I. Assessment Recap

- Create **a 4500-word group business report** on OWE project, focusing on applying multidisciplinary theories and practical knowledge to address real business challenges.
- Include **an analysis of the projec**t, link it to the United Nations Sustainable Development Goals, conduct stakeholder analysis, and propose solutions using design thinking.
- Be evaluated based on the depth of analysis, application of theories, organization, and the quality of proposed solutions.

Suggested structure:

1/ Executive Summary 300 words :

2/ Table of Contents:

3/ Introduction 500 words :

4/ Overview and explanation of the project 500 words)

5/ Link to UNSDGs 200 words)

6/ Challenge(s) or problem(s) of the project 500 words)

7/ Stakeholder analysis 1200 words

8/ Solutions/Recommendations 1000 words

8/ Conclusion 300 words :

II.Definition

1. Marketing: The process of promoting, selling, and distributing a product or service. It involves market research and advertising strategies to identify and meet customer needs.
2. Economics: A social science that studies the production, distribution, and consumption of goods and services. It examines how individuals, businesses, governments, and nations make choices about allocating resources.

3. Finance: The management of large amounts of money, especially by governments or large companies. It includes activities such as lending, borrowing, saving, investing, and forecasting.
4. Logistics: The detailed organization and implementation of a complex operation. In a general business sense, logistics is the management of the flow of things between the point of origin and the point of consumption to meet the requirements of customers or corporations.
5. Supply Chain: The network of all the individuals, organizations, resources, activities, and technology involved in the creation and sale of a product, from the delivery of source materials from the supplier to the manufacturer, and eventually to the end user.
6. Market Segmentation: The process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.
7. Consumer Behavior: The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
8. Brand Equity: The value a company gains from a product with a recognizable and admired name when compared to a generic equivalent. It's built through consumer perception, recognition, and loyalty.
9. Opportunity Cost: The cost of an alternative that must be forgone in order to pursue a certain action. Put another way, the benefits you could have received by taking an alternative action.
10. Gross Domestic Product (GDP): The total value of goods produced and services provided in a country during one year.
11. Asset: Any resource owned by an individual or a business that is expected to provide future economic benefits.

12. Liquidity: The degree to which an asset or security can be quickly bought or sold in the market without affecting the asset's price.
13. Inflation: The rate at which the general level of prices for goods and services is rising, and subsequently, purchasing power is falling.
14. Supply and Demand: The amount of a commodity, product, or service available and the desire of buyers for it, considered as factors regulating its price.
15. Fiscal Policy: The means by which a government adjusts its spending levels and tax rates to monitor and influence a nation's economy.

III. Detailed outline

1/ Executive Summary 300 words :

Provide a concise overview of the report's objectives, key findings, and recommendations.

I/ Introduction 500 words

- Background of OWE and its industry context.
- Overview of the project.
- Objectives of the report.
- Brief mention of the report's structure.

Example:

Background and Industry Context:

In recent years, the issue of clean water has become increasingly critical in Vietnam, with a growing population and escalating water pollution. According to the Vietnam Ministry of Natural Resources and Environment's report (2020), over 70% of surface water in urban areas fails to meet usage standards, directly impacting community

health. This urgent need for clean and safe water has driven the development of projects like the O-We Clean Water Project.

Overview of the O-We Project:

The O-We Clean Water Project in Vietnam is a vital initiative aimed at tackling the urgent issue of water scarcity and pollution. It focuses on providing clean, safe drinking water to communities, particularly in rural areas where access to purified water is limited. Leveraging advanced purification technologies and sustainable practices, the project emphasizes not just the provision of clean water, but also environmental conservation. Additionally, it includes educational components to promote awareness about water conservation and hygiene, addressing both immediate and long-term needs. Collaborating with local governments and environmental organizations, O-We aims to create a scalable and replicable model, extending its reach to the most affected regions. This project is not only a response to a critical need but also a step towards sustainable water resource management in Vietnam.

Objectives of the Report:
This report aims to analyze and assess the O-We Clean Water Project from a multidisciplinary perspective, applying theoretical and practical knowledge to address real-world business challenges. The primary objective is to identify opportunities and barriers, and propose useful strategies for the project's development.

Brief Mention of the Report's Structure:
The report will begin with an introduction to the industry context and an overview of the O-We Project, followed by a deep analysis of the challenges and opportunities. Finally, the report will focus on proposing innovative and practical solutions, based on the design thinking method and multidisciplinary research.

II. Analysis

1. Company background

- Detailed history and current status of OWE.
- Overview of its market position and competitive landscape.

Hint

The flow you should follow: Founding and Evolution → Current Statu → Market Position → Competitive Landscape

- O-WE's Historical Context (100 words):
  - Establishment: Year of foundation, original vision, and initial business model.
  - Evolution: Transition from a state-owned enterprise to a market leader.
  - Key Milestones: Product line expansions, market entries, and significant partnerships or acquisitions.
  - Challenges: Specific market fluctuations or regulatory challenges faced.
  - Successes: Achievements like market leadership and awards for quality and innovation.
- **Current Status of O-WE (100 words):**
  - Financial Health: Recent revenue, profit trends, and overall financial stability.
  - Product Range: Overview of current products, highlighting innovations and bestsellers.
  - Market Presence: Details of domestic and international distribution networks.
  - Strategic Developments: Recent initiatives in sustainability, technology, and marketing strategies.
  - Future Orientation: Plans for growth and market adaptation.
- **Market Position (100 words):**

- Market Share: Analysis of OWE share in the Vietnamese and international markets.
- Growth Trends: Expansion of customer base and revenue growth over recent years.
- Competitive Comparison: Unique selling points and areas of market leadership or challenges.
- Market Dynamics: How market trends affect OWE position.

