an entire evaluation of the effectiveness of our action plans in promoting awareness and understanding of inclusivity.

## VIII. Conclusion

In conclusion, as mentioned above, we mainly focus on awareness raising as the first step in our action plans because the community still lacks an understanding and an awareness of diversity as well as PWDs (people with disabilities) in their communities. The bento project presents a thoughtful and impactful action plan to promote diversity and raise awareness about PWDs by having enjoyable dialogues and social conversations. By establishing showcasing spaces within the existing institutions, such as libraries and universities, our long-term project aims to weave the stories and achievements of PWDs into the fabric of everyday life. The strategic focus on developing partnerships ensures a widespread reach in collaboration with schools and libraries to create inclusive corners without the need for new infrastructure. Our commitment to engaging both PWDs and the general public through workshops, guest speakers, and community-building activities captures a comprehensive approach to fostering understanding by aspiring to empower PWDs to become leaders within their communities. Furthermore, rather than relying on media, our projects focus on the creation of informal spaces, acting as triggers for conversations on disability inclusion. The incorporation of success stories in the form of exhibits and galleries enhances the narrative, making PWDs integral to broader dialogues. Our goal of raising awareness, not as a social enterprise but as an awareness campaign, sets a clear direction for our action plans. Looking ahead to 2050, our vision includes the establishment of resource centers globally, acting as informal spaces that promote dialogues on disability inclusion and to make awareness about PWDs a global priority that aligns with the broader aim of achieving universal design on a large scale. Our action plans envision guiding societies towards the treasure of understanding by shaping a future where inclusivity is second nature, and diversity is celebrated.





# UNLEASH: Unlock Your Potentials, Uncover Our Opportunities

*Disability is diversity. Being a person with a disability is neither good nor bad; it is just part of who they are. The problem arises when a person with a disability (PWD) is trying to function, and yet society is inaccessible. Changing the negative attitude towards disability is the key to helping PWDs and non-PWDs co-enjoy this life.*

## I. Insights from the field trip and the Japan visit

Diversity is an intriguing concept in that it exists in every aspect of life. Notwithstanding our final project revolving around PWDs, it gave us enormous pleasure to celebrate other beautiful shades of diversity, such as the LGBTQIA+ community and religious groups.

During the field trip to the Philippines, we stood a valuable chance to decipher what diversity means. While LGBTQIA+ communities in Manila told us a unique story of unleashing their potential through incessantly creating dramas and songs, 98B Escolta taught us how individual artists are able to co-create a nurturing community where they are immersed in artwork. However, the focus after all was PWDs, who tremendously inspired us to come up with our project. In the disability workshop in Cebu, we all agreed that PWDs should not be viewed as objects of charity, but as subjects of rights that society must respect. During the dragon boat race with the fellows of the Philippine Accessible Disability Services, we witnessed the exceptional talents of PWDs in captaining the boats. We attempted to compete with them, but so skillful were they that we could barely catch up. These hands-on experiences in the Philippines taught us two important lessons. On the one hand, getting together and utilizing collective power through interactive activities allow people to shine in their own way. On the other hand, assisting PWDs is impossible because of the assumptions made from the lack of proper connectivity with the beneficiaries. This prompted us to make full use of what we learned through the field trip.

Afterwards, we spent around two months drafting our action plan before visiting Japan where we further discovered how to actualize the plan. In Japan, we found something common in all the guest speakers. It is often the case that personal connection enables the projects to thrive. Ken Endo from Xiborg introduced his prosthetics to Laos and Nepal since he has friends there. Yoshie Kris from Slow Label managed to organize Paralympic performances thanks to her colleagues. We realized that our personal friendships would likely allow our project to go international. This was our first lesson in Japan. We also found the projects presented used to have or are having difficulty in financing. While Buen Camino's budget is heavily reliant on local subsidies with sporadic sponsorship from private institutions, Slow Label struggled to

seek financial aid via the website. We came to believe more strongly that with serious consideration about financing, our initiative has the possibility of turning into an international project.

## II. Overview of PWDs and the Vision for 2050

Whereas Southeast Asia has approximately 62 million PWDs (Mufida, 2023), Japan is home to around 11 million individuals with physical, mental, and developmental disabilities (Cabinet Office Japan, 2023). Overall, PWDs have been facing numerous challenges regarding communication, education, economic opportunities, and health care and related services (United Nations Economic and Social Commissions for Asia and the Pacific, 2017). From time to time, discrimination seriously hinders PWDs from effective participation in many sectors of life. While the significance of enhancing the material lives of PWDs is undeniable, our group also would like to express our concern for taking care of their mental and social health. This, coupled with the insights gained through the field trip, leads us to ponder, **"What can help create a more inclusive society for PWDs based on the values of collective power, interactive creativity, and connectivity?"** After careful consideration, we all agree that entertainment activities can provide the answer. The ASEAN Enabling Masterplan 2025: Mainstreaming the Rights of Persons with Disabilities (2018) highlights that full participation of PWDs in society includes social and cultural aspects, which should be viewed as a *"fundamental right and expression of shared values"* (ASEAN, 2018, p. 22). Cultural resources are to be directed towards providing them with an *"equal and equitable opportunity"* (ASEAN, 2018, p. 7) to enjoy leisure activities.

Nowadays, different entertainment activities have been hosted across Japan and Southeast Asian countries to support the mental lives of PWDs.

