As a development NGO worker, everyone comes to a point when one asks, “How did others overcome the issue I am struggling with?” or “Are there any best practices out there on the issue I am dealing with?” or simply “What activities are other GN partnering countries doing, under what theme? And how much did it cost?”

There are too many questions whilst one’s job, but not sure who to ask.

On the other hand, some colleagues and friends of yours just have great inspirational idea or sparking stories to tell, and you just want to shout out to your friends to share the stories you heard, but did not have the time or an appropriate channel to do so.

Through this Social Economy News, we wish to share these stories of our partner countries and events happening today. We hope this is used as an useful source of information that can lead to active conversation and sharing of experiences.
GN WINDOW: NEWS & EVENTS

SOCIAL ECONOMY

Social Economy Ecosystem for Vision 2030: The case of Indonesia Poultry Project
The project epitomizes the ecosystem of GN Vision 2030 for Social Economy. We would like to share the project design so that you can get insights for designing another project.

IGD Monthly Operation Report Revised
GNGIF would like to share the recent updates of IGD Monthly Operation Report for convenient and efficient IGG and revolving fund management.

Funding Opportunity for Small-scale Countries
More funding opportunities for Program Countries & Small-scale Countries with POA under 1 million USD. (Preparation Fund up to $50,000 & Project Fund for $100,000 or more)

SOCIAL BUSINESS

Launching of New Jute Bag for SS 2019
MERRYCOOP launches a new product in May. It is the 2nd time working with Mirpur Cooperative and design studio YURT.

MERRYCOOP on Sale at Ethical Fashion Store
MERRYCOOP products are now on sale at a newly opened ethical fashion store in Dongdaemun, Seoul, Korea.

Good Neighbors at Drink & Desert Show
Social Business Department of GNGIF (MERRYCOOP, Coffee Team & GIVESTORE) attended DD SHOW 2019 at COEX, Seoul.
In March, **Indonesia Poultry Value Chain Project**, proposed by GNGIF to KOICA was **selected for 2019 Inclusive Business Solution (IBS) Program**, which was introduced in the last issue of Social Economy News.

We would like to show **the ecosystem of GN Vision 2030 for Social Economy** by sharing how the project is designed, so that GN Partnering Countries can get insight for designing their own projects.
GN Vision 2030 for Social Economy

- GN will build an ecosystem where primary producers reach full potential via widened economic opportunities, with concentrated technology/resource assistances, provided in a sustainable manner. The ecosystem will be a core strategy for promoting social economy with Vision 2030.

3 Key Components

**Cooperatives**
- Primary producers are strengthened as social groups.
- Local community is strengthened with social groups.

**Social Enterprise**
- Concentrated technology and resources delivered.
- Sales channel for primary producers secured.
- Processing channels secured.
- Employment opportunities created by new value chain.

**MFI**
- Producers are financial included.
- Social and economic opportunities are widened.
- Producers’ opportunity to become entrepreneurs are widened.
Background: Indonesia Poultry Value Chain Project

- In Indonesia, poultry farming and mixed-feed industry have great potential in accordance to Islamic culture and diet.
- However, small-sized poultry farms are struggling with high fixed cost, and low productivity, which results in low or no profit for farmers.
- In Sulawesi, 95.4 million chickens are being raised, but the average number of chickens raised by each poultry farmers are less than 300.
- Jeneponto Region in South Sulawesi produces 280 thousand tons of maize which is the key raw material for poultry feed production.

Problems Identified

- Poultry farmers purchase non-TMR feed(*) from local sellers.
- Farmers mix feed with other additional nutrients at homes.
- Chickens require larger quantity of feed.
- Farmers’ costs are high to raise chickens.
- Farmers sell chickens with low profit margin (about 5%)
- Difficult for farmers to be self-reliant

* TMR (Total Mixed Ration) provides high and balanced nutrients to chickens, and has low Feed Conversion Rate.
** Feed Conversion Rate, meaning how much the body of livestock converts feed into output, is used to measure the efficiency of animal feed.
Objectives

- **Strengthening the poultry farming value chain** in Sulawesi, Indonesia

Activities

1. **Increased productivity and improved quality of produce of maize farmers**
   - 1.1. Maize cooperative formation
   - 1.2. Resource support to maize farmers
   - 1.3. Provide produce quality control training