Example

The O-We Clean Water Project, established by the social enterprise 1001 Fontaines in France, has made significant strides in providing clean drinking water globally. Over its 15-year journey, O-We Water has expanded operations to countries like Cambodia, Myanmar, Madagascar, and now Vietnam.

Globally, O-We Water operates in four countries with 275 water treatment facilities, serving around 850,000 customers daily. The project also contributes to providing free water to 300,000 children. Since its inception in 2004 in France, 1001fontaines has committed to the vision that everyone, regardless of income level, should have access to safe and healthy water at an affordable price. This aligns with their contribution to 9 out of the 17 United Nations Sustainable Development Goals. Their journey began with the inspiration from Louis Pasteur's famous quote about the majority of diseases being transmitted through drinking water.

Vietnam marks the latest expansion for 1001fontaines, operating under the name O-We Water since 2019. Currently, there is one factory in Vietnam providing 6,500 liters of water daily. The O-We project in Vietnam is a significant step in ensuring access to clean water, reflecting a commitment to improving public health and supporting sustainable development.

In Vietnam, O-We Water's mission is to develop a widespread network and enhance the standard of drinking water quality. The project's noteworthy initiative "Clean Water in Schools" ensures free access to O-We Water for children near its factories. By 2019, O-We Water Vietnam had provided free drinking water to 3,500 children in 8 schools in Vĩnh Long Province in the Mekong Delta region.

The competitive landscape of the bottled water market in Vietnam is quite robust, with several local and international companies vying for market share. Local players like Suntory PepsiCo Vietnam Beverage Co. Ltd., Tan Hiep Phat Group, and Hoang Ha Co., Ltd. have a strong presence due to their extensive distribution networks and cost-effective pricing strategies, offering products ranging from mineral water to purified and flavored water. International players such as Nestle, Coca-Cola, and Danone also have significant market participation, utilizing their global brand recognition and marketing resources to promote their premium water bottle products, often positioning them as lifestyle choices and status symbols.

In terms of market growth, the Vietnamese bottled water market has been experiencing a steady rise, with a Compound Annual Growth Rate (CAGR) of 8.1% predicted between 2021 and 2027. The demand for safe and clean drinking water and the increase in health-conscious consumers have been primary drivers of this growth. (Vietnam Bottled Water Market Report by Type, 2023)

O-We, with its focus on providing high-quality, affordable, and community-centric water solutions, may face stiff competition from these established and diverse players. O-We's unique selling proposition of offering zero-risk water through a six-step purification process and its mission-driven approach to affordability and community care must be strategically communicated to gain a foothold against these competitors.

2. Overview and explanation of the project 200 words)

Hints:

- Project Introduction:
  - Name and Inception:
    - State the project's formal name
    - Mention the launch year
  - Core Objectives:
    - Objective 1:
    - Objective 2:
    - Objective 3:
  - Background Context:
- Purpose and Goals:
  - Detailed Purpose:
  - Primary Goals:
  - Alignment with Company Vision:
- Key Features:
  - Innovative Practices:
  - Technology Utilization:
  - Unique Aspects:
- Reference quoted to support the arguments
  - Explain why O-we actions can have a positive impact on the environment.
  - Produce reputable reports or articles demonstrating the specific positive changes the project brings.

Example

Launched in 2019 by the French social enterprise 1001fontaines, the O-We Clean Water Project, known as O-We Water in Vietnam, represents a decisive action in addressing the urgent need for accessible and safe drinking water. O-We Water embodies the core objectives of expanding the network of water treatment facilities and improving the quality of drinking water. The project's approach is deeply rooted in the philosophy that clean water is a fundamental human right, not a luxury, which is reflected in their efforts to provide 3,500 children in Vinh Long Province with free drinking water through their "Water in School" program. (Owe, 2024)

A comprehensive 6-step water purification process incorporating advanced technologies such as reverse osmosis, UV treatment, and ozone treatment, O-We Water ensures that the water quality not only meets but exceeds stringent health and safety standards. (Owe, 2024)

3/ Link to UN SDGs

Briefly discuss which UNSDGs is related to the problem and why it is important

Hints:

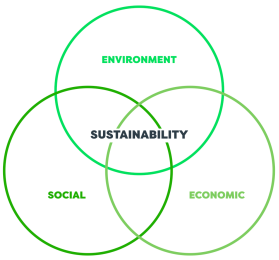
The flow you should follow:

Identification of Relevant UNSDGs → Explanation of the Connection → Importance of the Link

- Identification of Relevant UNSDGs:
    - Examine Specific Activities:
        - List activities or initiatives in O-WE project.
        - Determine which aspects of sustainability they address (e.g., environmental, social, economic).

→ **How to choose aspects of sustainability:**

- First understand the three pillars of sustainability: environmental, social, and economic.



Source: brightest

- Analyze the project's features and initiatives, identifying which of these pillars each feature impacts most. For example, eco-friendly packaging aligns with environmental sustainability.
- Prioritize aspects where the project has the most significant, measurable impact, and align these with recognized global sustainability goals, such as the UNSDGs.