- Reading activities: braille libraries<sup>1</sup>, audiobook production schemes for the deaf and blind<sup>2</sup>, competitions to promote reading among families with PWDs<sup>3</sup>, library information agencies, and special educational centers with basic services for PWDs.<sup>4</sup>
- Sports activities: Paralympic associations which support para clubs and para games<sup>5</sup>
- Arts activities: PWD artist institutions to support PWD artists<sup>6</sup>, PWD workshops<sup>7</sup>, podcasts<sup>8</sup>, art competitions and exhibitions<sup>9</sup>, group homes with entertainment activities for PWDs<sup>10</sup>, crafts-making schemes to support livelihood by artisans<sup>11</sup>, and job fairs<sup>12</sup>

Introducing entertainment activities into the lives of PWDs can help improve the quality of life. Generally speaking, entertainment activities can raise public awareness of PWDs, connect PWDs in interactive group activities, contribute positively to the development using their assets, and better PWDs' living standards by financially supporting them. Thereby, we visualize a community-like model where PWDs can enjoy themselves and contribute to society through entertainment activities with the positive support of the public, thereby raising the public's awareness of these groups' involvement in entertainment activities in general. The community can financially support those committed to making a sustained living out of these entertainment activities.

Currently, there exist disparities between the countries in the movements to promote the enjoyment of PWDs in entertainment activities owing to the considerable differences in each country's developmental (political, economic, and social) characteristics. Some of the differences might be related to institutional practices, organizational capacity limitations, PWDs' psychological barriers, and decentralization of movements. These challenges give rise to the gap between the current world and our vision for 2050. To address such shortcomings, we are committed to creating local hubs where we gather local PWDs and collaborate with local stakeholders to either host various entertainment activities with PWDs as the leading group of beneficiaries or guide PWDs to celebrate entertainment activities. Our main strategies are engaging both professionals and the public in our project to leverage the power of civil societies and create a bridge between PWDs and society, thereby normalizing the co-enjoyment of PWDs and non-PWDs as a single society. In addition, we take note of the importance of promoting already-existing activities to advance what has been effective, necessary, and feasible.

### III. Action plan

The project is comprised of three main stages as follows.

#### Stage 1. Establish local hubs

In order to establish a local hub in our countries (Japan, Laos, Philippines, and Vietnam), the first step would be for us to engage in intimate conversations with local PWDs because they are the heart of these hubs. We need their support and involvement to make these hubs possible. In addition, we are supposed to work efficiently with local authorities and the public so that every walk of life can gain a comprehensive understanding of the current status of PWDs as well as our project vision and mission. Other than that, we would need to collaborate with local civil societies to ensure our target aligns with the needs and cultural contexts of each community. These collaborations will provide us with the crucial support we need to run activities smoothly and effectively in our community. These people will also assist us in collaborating closely with the government and other organizations, thereby helping us mobilize the resources we need to run the local hubs. If we were to secure adequate support, the most promising way for us to further our hubs globally would be to carry out trial projects in the company of academic institutions, nongovernmental organizations, and nonpolitical organizations. This will truly allow us to demonstrate the positive impact of our project while also fostering credibility and creating a good relationship within the community. Our dedication to strengthening Japan-ASEAN ties will be clear throughout this process as we join hands with Japanese stakeholders and make use of cross-border linkages to better the lives of PWDs in the targeted areas.

#### Stage 2. Organize local activities

Through our vision to establish a more understanding and supportive community within our chosen localities by establishing local hubs for PWDs, our group is committed to guaranteeing that these hubs will serve as a nonthreatening space for PWDs to rejoice in different activities. These activities will be in promotion of their artistic expression, physical well-being, entrepreneurship, and community bonding in the spirit of inclusivity and camaraderie. These local activities in each of the local hubs aim not only to empower individuals with disabilities but also to raise awareness and involve the broader community in fostering an all-embracing society.

One of the notable activities that we are proposing is the creation of an art gallery that acts as a platform dedicated to showcasing the artistic genius of PWDs. There will be a local board of directors (BOD) established that will play a crucial role in planning and strategizing for this activity. The criteria for establishing this BOD will be through the formation of a committee that consists of local stakeholders, such as local organizations, volunteers, social workers, and government officials, within the community area. They are trusted pioneers willing to take part in this initiative. Prior to this art gallery, periodical arts workshops will be organized, offering the PWDs marvelous opportunities to unearth and express their sense of creativity through painting, craft-making, and other art forms. Non-PWD artists will be invited to supervise the workshops to provide a collaborative environment. Ultimately, the collected artworks will then be prepared for exhibition, with PWD artists joining as inspirers, which will foster a sense of community and shared artistic expression. Local volunteers and professional event planners, among the success indicators for this local activity, had better be involved in helping run the project.

Simultaneously, campaigns will be widely launched to stimulate PWDs to participate in adaptive sports and recreational rehabilitation programs. This will be through partnerships with sports centers, professionals, and PWD trainers that provide professional training and logistical support. This is the first step in establishing this activity. Local sports competitions will be organized with PWDs taking center stage as the official players and supported by the public. We firmly believe that this approach not only forwards physical well-being but also breaks down the existing barriers and societal challenges as regards perceptions about the capabilities of individuals with disabilities.

Another initiative involves supporting the PWDs interested in entrepreneurship through start-up programs. The local BODs will shoulder the responsibility of reaching out to aspiring PWD entrepreneurs by conducting interviews to understand their needs, in addition to thorough market research. After that, professional workshops and consultation sessions will be organized to bridge start-ups with potential investors. Organizing a job fair will be taken into consideration to promote these start-ups, facilitating public involvement in advancing PWD-led businesses.

The next initiative that can help PWDs for our advocacy is the setup of a PWD musical club. The first step in working towards this is to involve the local stakeholders and volunteers for further coordination. They can help us in determining the potential members and how we can move forward on marketing follow-up musical shows to non-PWDs.

With all of these local initiatives, promoting public awareness is of utmost importance. Regular promotion through various channels will ensure the community is well-informed and inspired to embark on the journey actively. The main goal is to bring about an inclusive society wherein individuals with disabilities are not only supported but celebrated for their unique abilities and contributions through these locally initiated activities within the local hubs.