2. **Increased productivity of poultry farmers**
   - 2.1. Poultry cooperative Formation
   - 2.2. Resource support to poultry farmers
   - 2.3. Provide technical training to poultry farmers

3. **Feed factory construction**
   - 3.1. Construction of feed factory
   - 3.2. Operation of feed factory
   - 3.3. TMR feed rations research and development
Expected Income (1/2)

20% × 350 = $285,090

- Productivity increase ($815)
- Beneficiary households
- Annual income increase of maize farms

Maize Farms

- Increase productivity
- Quality control training

Feed Factory

- Sell raw material
- Provide quality feed

Poultry Farms

- Extra income from productivity increase
- Extra income

GN MFI

- Financial support

Poultry sales sale-up ($1.1 × 300 chickens provided × 5 times a year)

- Scale-up of farm and poultry sales
- Technical training

$1,636 × 250 = $409,090

- Beneficiary households
- Annual income increase of poultry farms
Expected Impact (2/2)

**Cost saving from improved feed efficiency**

\[
3.5\% \times 7,000 = 420,000
\]

**Beneficiary households**

Annual cost saving of poultry farms

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### Feed Factory

- Sell raw material
- Provide quality feed

### Poultry Farms

- Extra income from productivity increase
- Extra income

### GN MFI

- Financial support
- Scale-up of farm and poultry sales
- Technical training

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**Sustainable income increase of maize/poultry farms**

With improved access to financing

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**Maize Farms**

- Increase productivity
- Quality control training

**Poultry Farms**

- Sell raw material
- Provide quality feed

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**Sum of annual income increase and cost saving of maize/poultry farms**

\[
1,114,180 \times 3 = 3,342,540
\]

Total income increase of maize/poultry farms expected over 3 years
LAUNCHING OF NEW JUTE BAG FOR SS 2019

MERRYCOOP launches a new jute bag for Spring/Summer 2019 in May. It is GNGIF’s 2nd time working with GN Bangladesh Mirpur Cooperative.

* What is Jute?

Jute, a specialty of Bangladesh, is a natural fabric extracted by hand from a bundle of stems softened in water. Jute is eco-friendly since it is completely bio-degradable.
What makes Merrycoop Jute Bag so special?

Income Increase and Self-reliance of Mirpur Cooperative Members
Introducing Mirpur Cooperative

Mirpur Cooperative, located in Dhaka, is composed of 14 female members. They had been struggling with raising children and making ends meet with low income of their husbands who are mostly day laborers.

To help Mirpur Cooperative members be self-reliant, MERRYCOOP and GN Bangladesh started "Jute Project" to secure markets for their products. Thanks to people's support, their 2nd product launch is coming soon.

Social Impact

Income Increase by 240%!

$22
Monthly income of co-op members before project

$53
Monthly income of co-op members after project
The concept of **ethical consumption - consuming products that are environmentally and socially responsible** - is getting widely accepted, and it is the same in Korea.

A Sustainable Ethical Fashion Hub of Seoul Design Foundation recently opened its offline store in Dongdaemun, Seoul. The SEF store promotes sales of sustainable and ethical fashion brands, and **MERRYCOOP products were selected after a series of evaluations**. MERRYCOOP is planning to associate GNGIF’s various events and projects with the SEF store.
Did you find it odd that Good Neighbors attended an show on “drinks and desserts?”

On April 11-14, on behalf of Good Neighbors, Social Business Department of GNGIF (MERRYCOOP, Coffee, and GIVESTORE) attended DD SHOW 2019 at COEX, Seoul.

Throughout the exhibition, Good Neighbors’ booth was full of a big crowd who came to know our social businesses and showed their strong support for the cause. We would like to share the warm atmosphere at the show.

Coffee Team gave a free bottle of cold brew to visitors who shared GN booth pictures on their Instagram.

Packaged coffee beans and cold brew of Café de Gisagara, Rwanda

GNGIF shared the cause of social business and the stories of
The booth wall was decorated with the pictures of cooperatives producing MERRYCOOP products.

GN’s booth displayed with Bangladesh jute bag, Guatemala bracelet, Kyrgyzstan felt coaster, Mongolia leather wallet, and so many other MERRYCOOP and GIVESTORE products.