    - **Goal Mapping**
        - Match project activities to specific UNSDGs.
        - Identify goals most directly impacted by these activities.

→ **How to choose** Matching project activities to specific UNSDGs**:**

- Environmental Sustainability: The project's eco-friendly practices, like reducing emissions or sustainable resource use, align with UNSDG 13 (Climate Action) and UNSDG 12 (Responsible Consumption and Production).

- Social Sustainability: Initiatives enhancing community health or education relate to UNSDG 3 (Good Health and Well-being) and UNSDG 4 (Quality Education).
- Economic Sustainability: Activities promoting job creation and sustainable economic growth align with UNSDG 8 (Decent Work and Economic Growth) and UNSDG 9 (Industry, Innovation, and Infrastructure).

Suggested outline

- Identification of Relevant UNSDGs
    - 1-2 sentences: Briefly state how O-WE projects or initiatives are connected to these global goals.
    - 2-3 sentences: List the specific UNSDGs that are directly impacted by O-WE project.
- Explanation of the Connection for **each specific UNSDGs**
    - 1-2 sentences: OWE project aligns with each identified UNSDG.
    - 2-3 sentences: Demonstrate how the project contributes to these goals.
    - 1-2 sentences: Citing specific project data or achievements
- Importance of the Link
    - 1-2 sentences: Articulating the broader significance of aligning with these UNSDGs
    - 2-3 sentences: The benefits for OWE in aligning with these goals
    - 1-2 sentences: Summarizing the importance of this alignment for both OWE and the broader global context.

Example

The O-We Clean Water Project, in collaboration with the NGO 1001fontaines, is making significant strides towards achieving several of the United Nations' Sustainable Development Goals (SDGs). This initiative primarily focuses on providing safe and

quality drinking water for everyone in Vietnam, emphasizing that access to clean water is a basic right, not a privilege.

The project aligns with several SDGs, including ensuring good health and well-being (SDG 3) by providing safe drinking water, which is crucial for preventing water-borne diseases and promoting overall community health. It supports quality education (SDG 4) as children can attend school regularly without water-related health issues. Gender equality (SDG 5) is also a focus, with the project empowering women by creating job opportunities, particularly in Madagascar. The central goal of the project, clean water and sanitation (SDG 6), is directly addressed by ensuring access to clean drinking water that meets international and World Health Organization standards. The initiative also contributes to decent work and economic growth (SDG 8) by generating employment and business opportunities through the expansion of water kiosks and treatment plants. It plays a role in reducing inequalities (SDG 10) by providing affordable clean water to all social strata. Lastly, the project demonstrates the importance of partnerships for the goals (SDG 17) by showcasing the successful collaboration between NGOs, businesses, and governments.

Implementing the O-We Clean Water Project involves significant challenges, including maintaining stable water quality and meeting high-quality standards in varied conditions. Expanding the project to reach underserved and impoverished areas presents additional hurdles, alongside the need for financial and resource sustainability to ensure effective operations.

Why is it important?

The importance of this project is profound, as it not only fulfills a basic need for clean water but also contributes to improving community health and quality of life. Clean water plays a crucial role in reducing disease rates, enhancing educational quality, and promoting social equality and justice. Additionally, the project drives

economic development by creating job opportunities and business prospects. These factors underscore the project's critical role in contributing to societal progress and well-being.

4/ Challenges or problems of the project

Brief overview of the challenges or problems of the project to support the stakeholder analysis below

Possible discussion of influencing internal and external factors related to the identified above

challenges or problems of the project

Hint

The flow you should follow: Overview of Challenges/Problems → Internal Factors → External Factors

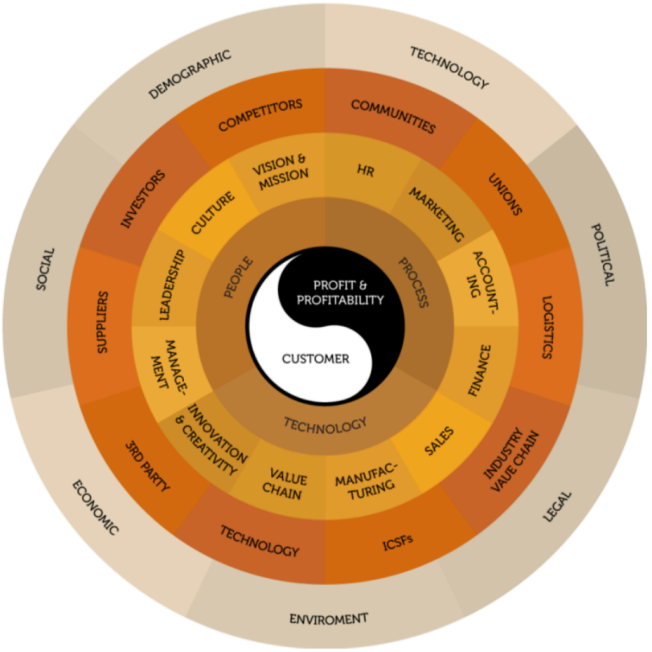
- Overview of Challenges at OWE
  - Introduction (1-2 sentences): a brief overview of OWE's current operational challenges,
  - Detailing Specific Challenges (2-3 sentences):
    - Identify critical production equipment (e.g., pasteurizers, bottling machines) and the typical causes of failure (e.g., maintenance neglect, outdated models).
    - Name key suppliers (e.g.,packaging providers, consumers) and reasons for delays (e.g., raw material shortages, transportation issues).
    - Discuss specific transportation modes (e.g., long-haul trucking, rail transport) and their challenges (e.g., frequent route disruptions, regulatory changes).