### Stage 3. Promote local and cross-border activities

Once our local hubs have developed to a certain extent, we look forward to strongly encouraging our local hubs to band together internationally. To push for international cooperation, we are expected to launch a website where local hubs can post their activities, and other hubs can learn from the posts. This website has links to social media. The members of the local hubs can contact representatives of outstanding activities hosted by certain local communities. Basically, the website can serve as a platform for knowledge, successful experiences, and creative ideas for all the local hubs. This continuous interaction will eventually let us host an international event. All activities listed in Stage 2 can be launched as cross-border events, virtual or face-to-face. For example, we recognize the importance of creating a virtual art platform for ASEAN-Japan PWDs where PWDs are motivated to showcase their artwork freely and interact with each other through comments. What is more, we will endeavor to organize global youth meetings where young people discuss the issues about PWDs in their countries, like what we have done with TASC 2023.

*It is an honor for TASC participants to partake in such a dynamic platform with a vast array of insightful site visits, interactive workshops, and thought-provoking lectures where we were encouraged to freely discuss diversity, especially PWDs and what we could commonly do to cater for their needs in the foreseeable future. A society is inclusive and accessible not only when it celebrates the dignity of PWDs but also when it empowers them to contribute positively to where they belong. Diversity is never a problem, as we see it from an accepting perspective. We firmly believe that Japan-ASEAN cooperation, with its variety of inclusive initiatives, could play an instrumental role in creating a better world for PWDs by 2050.*

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# Zero Waste, Zero Worries

## I. Background: Concerns with the Waste Issue

Go Green Revolution, a team that consists of university students who come from various countries in ASEAN & Japan was united with the same concern: long-lasting waste issues that are increasingly urgent and that must be solved to create a better world. Our team consists of Salman Albir Rijal, Sal from Indonesia, Yanisa Laovilailert, Fah from Thailand, Mika Kadono, Mika from Japan, Patthana Sombout, JJ from Laos, Kavines Nair, Kavin from Malaysia, and Yu Yu Win, Yu Win from Myanmar.

In Thailand, managing food waste presents a significant challenge, especially in urban areas, as studies conducted from 2005 to 2009 revealed it constituted 42% to 45% of waste collected in Bangkok which mainly originated from households and was commonly discarded into garbage bins and then handled by governmental and private sector entities through burial in landfills.

Our member from Laos, JJ who is trying to work on waste management challenges, including plastic pollution due to increased consumption and improper disposal of single-use plastics. Lack of recycling infrastructure and limited awareness contribute to the problem. Public awareness and education on waste management are still developing, necessitating awareness campaigns, community engagement, and education programs. Lao people dispose of rubbish in inappropriate places, but media platforms can help raise awareness. Waste management habits vary among individuals and communities. Indonesia is a country that, despite facing severe waste disposal issues, has seen inspiring pockets of change through community-driven recycling and composting initiatives. Stories from Jakarta illustrate the power of small-scale endeavors to mitigate the waste crisis one community at a time. Malaysia has challenges in managing the waste generated by a burgeoning urban population. There is the pressure that modern development places on the environment, which calls for innovative solutions to manage waste more sustainably.

Japan is a juxtaposition of ultra-modern living and traditional values where meticulous waste management systems coexist with a need to boost recycling efforts. During a visit to Japan's waste management facilities, the Naka Incineration Plant in Hiroshima City showcased Japan's reliance on waste incineration to manage 1,000 tons of daily waste from 1.19 million residents. Despite efforts, Japan faces low recycling rates, partly due to heavy incineration usage. Ishizaka Inc.'s Zero Waste Design model highlights the importance of comprehensive waste separation and resource recycling, urging a shift towards a Circular Society by 2050. Our member from Myanmar adds to the narrative with an account of a country where the concept of waste management is still in its infancy. Here, the lack of community engagement and awareness presents a major hurdle, underlining the need for a cultural shift toward environmental responsibility.

Together, these six individuals form the backbone of the Go Green

Revolution, their diverse backgrounds paint a comprehensive picture of the environmental challenges faced in the region. Their collective knowledge and experiences are crucial in shaping a nuanced approach to waste management, which is aimed at fostering sustainable practices and a cleaner future for all.

## II. Introduction to Zero Waste, Zero Worries

Based on those problems, we are initiating Zero Waste, Zero Worries, an all-in-one platform for a zero-waste campaign, sharing education, encouraging action, and giving inspiration for waste reduction in ASEAN and Japan. Zero Waste, Zero Worries ([zerowaste.framer.ai](http://zerowaste.framer.ai)) is a Web-based platform, so it can be accessed via a desktop, tablet, and phone, which makes it an inclusive initiative that eases accessibility for all.

This initiative employs the AIDA framework, a classic marketing model tailored to encourage behavior change toward waste reduction. This framework begins by raising awareness of waste issues, thereby informing the public and increasing their knowledge. The next phase is to build *interest*, getting people to like the idea of reducing waste through educational content. By sharing the personal and environmental benefits, the initiative fosters the *desire* among individuals to participate in waste reduction. Last, it drives *action*, not just by prompting people but by actively engaging them in waste reduction through campaigns that are both fun and rewarding, thus closing the loop from awareness to action.

## III. Features: Education, Action, and Collaboration in the Waste Issue

In promoting waste reduction, Go Green Revolution believes that its platform should reach the user through a multi-faceted approach. Zero Waste, Zero Worries offers a triad of educational, actionable, and collaborative strategies. The initiative leverages the widespread reach of social media, tapping into platforms like Instagram, TikTok, and Facebook to raise awareness among a vast and diverse audience. The campaign disseminates information through carefully crafted posts that aim to enlighten and encourage proactive environmental stewardship.

Accompanying the social media outreach, the initiative offers a wealth of knowledge through its website. Here, interested individuals can access a series of educational articles that delve into a variety of waste issues, providing in-depth insights and practical advice on how to minimize waste in daily life. These articles serve as a foundation for understanding the complexity of waste management and the simple steps one can take to contribute to a larger solution.

