

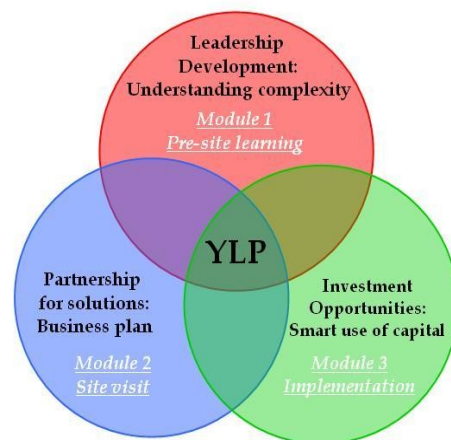


# Action Learning in Asia for a New Era of Leadership

Improving health for millions through commercialization of handwashing device

## The Global Young Leaders Programme (YLP) (23 Aug to 5 Sep, 2010)

The YLP is an executive development programme that addresses a fundamental gap in today's training for future leaders. It incorporates action learning and the experience of working on real-world issues within a multi-cultural and multi-disciplinary team setting. It uses the inputs of participants to devise financially sustainable business plans that positively impact socioeconomic development challenges. The YLP equips young leaders with the right skills to understand tomorrow's markets and customers as well as insights into the complexities of doing business in Asia.



The aim of the upcoming YLP, to be held in **Hong Kong** and **Ho Chi Minh City** as well as outlying rural provinces of Vietnam, is to develop a commercial solution to one of the country's most critical public health issues. Working with the Ministry of Health as well as NGO and business partners, participants on the programme will work to promote handwashing behaviour and develop a production and distribution model for a new handwashing device among rural Vietnamese families.

*“The point of the experience-based course (Global Young Leaders Programme) is to teach managers global awareness and the impact business can have on society -- something not easily gained from inside a classroom.”*

— The Wall Street Journal

In Rural Vietnam, Cambodia and Laos, sanitation practice such as handwashing with soap is not yet routinely practiced at critical junctures such as after chicken feeding (avian flu), pre-cooking, pre-eating, post-manual work, latrine use and baby cleansing. In Vietnam, the Ministry of Health has launched a national campaign to promote more handwashing and motivate behavior change among the rural population. A survey of the rural communities in Vietnam by an independent consultant with the World Bank Water and Sanitation Program identified that the lack of basic facilities such as a water basin and soap near the latrine, garden or food preparation areas strongly suggest the need for more than one dedicated handwashing device in each household.



**See what others see.  
Feel what others feel.**

Preliminary surveys identified key user preferences and practices pertaining to Vietnamese customs that affect the mechanics of handwashing with soap. IDEO, a leading design company has been commissioned to prototype and design a handwashing device, and IDE, an international non-profit organisation that works to alleviate poverty has been commissioned to conduct a feasibility study around the handwashing station. IDE has invited GIFT and the YLP to assist in the plans to commercialize this through cost analysis, market research on manufacturing partners, supply chains and developing financial projections of the project.

**YLP participants** will work closely with IDE and IDEO to understand the dynamics among the various parties involved. During the site visit the plan that they develop will:

- Analyse and recommend a suitable manufacturing company to produce the device, based on the prototype that IDEO has created;
- Propose a suitable price for the product and an effective distribution model working with the Women's Union and their network of 13 million women in country;
- Develop financial projections for the production and sales of the device and a realistic timeline for reaching its target market; and
- Estimate the positive social and economic impact of the device on the health and well-being of the people and the country.

This project combines a unique opportunity to meet a social need with a commercial solution. Furthermore, considering the lack of alternative products, the potential business market opportunity for the Vietnam market alone is upwards of 20 million units of handwashing stations, with opportunity for growth into neighboring markets in Cambodia and Laos.



*"The GIFT programme has added significantly to my knowledge of myself, my strengths and weaknesses and what areas I need to emphasize more in the way I manage my business and direct reports."*

— **Basel Ertell, VP & Regional Manager, Mastercard Worldwide**

The YLP is designed and facilitated by the Global Institute for Tomorrow (GIFT), a social venture think tank dedicated to advancing understanding of globalisation. To date, GIFT has conducted 15 YLP's in China, India, Indonesia, Cambodia, Vietnam and Laos.

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