- 1-2 sentences): Conclude by linking these challenges to tangible business impacts, such as specific delays in product launch schedules or quantifiable increases in storage costs.

Example:

The O-We Clean Water Project faces key challenges such as maintaining technical expertise, ensuring community involvement, and securing financial sustainability. Technical challenges include the need for knowledgeable planning and monitoring to ensure long-term success. Community involvement is crucial; projects can fail without active participation and leadership from local communities. Financially, the project must navigate disparities in funding and the complex nature of water resource management, which includes dealing with issues such as aging infrastructure and the need for sustainable investment models. These challenges underscore the multifaceted nature of implementing effective clean water initiatives. (Well Aware, 2023; Maria Brodine, 2019; Jaivime Evaristo & associators, 2023)

- **Internal Factors: Yin-Yang Model**
  - 1-2 sentences): Introduce Dr. Kevin Nguyen's Yin-Yang model as a framework for analyzing internal factors



- Analysis of Internal Factors (2-3 sentences)
  - People: Discuss challenges staff face in adapting to new technology.
  - Process: Identify gaps in marketing strategies, particularly in communicating the benefits of organic products.
  - Technology: Highlight instances where integrating new technology has been challenging.
- 1-2 sentences): Conclude by summarizing how these internal factors impact OWE overall performance.

Example:

- People:

A primary challenge in water projects like O-We is the need for technical and local expertise. Projects often fail due to a lack of deep technical knowledge applied during planning, implementation, and monitoring. On-the-ground experts who understand and listen to community needs are crucial for the sustainability of water projects. These experts ensure that the projects utilize existing resources effectively and gain community buy-in by involving them in the process and training. (Mazar-i-Sharif Qandahar, 1997)

- Process :

Financial challenges are significant in water projects. There's a need for adequate funding, not just for initial setup but also for ongoing maintenance and operation. In terms of marketing, the water sector is undergoing a digital transformation, with a shift in focus towards customer-centric approaches. The key challenges include adapting to new communication technologies, managing big data, and improving customer care. These changes require a rethinking of the customer experience and marketing strategies, emphasizing transparency, sustainability, and efficiency. (OECD, 2024)

- Technology:

The OWE Clean Water Project, known under the brand O-We Water, employs modern technology in its water treatment processes to ensure the provision of safe,

high-quality drinking water. O-We Water's treatment technology includes reverse osmosis (RO), ultraviolet (UV) light, and ozone treatment methods. This combination ensures that the filtered water meets high quality standards. This project integrates American water treatment technology with French production standards. It adheres strictly to sanitation and production standards. The quality of the water is regularly tested daily, weekly, and monthly to maintain consistent quality and taste. This meticulous approach ensures the provision of safe and high-quality drinking water, in line with the project's commitment to health and safety standards. (Owe, 2024)

- **External Factors: PESTEL Analysis**
    - 1-2 sentences): Introduce the PESTEL framework as a method for analyzing external factors influencing OWE.
    - each factor with 2-3 sentences):
        - Political: Discuss specific government policies impacting OWE, such as new dairy product export regulations or changes in agricultural subsidies.
        - Economic: Identify key economic trends, like shifts in global dairy prices or changes in consumer purchasing power in OWE key markets.
        - Social: Delve into consumer behavior trends, like the increasing demand for plant-based dairy alternatives.
        - Technological: Evaluate specific new technologies in dairy production, such as automated milking systems, and their impact on OWE.
        - Environmental: Detail particular environmental regulations, like waste management standards for dairy processing, and how they affect OWE.
        - Legal: Discuss specific legal requirements, like national food safety standards, that OWE must comply with.

- 1-2 sentences): Conclude by reflecting on how these external elements shape OWE operational strategies and market positioning.

Example

- Political

Vietnam has implemented preferential policies for investment projects that focus on exploiting water for daily life and production, particularly in areas with scarcity of fresh water, ethnic minority regions, mountainous areas, border areas, and coastal islands. These policies facilitate access to drinking water for vulnerable groups, including the poor, women, children, and people with disabilities. The 2023 Water Resources Law in Vietnam highlights the importance of management, protection, regulation, distribution, and development of water resources. It emphasizes modernizing and professionalizing water resource management, with a focus on digital technology platforms to support decision-making and operations, especially during droughts and water shortages. This law also includes provisions for restoring degraded water sources, indicating a significant governmental commitment to water resource management and conservation. (Vietnam.vn, 2023)

- Economic

Vietnam's economic growth, despite a slowdown in GDP rate to 2.9% in 2021 and a rebound to 8% in 2022, suggests that the purchasing power in the country remains robust. However, the projected high inflation rate of about 4% during 2023-2028 could lead to increased costs for materials and fuel. This situation poses a challenge for water projects like O-We in terms of production and offering services at affordable prices for consumers. Moreover, the economic development in Vietnam has led to increased water pollution and uneven distribution of rainfall, resulting in water shortages. Despite improvements in water supply, many rural parts of Vietnam, typically the poorest communities, still lack significant access to safe water and sanitation. Moreover, water resources in Vietnam are under pressure due to agricultural demands,

industrial activities, and the impact of natural hazards like typhoons and floods, which affect public health and water quality. (Sahisna Suwal, Guest Writer, 2024)

- Social

Public Health and Sanitation: In Vietnam, access to clean water is crucial for public health. Despite significant progress in recent years, many rural areas still lack access to safe water and sanitation. This deficiency has been linked to various health issues, including waterborne diseases like cholera, typhoid, and dysentery. Addressing these challenges is vital for improving overall public health and quality of life, particularly for vulnerable groups like children, pregnant women, and the elderly.