The educational information is further supported by interactive environmental quizzes. These online tools are not only engaging but also serve as a barometer for measuring the public's understanding of



waste-related challenges. They offer a fun and informative way for individuals to test their knowledge and learn more about the environmental impact of their daily choices.

In the sphere of taking action, this program introduces the Week-Without-Waste campaign, specifically targeted to be entertaining and easy to follow by beginners. This initiative guides participants through a series of daily activities aimed at reducing personal waste and building habits that can lead to long-term behavioral change. Additionally, this platform also has monthly thematic campaigns that present unique and innovative challenges that change with each month, which keep the community engaged and allow for a dynamic exploration of different aspects of zero-waste living.

Collaboration is also a key feature of the Zero Waste, Zero Worries initiative. Through partnerships with various media outlets—referred to as Enviromedia—the program ensures that upcoming campaigns receive the necessary exposure while also celebrating the successes of past events. These strategic collaborations extend to working with non-governmental organizations (NGOs) and corporate entities to launch targeted zero-waste campaigns. This facet of the initiative, known as Collaborators, facilitates the pooling of resources and expertise to maximize the impact of each campaign.

Moreover, the initiative actively seeks sponsorships to fund its campaigns, engaging with companies to support the zero-waste movement through corporate social responsibility (CSR) contributions or sponsorship schemes. This approach not only provides financial backing for the initiative's activities but also fosters a sense of shared responsibility among the business community.

## IV. System of the Campaigns

The Zero Waste, Zero Worries initiative is ingeniously designed to involve participants in a meaningful journey towards reducing waste. This journey is structured into four easy steps to ensure an active contribution and a seamless experience for everyone involved.

- Step 1: Choose - The campaign begins with choice. Participants are introduced to various campaigns through social media platforms, and they can select the campaign that resonates most with them. This allows for personalized engagement, which ensures that participants are genuinely interested in the cause they are supporting.
- Step 2: Sign Up - Once a campaign is chosen, the next step is to formally participate by signing up on the Go Green Revolution website. This step is crucial as it logs the participants into the system to enable them to track their activities and the impact they are making.
- Step 3: Submit - Action turns into tangible results in this step. Participants are required to submit proof of their participation upon completing a campaign. This could involve showcasing the waste that they have managed to reduce or the sustainable practices that they have adopted. This step not only holds participants accountable but also serves to inspire others when shared.
- Step 4: Redeem - The final step closes the loop with a reward system. Participants are awarded points for each campaign they complete. These points can then be redeemed for prizes by adding a layer of gratification to the altruistic act of waste reduction and encouraging continued participation.

## V. Fundings & Expenses

The Zero Waste, Zero Worries initiative utilizes a strategic and multi-source funding model to sustain its environmental campaigns. The funding approach includes a mix of promotional, corporate, nonprofit, and public contributions.

Media partnerships play a pivotal role in the campaign's financial strategy. By creating promotional pages within media outlets, the initiative gains visibility which translates into monetary support. The media's vast reach also offers opportunities for exchanging promotions, which helps in cutting down advertising expenses while still reaching a wide audience.

Corporate sponsorships form a cornerstone of the campaign's funding, with companies providing financial backing as part of their corporate social responsibility (CSR) efforts. These partnerships not only bring in funds but also often include collaborative elements, which can lead to shared campaigns and reduced costs due to shared resourcing.

Grants from NGOs bolster the campaign's activities, providing targeted funds that can be channeled into specific areas of the campaign or to support overall operations. This grant funding is crucial for underwriting the costs that are not covered by other means.

Moreover, the public's contribution through donations forms a democratic pillar of support, showcasing the grassroots backing of the initiative. These donations can range from small individual contributions to larger collective funds raised through community-driven events.

In terms of expenses, the campaign has a defined cost structure that categorizes expenditures into marketing and operational costs. Marketing costs encompass social media advertisements, payment for media promotion, and influencer fees, all of which are geared toward expanding the campaign's reach and impact. Operational costs, on the other hand, include maintaining the Web server, compensating volunteers, and covering transport and logistics by ensuring the smooth execution of campaigns and day-to-day activities.

## VI. Measuring the Impacts

To measure the expected impact of the Zero Waste, Zero Worries initiative, a structured methodology is employed that breaks down the target market and participant engagement into quantifiable goals.

Initially, the campaign defined its Total Addressable Market (TAM) as 15 million higher education students across ASEAN and Japan. From this broad audience, it refined its Serviceable Available Market (SAM) to 750,000 students who are already engaged with environmental issues on social media. The most focused group, the Serviceable Obtainable Market (SOM), is identified as 75,000 students who have an interest in volunteering or digital activism.

The campaign then sets specific participation targets based on the stages of consumer engagement. For the first year, the goal is to achieve a reach of 1.5 million people to build awareness. From those exposed to the campaign, 75,000 are expected to become followers, and 15,000 to sign up as Web members, indicating a deeper level of consideration. The decisive stage is getting 3,000 of these members to actively participate in the campaign's activities.

The tangible environmental impact is projected through the anticipated waste reduction by these participants. By expecting each participant to reduce their waste by 0.91 kg daily, an 80% reduction from the ASEAN daily average, the campaign forecasts a total reduction of nearly one ton of waste in its first year.

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# EcoChef – Reducing foodwaste, one household at a time

## I. Executive Summary

The ASEAN-Japan Youth Forum 2023 celebrated the 50th anniversary of ASEAN-Japan friendship by uniting young leaders to address the regional challenges of diversity, environment, and aging. Following a field trip to Indonesia and Japan, our group decided to tackle the food waste problem, prompted by alarming levels in South and Southeast Asia. An action plan was developed during the forum with guidance from the mentors with the objective of using the EcoChef app to minimize the environmental impact of food waste. This groundbreaking application features AI-optimized recipes, personalized meal planning, a reward system, gamification, and potential waste tracking and contributes to a sustainable lifestyle. Positioned for Jakarta's tech-savvy age group, the EcoChef app, coupled with strategic partnerships, presents a comprehensive solution to the global food waste crisis. By collectively embracing innovative approaches like EcoChef, the aim is to reshape our future and create a better 2050, one household at a time.

