As we start with Vision 2030... 

As we are approaching 2020, it would not be wrong to say we are at the vital stage of the organization transiting to a global development NGO. Some could argue that GN already is a global NGO and there in none to achieve further. Our response to that argument would be, ‘yes’ GN has become one of the top 6th NGOs with more than 200,000 child sponsorship, and ‘yes’ GN implements its development work in 36 different countries, putting us in the top 10 NGO chart around the world. In this respect, GN has become the first tier development NGOs with world wide network.

However, our heavy dependencies on GN Korea’s fund and organizational structure that supports such rigorous fundraising activities centered around Korea has placed us in a place with limitations. And this is one of the reasons why Global Partnership Center was established in the US and Korea to better coordinate issues and concerns GN Partner Countries and supporting countries face during their work.

Social economy has also been emphasized in our long-term strategies in response to the global demands and emphasis on the nexus of private and public actors and their funds, but also we also hope that this approach will have a positive impact on ourselves towards independence of each countries’ development work. The establishment of GN Global Impact Foundation highlights the importance of creating an ecosystem that allows the primary producers to access financial and technical supports from newly created entities GN builds according the country demands.

In this respect, the issue No. 4 deals with concerns raised during the regional conferences that were held in May and June. GNGIF wishes that the information shared via Newsletters will be fully utilized and hopes this channel of communication can involve all ends; the partner, support countries and GNGIF.
**Social Economy**

**Good Cleaning Project in Mongolia**
GNGIF would like to share the Good Cleaning Project, a laundry service provided by Good Sharing in Mongolia, and its scale-up plan.

**Social Business**

**Bangladesh Jute Bags Launched**
MERRYCOOP launched a new jute bag series for Spring/Summer 2019 in May. GNGIF would like to share MERRYCOOP’s marketing efforts for income increase and self-reliance of GN Bangladesh Mirpur Cooperative members.
Due to the lack of in-house tap water and sewage system in Ger districts of Ulaanbaatar, 200,000 households depend solely on groundwater. In consequence, doing laundry is deprioritized and it threatens proper hygiene practice of the children and family members. In addition, the laundry wastewater can result in the soil contamination.

GNGIF would like to share the Good Cleaning Project, a laundry service provided by Good Sharing in Mongolia, and its scale-up plan.
Laundry deprioritized due to severe cold and water shortage,* and hindered hygienic clothing/bedding practice in the Ger districts.

* 9 liters used daily per person, less than half of 20 liters suggested by UNHCR

Soil contamination from 60 million tons of wastewater discharged per year due to lack of water and sewage system.

Increased burden for household chores due to lack of infrastructure and facilities for laundry.

Continued reduction in income of small merchants in the Ger districts due to the economic downturn.
A collaborative business model to work with small retailers in Ger districts, to collect and deliver customers’ laundry, thereby generating additional income by earning commission.
Social impact

Good Cleaning has washed about 20,000 nets of clothes in laundry service and 5,000 pieces of clothes in dry cleaning service since the year 2016. The estimated social outcomes from these outputs are the followings.

- **1,200,000 liters** Waste water reduced by providing laundry service** (+ soil contamination prevented)
- **22,300 USD** Disposable income of customers increased using laundry service*
- **10,000 hours** Time spent for child labor on water collection reduced***
- **11,200 USD** Additional income generated for small retailers****

* $1.5 cheaper than competitors in downtown per net of clothes
** 60 liters used for 1 time of hand-wash in Ger districts (2017, Good Cleaning customer survey)
*** Average distance from Ger districts to wells: 500m (2014, Wash Action of Mongolia)
**** (1/4 of contracted retailers pay rents with revenues from Good Cleaning.)
Economic impact

Good Cleaning has shown remarkable achievement in making economic impact. Since the year 2016, the sales volume of Good Cleaning has increased more than twofold every year, with the 3 years’ CAGR (compound annual growth rate) of 109%.

Based on the market potential demonstrated by this sales growth, GNGIF is also considering additional investment in Good Cleaning.

**Monthly sales of Good Cleaning**

* Unit: ₫ (Mongolian Tugrik)
** The chart above is sourced from the report of GN Mongolia.
Promotion & marketing

1. Service opening sign
2. Advertisement on Ulaanbaatar bus
3, 4. Street promotion using vehicle
5. CSR event by Good Cleaning
Our & Other Stories

**Social Economy**

### Expansion & additional investment needed

- Dry cleaning is the most important part of the dry cleaning industry.
- Improvement of weak profit structure due to outsourcing of dry cleaning.
- Solve service quality problems due to shortage and old age of current retail facilities (home washing machines).

### Expansion strategy

- Promotion/marketing based on unique position as a laundry service in Ger districts
- Price cheaper than competitors by 17-60% & membership plan
- Training to increase productivity of branches
- Concentrated service area to increase logistics efficiency
- Consistent branding and enhanced display within contracted retailers
Expansion plan: brand positioning

As own dry cleaning starts, the priority for Good Cleaning is to gain skills. The strategies for the pricing and the distribution should be designed and implemented accordingly, for a successful brand building.
**Expansion plan: sales channel**

**New business area**
Good Cleaning is currently covering northern part. The new laundry center in eastern districts with 53,423 households would increase the sales volume and social outcomes.

**B to B sales**
New income source in B to B channel, mainly accommodation business entities (hotel, motel, camp, etc). This summer weighted channel is a strategic opportunity as its sales to individuals drop in summer due to a comparative easiness of doing laundry at home.

**Modern trade direct shop**
Shopping trend of Ulaanbaatar citizen is changing with emerging big modern stores. Opening a direct laundry collection shop in leveraging high traffic would be an opportunity to increase its dry cleaning sales and to improve brand awareness.
MERRYCOOP launched a new jute bag series for Spring/Summer 2019 in May. GNGIF would like to share MERRYCOOP’s marketing efforts for income increase and self-reliance of GN Bangladesh Mirpur Cooperative members.
Our & Other Stories

Product line-up

Big Bag

Sacoche

Pottery Bag

Messenger Bag

Pouch
MERRYCOOP has been actively using influencer marketing. By engaging with Korean models who also participated in product photo shoots, MERRYCOOP is approaching numerous potential customers and introducing jute bags in unconventional ways.

Jung Hyuk

197k followers

115k followers

Kim Rosa

31.5k followers

2.8k followers

“Jung Hyuk’s Pick”
45k+ views on Instagram

“Photo Shoot with Good Neighbors”
3k+ views on YouTube
Thanks to their unique design and eco-friendliness, jute bags are on sale on exclusive pages of trendy sales channels such as W Concept, WIZWID, 29CM, HAGO, 10X10, etc.