Environmental Awareness and Water Quality: There is growing public awareness in Vietnam about environmental issues, including water pollution. The pollution of water sources due to urban wastewater and the increasing use of fertilizers and pesticides in rural areas have affected water quality significantly. This awareness represents an opportunity for the O-We Clean Water Project to align its initiatives with public concerns and interests, emphasizing its commitment to environmental sustainability and clean water access.

- Technological

Vietnam, being a rapidly developing country, is increasingly adopting modern water treatment technologies to address its water quality challenges. These technologies are essential for ensuring safe drinking water, especially in areas where water sources are heavily contaminated. The effectiveness of these technologies in removing impurities, pathogens, and other harmful substances is crucial for public health.

The integration of these advanced technologies into water projects is vital for their success. However, challenges may include the high cost of technology, the need for technical expertise to operate and maintain these systems, and the requirement for continuous innovation to address emerging contaminants and pollution sources.

- Legal

Vietnam's legal framework for water projects includes specific regulations that facilitate the involvement of the private sector in delivering water supply in various areas, including urban and rural zones, industrial parks, and economic zones. This framework, such as the Decree on Clean Water Production, Supply and Consumption 117/2007, provides a legal and institutional basis for undertaking water supply contracts and sets the stage for public-private partnerships in this sector. (The World Bank, 2024)

- Environment

Vietnam faces significant environmental challenges that impact water resources. Issues like water pollution, environmental damage, and the risks they pose to future growth are key concerns. The country's geography and climate, including susceptibility to natural hazards like typhoons, storms, floods, and drought, exacerbate these challenges. These environmental issues necessitate innovative solutions and strong collaborations between public and private entities to improve water quality and resilience against natural disasters. Addressing these environmental challenges is crucial for the success of water projects like the O-We Clean Water Project in Vietnam. (Ousmane Dione, 2019; Cristina Novo, 2020)

5/ Stakeholder analysis - Main part of your "Analysis" section

■ What are the main stakeholders related to the above challenge(s) or problem(s) of the project? your report's key stakeholders)

■ Empathizing with the key stakeholders to understand their problems (Design thinking - step 1): If possible, use the persona, empathy map and/or journey roadmap to empathize with the key stakeholders)

■ Define the problems with regard to the key stakeholders (Design thinking - step 2): include root cause analysis, prioritizing the key stakeholders' problems, then define which problem(s) that your report will address)

Hint

<u>The flow you should follow:</u> Identification of Key Stakeholders → Empathizing with Key Stakeholders → Define Problems from Stakeholders' Perspective → Problem Definition for Report Focus

- Identification of Key Stakeholders (Approx. 300 words)
    - 1-2 sentences): Introduce the concept of key stakeholders in the context of the project, emphasizing their importance to the 1001fontaines project,.
    - Detailed Stakeholder Identification (each group with 2-3 sentences):
        - List individual stakeholder groups: the 1001fontaines project management, employees, key suppliers, customer segments, investors, community members, and regulatory authorities.
        - Specify the unique role and interests/concerns of each group in relation to the project.
    - 1-2 sentences): Sum up the diversity of stakeholders and their varied roles and interests in the project's success

- Empathizing with Key Stakeholders (Approx. 400 words)
    - 1-2 sentences): Introduce the need to understand and empathize with the diverse stakeholders of the project.
    - Developing Personas and Empathy Maps (each with 2-3 sentences):
        - Create detailed personas for representative stakeholders, mentioning demographics, goals, motivations, and concerns.
        - Develop empathy maps for each persona, exploring their perceptions and experiences in relation to the project's challenges.
    - Mapping Journey Roadmaps (1-2 sentences): Construct journey roadmaps for these stakeholders, highlighting key experiences, touchpoints, and pain points throughout the project.

- Define Problems from Stakeholders' Perspective (Approx. 300 words)

- 1-2 sentences): the importance of understanding problems from the stakeholders' perspectives.
- Analyzing and Prioritizing Problems (2-3 sentences):
  - Conduct root cause analysis for issues faced by each stakeholder group using tools like the 5 Whys or cause-and-effect diagrams.
  - Evaluate and prioritize these problems based on severity, frequency, and impact.
- 1-2 sentences): Discuss how these prioritized problems specifically affect each stakeholder group.

- Problem Definition for Report Focus (Approx. 200 words)
  - Selecting Key Problems (1-2 sentences): Start by choosing the most critical problems from the prioritized list, relevant to the project's goals and stakeholders.
  - Formulating Problem Statements (each with 2-3 sentences):
    - Clearly articulate problem statements for each selected issue.
    - Ensure these statements are specific, measurable, and directly related to stakeholders' concerns and the project's objectives.
  - Concluding the Focus (1-2 sentences): Conclude by emphasizing the importance of these problem statements in guiding the focus of the report and the project's strategic direction.