## II. Introduction

The ASEAN-Japan Youth Forum 2023, established in honor of the 50th anniversary of ASEAN and Japan's friendship, focuses on fostering collaboration among young leaders from diverse backgrounds across ASEAN countries and Japan. The program spans from July to November 2023, incorporating both online and in-person activities, allowing participants to visit ASEAN countries and Japan. Through lectures, site visits, and discussions with experts and entrepreneurs committed to social change, participants engage in their chosen themes of diversity, environment/disaster education, and an aging society. The forum serves as a platform for collaborative efforts, culminating in the creation of an action plan for a better world by 2050. It stands as a testament to the commitment of young leaders towards building a more inclusive, sustainable, and interconnected future.

## III. Objective

The overarching theme of the ASEAN-Japan Youth Forum 2023, "Co-creating a Better World in 2050," was chosen to inspire participants to envision and actively contribute to a future characterized by positive transformation, sustainability, and inclusivity. This forward-looking theme aimed to engage young minds in meaningful dialogues and collaborative initiatives that address regional and global challenges to create a better world in 2050.

## IV. Current Situation Analysis

In South and Southeast Asia alone, we account for 25% of the world's food waste. Food waste accounts for more than half of total waste. This does not yet include Japan's food waste contribution of about 27.59 million tons of food waste each year, according to estimates report that published by ministry of forestry and fisheries of Japan (Ministry of Agriculture Forestry and Fisheries (MAFF), 2019). Based on the Global Waste Management Outlook (2024), food and garden waste happens to approximately one-half of the total of municipal solid waste. Based on United Nations Environment Programme Food Waste Index Report 2021, it was stated that 61% of food waste generated worldwide comes from household waste. As it was stated by many sources that food waste is one of the significant contributors of total waste worldwide, our group focuses on the solution to solve food waste issue especially the household food waste. Here are the root causes of household food waste issues:

1. **Over-preparation:** The time when we usually cook more food than we need.
2. **Overbuying produce:** Sales on unusual products and promotions that encourage impulse and bulk food purchases at retail stores often lead consumers to purchase items that do not fit into their regular meal plans and then spoil before they can be used. Promotions in supermarkets or malls may lead to more food waste; we may buy more food that we do not necessarily need if we think we are getting more for our money.
3. **Poor Planning:** Consumers often make inaccurate estimates of what and how many ingredients they will use during the week without meal plans and shopping lists.

## V. Action Plan

The action plan for EcoChef aims to minimize the environmental impact of food waste by educating households on responsible food management practices. The plan includes a detailed approach.

### 1. Plan Overview

- Objective: Minimize the environmental impact of food waste through household education.
- Strategy: Develop an application dedicated to reducing food waste at the household level.

### 2. Gap Analysis

- Evaluate the current situation and identify the gap between the

present state and the envisioned future in terms of food waste management.

### 3. Action Plan Details

- AI-Optimized Recipe and Ingredients Database:
  - o EcoChef utilizes an AI-optimized database for recipes and ingredients.
  - o Personalized choices are offered based on the user's available ingredients, improving meal planning efficiency.
- Personalized Choices and Meal Planner:
  - o The app generates a personalized meal planner and shopping list based on the user's available ingredients.
  - o Customized and efficient meal planning is facilitated.
- Reward System for App Usage:
  - o EcoChef includes a reward system to incentivize regular app engagement.
  - o Users earn points for contributing to sustainable lifestyles, promoting continuous usage.
- Gamification for Behavior Change:
  - o The app incorporates gamification strategies to challenge users in optimizing ingredients and prioritizing high-risk items.
  - o A gamified approach enhances user behavior that raises awareness about food waste and encourages waste reduction.
- Potential Food Waste Tracking:
  - o Users can track potential food waste saved during cooking, which provides a tangible measure of their impact on reducing food waste.
- Contribution to Sustainable Lifestyle:
  - o EcoChef allows users to track their EcoChef level based on saved food waste.
  - o This feature fosters a sense of accomplishment and contributes to a sustainable lifestyle.
- Customization and Co-Creation:
  - o Users have the option to customize their own menu, contributing to the co-creation of the app's database.
  - o This feature adds a personal touch, encouraging active user participation in shaping the app's content.

The overall goal of EcoChef is to address the household food waste issues of over-preparation, overbuying, and poor planning. The app employs features and gamification elements to induce behavioral changes and to achieve a significant reduction in food waste at the household level.

## VI. Implementation Roadmap

The project will be divided into five separate phases so that we can gradually achieve the expected result for this entire process as follows:

### Phase 1: Preparation

- Market survey  
In order to better comprehend the market that we will be entering as

our first approach towards the customers, a careful market survey will help to better assess the opportunities and challenges we might face, especially in these crucial ways:

- o Choose the appropriate social media platforms that are frequently used by the majority of the population
- o Conduct the survey through online advertising activities on these platforms
- o On-site survey: Choose a potential region and then go directly to the place to pose questions to the residents

- Coordination with the supplier side

We will list the materials that we need to prepare for our application to be in operation; this step will also include four different stages as below:

- o Stage 1: Collect and filter data to match the potential, capacity, and appropriateness of the suppliers
- o Stage 2: Contact potential suppliers for further information exchange
- o Stage 3: Market researching and negotiating with the suppliers
- o Stage 4: Close the deals

- UI test and fix the app

User experience with the application will also help to determine whether we can attract and maintain the customers' long-term loyalty to our platform therefore, an appealing and user-friendly platform will be deemed as one of the most important factors for our success in which the UI test will play an essential role. After several tests, we will conduct a final fix so that the platform can meet our expectations.

### Phase 2: Adaption

- Percentage of our market share in Jakarta

In this step, another analysis of market share will be necessary for us to understand the proportion of the business compared to the market share in Jakarta, thereby identifying the potential customers based on the criteria of age, preferences, or habits, in the city of Jakarta.

- Identify competitors

In addition, along with identifying potential customers, we will also conduct a variety of diverse research and analysis to understand our competitors in this market, especially in this industry.

### Phase 3: Implementation and Marketing Campaign

#### 1. Research

Identifying the targets' desires, expected information, and expected outcomes, as well as the perceived values varied by regions, can be conducted in two ways:

##### a. Interview - Direct interaction

- Make a clear plan for customer approaching strategy on the spot:
  - Identifying the target regions → Being aware of availability and willingness to participate → Reducing time cost
  - Delegating personnel in specific regions → Maximizing the number of people interviewed
  - Creating a set of expected questions → Short and simple yet directly touch crucial needs
  - Preparing and giving presents → Showing goodwill and friendliness for future approaches



#### b. Online survey

- Analyzing thoroughly the platform used most frequently in specific regions → Percentage of age, access frequency, and contents approached on a daily basis
- Creating a set of expected questions → Short and simple yet directly touch crucial needs
- Preparing and giving presents → Showing goodwill and friendliness for future approaches (can be online books, online vouchers, etc.)

### 2. Analysis

#### a. Collect and categorize data from the research stages

#### b. Analyze the crucial needs to answer the following questions:

- What do they know about current issues?
- How much do they care about these issues?
- How are they willing to make a change?
- What kind of platform do they expect?
- What activities should be chosen to engage their participation?

### 3. Implementation

Plan and organize prelaunch activities of the app through social engagement and community-based activities divided into three stages:

#### Stage 1: Heads-up!

- Duration: Two months
- Location: Different parts of Jakarta
- Preparation:
  - o Delegating personnel
  - o Planning gamification activities aimed at children in families
  - o Preparing gifts for post-activities
  - o Gifts for local authorities
- Implementation: Conduct the activities as planned
- Outcomes:
  - o Showing goodwill and friendliness to locals
  - o Acquiring expected attitudes and behaviors
  - o Facilitating future campaigns

#### Stage 2: Highlighting

- Duration: One month
- Location: Same as stage 1
- Preparation:
  - o Delegating personnel (remain the same persons from stage 1 → maximizing the love and memories of locals)
  - o Planning gamification activities aimed at adults aged 25-35
  - o Preparing gifts specified for adults (food ingredients, utilities, etc.)
  - o Gifts for local authorities
- Implementation: Conduct the activities as planned and simultaneously highlight the importance of reducing food waste (embedded in the essence of these activities)
- Outcomes:
  - o Showing goodwill and friendliness to locals
  - o Acquiring expected attitudes and behaviors
  - o Highlighting the importance of food waste reduction
  - o Facilitating final stage

#### Stage 3: Ultimate hit

- Duration: Two weeks (including time for preparation, and spreading for every targeted region)
- Location: Same as stage 1 and stage 2

#### - Preparation:

- o Delegating personnel for the campaign
- o Preparing promotion materials (standees, banners, stereotypes, physical testing platforms, information booth, etc.)
- o Planning activities for the final stage → Embedding promoting information (limited)
- o Preparing gifts specified for both adults and children
- o Gifts for local authority

#### - Implementation: Conduct the activities as planned and again, highlight the importance of food waste reduction and useful functions of the app

#### - Outcomes:

- o Showing goodwill and friendliness to locals
- o Acquiring expected attitudes and behaviors
- o Highlighting the importance of food waste reduction
- o Obtaining data to prepare for online marketing campaigns and online promotion on a larger scale
- o Preparing for the release of the app

### Phase 4: Evaluation and Improvements

In this part, we will divide it into two separate aspects, namely the feedback from customers and feedback from our suppliers.

- Customers: After finishing the final function to cook their meal according to their available ingredients, a small window will pop up to ask for feedback about their experience. This feedback will be collected through the application and will be used for better improvement regarding the user experience on our platform.
- Suppliers: After each quarter/period of collaborating, we will also collect feedback from our suppliers to reassess the effectiveness of our work together, so that we can tailor the approach to fit each other demand.

### Phase 5: Expansion

STAGE 1	STAGE 2	STAGE 3
Jakarta (Indonesia)	Indochina Area (Cambodia, Laos, Myanmar, Thailand, and Viet Nam)	The rest of ASEAN Member states

## VII. Evaluation Method

The evaluation method for the EcoChef app involves a staged approach to comprehensively assess its effectiveness, user experience, and potential for expansion into Southeast Asian countries. The plan includes the following:

#### Stage 1: Heads-up! - Engage with families and individuals in Jakarta:

- Introduction of the app to the target audience in Jakarta.
- Insights into initial user experience and identification of usability issues or areas for improvement.

#### Stage 2: Highlighting - Focus on adults and emphasize food waste reduction:

- Targeting adults and emphasizing the importance of food waste reduction.
- Highlighting app features related to reducing food waste.
- Efforts to increase awareness and encourage behavior change

among the target audience.

- Assessment of the app's impact on reducing food waste and changing behaviors.

### **Stage 3: Ultimate hit - Conduct a campaign, promote the app, and gather data for online marketing:**

- Conducting a comprehensive campaign to promote the EcoChef app.
- Gathering data for online marketing purposes.
- Employment of various marketing strategies, including social media campaigns, influencer collaborations, and targeted advertisements.
- Maximizing app exposure and user engagement.