Example

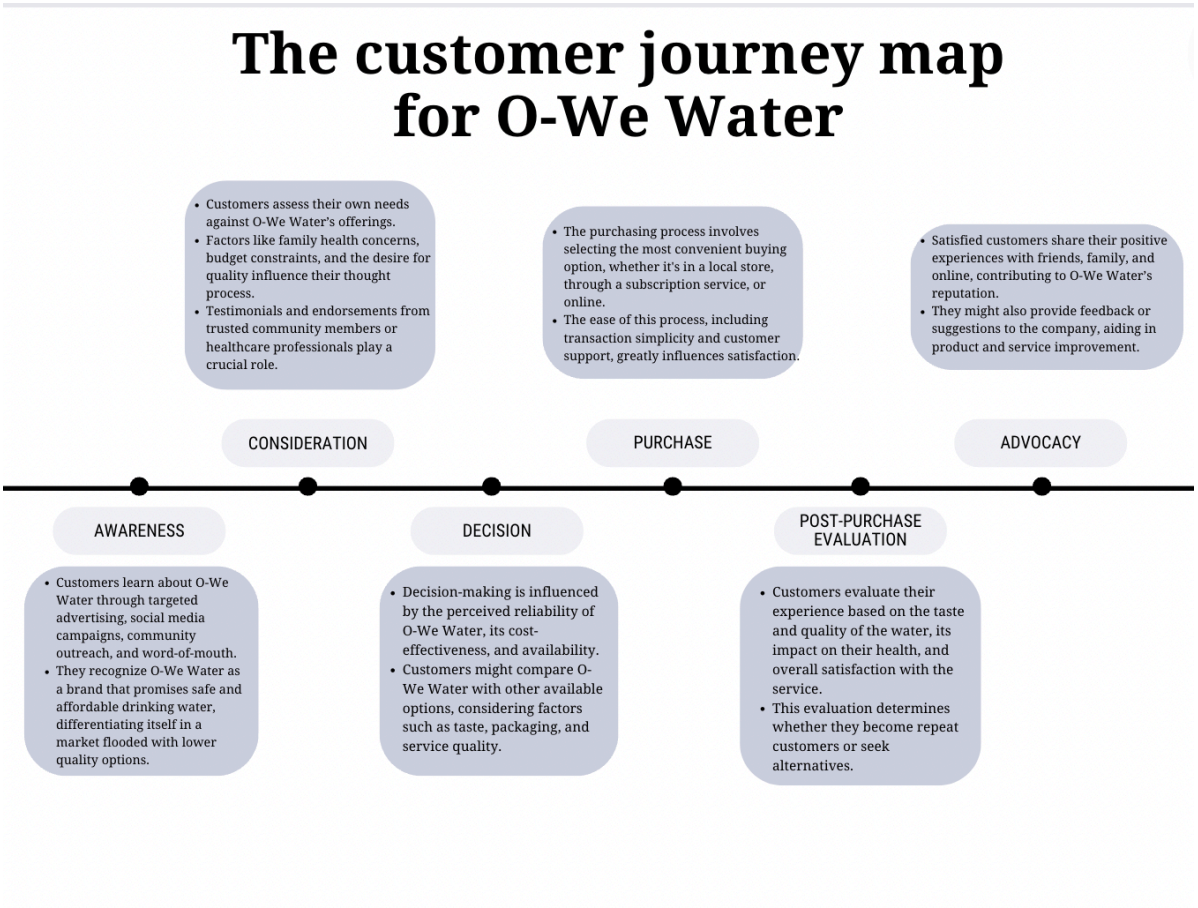
- **Key stakeholders:** The engagement of stakeholders significantly influences the relationship between the development of projects and sustainability improvements (Gong et al. 2019). Reflecting on the 1001fontaines project, key stakeholders like management, employees, suppliers, customer segments, investors, community members, and regulatory authorities each play a vital role. This comprehensive approach ensures that all perspectives are considered for the project's success.

- **Empathizing:**

- Employees: Découvrez le projet 1001fontaines au Vietnam
    + Directly involved in the day-to-day operations of establishing and maintaining water kiosks.
    + Managing the water purification process, ensuring the quality of the water supplied, engaging with local communities, and educating them about the importance of safe drinking water.
    + Responsible for the maintenance of the equipment and the overall management of the kiosks.
    + Empathy Map for Employees of O-We Water:
        + Thinks/Feels: Employees may feel a strong sense of responsibility and pride in providing a vital service. They likely think about ways to improve the efficiency and effectiveness of the water purification process and how to better engage the community.
        + Sees: Daily, they observe the functioning of water kiosks, the community's reliance on their service, and the impact of clean water on people's lives. They see both the challenges and successes of their work.
        + Hears: Feedback from local community members about the water quality and service, instructions and updates from management, and possibly discussions about water safety and health within the community.
        + Says/Does: Communicates with customers and community members, educating them about safe drinking water. They manage and maintain the water kiosks and purification equipment, ensuring consistent water quality.
        + Pain Points:
            + Challenges in maintaining consistent water quality.

        + Pressure of managing complex purification processes and equipment.
        + The potential stress of ensuring uninterrupted water supply.
    + Gains:
        + Satisfaction from providing a vital service to the community.
        + Skill development in water management and community engagement.
        + Being part of a meaningful project that improves public health

- Customers:
    + Concerned with accessing safe, affordable drinking water.
    + Consumer satisfaction is pivotal for business success (Hamzah and Shamsudin 2020).
    + Various factors influence consumers, including marketing campaigns, word-of-mouth, healthcare advice, and pricing (Rangaiah 2021).