The combined evaluation process aims to thoroughly assess the app's functionality, user experience, impact on reducing food waste, and potential for expansion. Insights gained will inform the development of a roadmap for modifications, alliances, and addressing challenges. A robust marketing and awareness campaign will encourage app adoption and engagement of relevant stakeholders in each target nation. Ultimately, the evaluation process contributes to the broader objective of reducing food waste and promoting sustainability in Southeast Asia.

## **VIII. Conclusion**

The food waste crisis is becoming a global issue that needs to be addressed more than ever. To address the root cause of the problem, our team proposes a comprehensive solution through an innovative application EcoChef. Designed to target the audience of Jakarta's 25-35 tech-savvy age group, the app's unique feature will include a meal planner, an AI-optimized recipe database, and a reward system that also underscores the impact of the users with the projection of the potential food waste saved as they use the application effectively. To make the application sustainable, key partnerships will be made with supermarkets, F&B companies, NGOs, academic, and government institutions, and diverse revenue streams. Together as one ASEAN-Japan to reshape our future, let's take actions and create a better 2050 by changing the way we handle our food waste one household at a time.

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# Program Schedule

## Online Program

July 22 (Sat.), 2023: Orientation

July 30 (Sun.), 2023: Online Pre-Seminar (Lecture by Madoka Tatsuno, CEO of Global Incubation x Fostering Talents [hereinafter referred to as GiFT]) and group work to build participants' mindset work)

## ASEAN Field Trip Excursion

### Aging Society Group

Visit to: Thailand/August 27 (Sun.) to September 1 (Fri.)

Site information in Bangkok:

- Young Happy
- Malibarn Eco-Florist & Herbarium
- Vipan Prachuabmoh, Dean, College of Population Studies - Chulalongkorn University
- Prasan Ingkanunt, Managing Director and Founder and Supasiri Chaninwong, Deputy Managing Director and Co-Founder, Boonmerit Media Co., Ltd.
- Bangkok Art and Culture Centre

Site information in Chiang Mai:

- Sawang Kaewkantha, Founder & Executive Director and Janevit Wisojsongkram, Vice Director, Foundation for Older persons' Development (FOPDEV) and Buddy Home Care
- Eduardo Klien, Regional Representative Asia and Pacific, HelpAge International Asia Pacific Regional Office

### Diversity Group

Visit to: Philippines/August 29 (Tue.) to September 3 (Sun.)

Site information in Manila:

- Commune: Gio Potes, Gender Office - University of the Philippines and Glenn Alejon, Babaylan - University of the Philippines
- Quiapo Church
- Manila Golden Mosque
- Chinatown in Binondo
- 98B Escolta
- Ilustrado in Intramuros

Site information in Cebu:

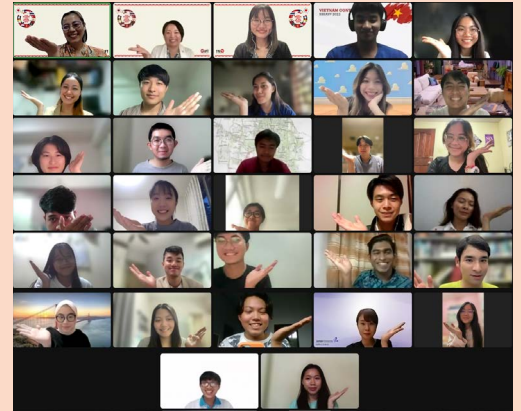
- CDU Prosthetics and Orthotics Center: Arnold Balais, a former gold medalist Para Athlete from the Philippines, Cebu Doctor University
- PADS Dragon Boat Team
- National Museum of the Philippines-Cebu

### Environment and Disaster Prevention Education Group

Visit to: Indonesia/September 3 (Sun.) to September 8 (Fri.)

Site information in Jakarta

- XS Project
- Kota Tanpa Sampah by LabTanya
- Neighborhood Community of Penggilingan 16



Participants attend the Online Pre-Seminar



Participants pose during a Field Trip to Thailand



Participants pose during a Field Trip to the Philippines



Participants pose during a Field Trip to Indonesia

Site information in Yogyakarta:

- Bakalan Village (Mount Merapi)
- Bokomi 192 Kampung Badran
- Ikaputra and Dyah Titisari Widyastuti., Lecturer of Architecture and Planning Department, Gadjah Mada University
- Students from Architecture and Planning Department, Gadjah Mada University

## Preparation for Presentation

October 15 (Sun.): Online Midterm Seminar (Group work by GiFT and midterm presentation of action plans after the ASEAN field trip)

## Japan Visits and Action Plan Final Presentation

November 19 (Sun.) to November 26 (Sun.)

### Site visited in Hiroshima

- **Common to all three groups**  
Tamari Ya  
Hiroshima Peace Memorial Park, Hiroshima Peace Memorial Museum  
NPO Peace Culture Village  
Miyajima (Itsukushima)
- **Aging Society Group**  
Yoshihiko Kadoya, Professor at the School of Economics, Hiroshima University  
Norio Kurokawa, Chairman, NPO Karuga
- **Diversity Group**  
Mikio Yamamoto, Associate Professor, The Institute for Diversity & Inclusion and Director of Accessibility Center, Hiroshima University  
Nozomi Kikkawa, Director, NPO Buen Camino
- **Environment and Disaster Prevention Education Group**  
Masatoshi Ohsako, Representative, NPO SKY Collaboration Center  
Naka Incineration Plant, Environment Bureau, City of Hiroshima

### Site visited in Tokyo

- **Aging Society Group**  
Tadamichi Shimogawara, Representative director, Silver Wood Corporation  
Toshio Otsuki, Professor, Graduate School of Engineering, The University of Tokyo  
Osamu Nakamura, Representative, Mejirodai District Community Development Council
- **Diversity Group**  
Ken Endo, Representative Director, Xiborg Corporation  
NPO Slow Label  
Dialogue Diversity Museum Taiwa no Mori
- **Environment and Disaster Prevention Education Group**  
General Incorporated Association Green Innovation  
Ishizaka Inc.  
NPO Plus Arts



Participants pose during the Japan visits at Miyajima



Participants attend the TASC Action Plan Final Presentation on Nov. 24 in Tokyo



Participants at the Closing Seminar on the last day of the program



November 24 (Fri.): Action Plan Final Presentation

- Venue: Hotel New Otani Tokyo, Sirius (13:00–17:00)
- Congratulatory speech: Ryo Nakamura, Director-General, Southeast and Southwest Asian Affairs Department, MOFA
- Commentator:
  - o Nobuhiro Aizawa, Associate Professor, Graduate School of Social and Cultural Studies, Kyushu University
  - o Patarapong Intarakumnerd, Professor, Economics of Innovation, Innovation Policies, National Graduate Institute for Policy Studies
  - o Maho Nakayama, Director and Senior Program Officer, Peacebuilding Program, Sasakawa Peace Foundation

November 25 (Sat.): Closing Seminar (Program reflection and group work by GiFT to form a network for the future)

Honorific titles are omitted.

# Advisor and Mentors

## Program advisor

### **Nobuhiro Aizawa**

**Associate Professor, Graduate School of Social and Cultural Studies, Kyushu University**

Presently at Kyushu University as an associate professor of the Graduate School of Social and Cultural Studies. He obtained his PhD from Kyoto University in Southeast Asia Area studies. His research focus is on Southeast Asian politics and international relations of East Asia. He is currently working on a project on the international politics of the digital infrastructure and on the emerging Southeast Asian elite network. He has been a Wilson Center Japan Scholar supported by the Sasakawa Peace Foundation, a visiting scholar at Thammasat University, Chulalongkorn University, Cornell University, and LIPI (currently BRIN) of Indonesia. He is a former research associate at the Institute of Development Economics-JETRO and National Graduate Institute of Policy Studies (GRIPS) in Tokyo. He serves as the member of the Expert Panel for the 50th Year of ASEAN-Japan Friendship and Cooperation.

Assistant for advisor: Muhammad Aulia Rachman and Hiroki Fujita

## Mentor

### **Charkhris Phomyoth**

**CEO, Young Happy**

Charkhris Phomyoth, the pioneering CEO of Young Happy, is a social entrepreneur from Thailand with a vision to empower the elderly through innovative digital solutions. His transformative initiatives encompass tech training, social engagement, and apps, all driving towards bridging the health-lifespan gap, enhancing active aging, and making a significant societal impact.

### **John Paul Ecarma Maunes**

**Founder & CEO, Philippine Accessible Disability Services Inc.**

While working as a qualified nurse, "JP" started his career as a volunteer in a nongovernmental organization. He established Philippine Accessible Disability Services Inc. and became the chief executive officer and also founded the Philippine Accessible Disability Service Dragon Boat Team (PADS). The team made history as the first Filipino para dragon boat team to compete and win the Para Dragon Boat Category at the International Dragon Boat Federation's 13th World Championships. JP has been recognized with numerous awards, including the Ashoka Fellowship (2014) and The Japan Foundation Asia Centre EYES Fellow (2018), among others.

### **Eva Bachtiar**

**Co-founder & CEO of Garda Pangan, Founder of StarSide Edukasi,  
Founder of Alang-Alang Zero Water Store, Consultant of Food Loss and Waste and  
Disaster Education**

Eva Bachtiar is the Japan Foundation's HANDs project fellow from Indonesia, who grew as an aspiring social entrepreneur post-fellowship. She is CEO and co-founder of Garda Pangan, a socio-eco-enterprise that offers one-stop food loss and waste solutions where edible surplus foods are redistributed to underprivileged communities and food scraps are processed into animal feed. She is also founder of StarSide Edukasi that focuses on disaster education for kids through gamification and founder of the Alang-Alang Zero Waste Store in Surabaya. She is also a practitioner and consultant for food loss and waste and disaster education issues.

# What is TASC in Your Words?

Nickname	What is this program for you?
Zayar	A truly life-changing learning journey experience and lasting friendship.
Huy	An emphasis on the significance of mutual understandings and relationships.
Daichi	It broadened my network, perspective, and future in many ways.
Mia	Empowering youth globally for sustainable solutions in societal issues
Haruka	Life-changing experience with a lot of talented and nice teammates.
Ek	A youth project aimed at helping create a better future.
Peter	To me, TASC is where I learn, where I am challenged, and where I have fun.
Eric	A once-in-a-lifetime event where I met people who forever changed my outlook on the world
Nika	Big Family whose members are working for Social Changes.
Ken	A priceless experience for meaningful friendships and exposure to modern pressing issues.
Keen	A life changing experience that encourages us to change lives.
Shane	A memorabilia and learning experience with wonderful people around Asia
Emma	TASC is a pathways hub, connecting passionate youth for societal betterment.
Thandar	"Embraced diversity, cherished moments; enriched by friendships"
Shota	Crossroads of life, bridging me and the world.
Mika	A life-changing experience that expanded my horizons and network
JJ	New journey, new friendship and remarkable activities with all experts.
Fah	Fun, Experience, Impactful, Friendship
Akitosh	Eternal friendship with the potential to create the world from Asia.
Ameera	Transformative and collaborative learning journey New family members around SEA-Japan
Bibil	One of the core memory from my early 20s
Yu Win	A new journey of learning.
Kavin	Great Asean- Japan Movement towards 2050 sustainability world
Eink	Empowering youth to drive positive social change through collaboration.
Gwen	An encouragement to believe in the impacts I could make for a better world
Sal	Insightful and eye-opening learning experience with priceless international friendships made
Adam	Seeing the Real World
Many	TASC is a place to connect and share ambitious ideas. (Connecting with Ambitious)
Ray	TASC program enriched me, fostering learning, connections, and global understanding.
Ichi	A life lasting opportunity to realize the importance of connection.



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