- Community members:
  + Impacted by the widespread availability of low-quality, low-cost water options, and are often forced to choose these due to financial constraints, despite being aware of potential health risks.
  + Understand the unique needs and challenges faced by these families, especially in regards to accessing clean and safe drinking water.
  + Empathy Map for Community member of O-We Water:
    + Thinks/Feels: Worry about health risks from low-quality water; frustration over financial constraints limiting choices.
    + Sees: Widespread use of low-cost, poor-quality water in the community; health effects on families and neighbors.
    + Hears: Discussions about water quality issues; information about various water solutions, including O-We Water.

        + Says/Does: Vocalizes concerns about water safety; seeks affordable, safe water solutions.
        + Pain Points:
            + Health concerns due to contaminated water.
            + Financial limitations preventing access to better water solutions.
            + Anxiety about the long-term impact on family health.
        + Gains:
            + Improved health and wellbeing with access to cleaner water.
            + Peace of mind knowing their water is safe.
            + Strengthened community bonds through shared efforts to secure better water options.
- Regulatory authorities:
    + Ensuring that the water provided meets health and safety standards. compliance with water quality regulations and environmental impact.
    + Setting and enforcing standards, which O-We Water must adhere to.
    + Maintaining public trust in the safety and quality of the water provided by O-We Water.
    + Empathy Map for Regulatory Authorities:
        + Thinks/Feels: Strong commitment to public health and environmental sustainability; responsibility for upholding water safety standards.
        + Sees: The potential impact of water projects on public health and the environment; O-We Water's compliance efforts.
        + Hears: Public concerns about water quality; reports and updates from water supply projects like O-We Water.
        + Says/Does: Enforces water quality regulations; collaborates with water supply entities to ensure standards are met.
        + Pain Points:

+ Challenges in balancing strict regulatory enforcement with support for water supply initiatives.
+ Managing public expectations and trust in water safety.
+ Keeping up with evolving water quality standards and technological advancements.

+ Gains:
+ Contributing to the protection of public health and the environment.
+ Enhancing regulatory frameworks to adapt to new challenges in water safety.
+ Building public trust in regulatory processes and water supply systems.

- **Define Problems**:

- Employees:
+ Difficulty in consistently maintaining high water quality and managing the technical aspects of water purification systems.
+ Stay updated on new technologies and methodologies in water purification to enhance efficiency and effectiveness.

→ Stem from insufficient training or experience, possibly compounded by complex or outdated equipment. Regular exposure to these challenges → operational inefficiencies.

→ Priority Level: Very high. The quality of the water directly affects consumer health and trust in the brand.

- Customers:
+ Challenges in finding and affording safe drinking water options.
+ Their lack of sufficient motivation to increase spending on higher-quality water products.

→ Economic constraints limit customers' choices, and there may be a lack of effective communication about the benefits and affordability of higher quality options like O-We Water, budget constraints, lack of awareness about the health benefits of better-quality water, and satisfaction with current water sources

→ Priority Level: Extremely critical. Customer trust and satisfaction are pivotal for the success of O-We Water, impacting both business sustainability and public health.

- Community members:
  + Reliance on low-quality, low-cost water due to financial constraints, despite awareness of potential health risks, limited awareness of the health implications, and a lack of accessible alternatives.

    → Economic factors are a major barrier, along with possibly insufficient community-based initiatives to promote affordable, safe water.

    → Priority Level: High. Community health and the long-term sustainability of local ecosystems are at stake.
- Regulatory authorities:
  + The challenge of enforcing water safety regulations, keeping up with evolving health and environmental standards.
  + Navigate the complex landscape of enforcing standards while fostering a supportive environment for initiatives like O-We Water.

    → Balancing regulatory compliance with encouragement of initiatives like O-We Water can be difficult, especially when dealing with evolving standards and technology.

    → Priority Level: Moderate to high. Effective regulation is key to maintaining public health standards and trust, but overregulation can hinder beneficial projects.

III/ Solutions/Recommendations - Recommend how the company can address the key stakeholders' defined problems above.

- Proposing various solutions that could address the key stakeholders' defined problems Design thinking - step 3)
- Analyzing and prioritizing the proposed solutions to decide which one(s) are the best solutions to solve the key stakeholders' defined problems one or two solutions are good enough)
- Justifying that the solution(s) will work
- Proposing how to prototype and test your selected solution(s) Design thinking - step 4 and 5)
- Proposing a high-level implementation plan if possible high-level discussion only)

Hint

The flow you should follow: Ideate → Prototyping Proposed Solutions → Testing Proposed Solutions

- Ideate (Approx. 300 words)
  - 1-2 sentences): Begin by emphasizing the importance of generating diverse and innovative ideas to address the project's challenges.
  - Brainstorming and Creativity Techniques (each ideas with 2-3 sentences):
    - Outline the organization of brainstorming sessions, involving cross-functional teams for a wide range of solutions.
    - Describe the use of creativity techniques like mind mapping or SWOT analysis to stimulate idea generation.

- Prototyping Proposed Solutions (Approx. 300 words)
  - Prototype Development Introduction (1-2 sentences): Introduce the concept of developing prototypes to test the feasibility of the new solutions.

    - Details of Prototype Development (each solution with 2-3 sentences):
        - Pilot Program Design: Describe the steps to implement a small-scale version of a new strategy, such as a revised supply chain approach.
        - Trial System Setup: Explain the setup process for trialing new technologies, like integrating an AI system in a production line segment.
    - 1-2 sentences): Summarize the prototyping plan, including resource allocation, timeline, and role assignments among teams or departments.

- Testing Proposed Solutions (Approx. 300 words)
    - Testing Methodology Introduction (1-2 sentences): Start by explaining the significance of a structured testing methodology for the proposed solutions.
    - Testing Setup and Data Collection (2-3 sentences):
        - Control Group Setup: Detail the establishment of control groups for effective comparative analysis.
        - Data Collection Methods: Describe the methods for collecting data during testing, such as operational metrics or surveys.
    - Evaluation Criteria Specification (1-2 sentences): Conclude by defining specific evaluation criteria, including production efficiency metrics and methods for analyzing cost reduction.

Example

- Ideate: A significant challenge for O-We Water is integrating technical expertise with community involvement and financial sustainability. A potential solution is the development of a "Community Water Ambassador" program. This initiative would involve training local community members in basic water testing and maintenance, turning them into advocates for water quality and conservation.

The program will harness local knowledge and trust, bridging the gap between technical expertise and community needs.

- Prototyping: The project could initiate a pilot "Community Water Ambassador" program in a selected community. This program would include training sessions, provision of basic water testing kits, and regular community meetings to discuss water quality. The ambassadors would be responsible for monitoring water quality, educating other community members, and providing feedback to O-We Water. This approach can enhance community engagement, increase trust in O-We Water, and provide valuable on-the-ground insights.
    - Ambassador Selection: Identify potential ambassadors through community nominations or volunteers. Look for individuals who are respected in the community and have a keen interest in public health and environmental issues.
    - Training Program: Develop a comprehensive training program that includes:
        + Basic principles of water safety and hygiene.
        + Techniques for water testing and interpreting results.
        + Maintenance basics for water purification equipment.
        + Skills for effectively communicating and educating others in the community.
    - Training Execution: Conduct these training sessions in community centers or local schools, ensuring they are accessible to all participants. The training could be a mix of theoretical classroom sessions and practical, hands-on demonstrations.
    - Support and Resources: Provide ambassadors with basic water testing kits and educational materials. Establish a support system where they can report findings and receive expert advice.
    - Regular Meetings and Feedback: Organize monthly meetings for ambassadors to share experiences, discuss challenges, and provide

feedback. This will also serve as a platform for continuous learning and community bonding.

- Testing: The effectiveness of this program can be evaluated based on several metrics, such as the number of active community ambassadors, the frequency and quality of water quality reports, community feedback, and improvements in water quality. A successful pilot would show increased community engagement, better water quality, and a model that can be replicated in other communities. This approach aims to create a sustainable, community-driven model for improving water quality and engagement.

8/ Conclusion

Hint

The flow you should follow:

- Concise and Clear Summary of Key Insights:
  - Identify the most critical findings from your analysis.
  - Use simple, straightforward language to describe these findings.
  - Avoid technical jargon unless it's necessary for clarity.
  - Limit the summary to a few sentences or bullet points.
- Highlighting the Relevance and Impact of Findings:
  - Connect each finding to the overarching goals or questions of the study.
  - Explain how these findings contribute to the field or subject area.
  - Discuss any surprising or unexpected elements in the findings.
  - Show how the insights advance understanding or solve specific problems.
- Restating Recommendations with Justification:
  - List each recommendation clearly and distinctly.
  - For each recommendation, directly link it to a specific finding from your analysis.

    - Provide a rationale for why each recommendation is the best course of action.
    - Use evidence from your findings to support these rationales.
- Emphasizing the Importance of Recommendations:
    - Discuss the potential positive outcomes of implementing these recommendations.
    - Explain how these recommendations are practical and feasible.
    - Highlight the long-term benefits and immediate impacts.
    - Compare the recommendations with alternative options, if applicable.

Example

In light of the challenges and opportunities presented in the O-We Water project, a thorough analysis indicates that engaging local communities and leveraging their involvement is pivotal for the project's success. Nonetheless, after conducting an examination of internal and external factors, it becomes evident that Vietnam presents a favorable landscape for the project's advancement. A key finding is that stakeholder engagement, particularly with community members, significantly influences the project's sustainability. The reluctance of community members to rely on higher-priced water options, despite health concerns, mirrors the challenges faced in the O-We Water Project. Therefore, implementing a community-centric solution, like the "Community Water Ambassador" program, not only addresses these crucial issues but also aligns with the project's goals of improving water quality and fostering sustainable practices. This strategic approach is expected to enhance O-We Water's reputation and effectiveness in providing clean water solutions.

III.Tips & Tricks

- Structure your report logically, starting with an introduction that sets the context, followed by a detailed analysis, solutions/recommendations, and a concluding section.
- Analysis and Problem-Solving:
- Conduct a thorough stakeholder analysis, empathizing with their perspectives and defining problems from their viewpoint.
- Engage in comprehensive problem-solving, including root cause analysis and prioritizing stakeholders' issues.
- Solution Development:
- Propose creative and practical solutions, drawing on design thinking principles. Justify your solutions with evidence and logical reasoning.
- Plan for prototyping and testing your solutions, and propose a high-level implementation plan.