

BEEATOONA NGO CASE STUDY

Assessing the Social and
Environmental Impact of a Project in
Saida, Research Case Study.
Timeline: Dec. 2018 – May 2019

RESULTS

Result 1

The evaluation showed that installing the lighting system will boost local economic activity, draw more tourists, and give people, including women, work possibilities in addition to increasing safety in the area.

Result 2

For those from low socioeconomic backgrounds, free access to a wider recreational area would be provided as part of the proposal to upgrade the park in Haret Saida.

Result 3

The project would also bring people together, provide employment opportunities, and enhance their general wellbeing.

My role

I oversaw data gathering, analysis, and reporting for a project being carried out in Saida at the time. Cesvi provided funding for the project, which was focused on revitalising Saida by installing a lighting system and rebuilding a nearby park. In addition to attending meetings and gathering data, my duties throughout the pre-implementation assessment phase included data analysis and report writing.

OBJECTIVES

- Analyse the project's social and environmental effects on the neighbourhood, paying particular attention to Saida's most vulnerable populations.
- Utilising surveys, interviews, and other research techniques, ascertain the opinions and requirements of the inhabitants of the Old Saida and Haret Saida neighbourhoods.
- Consider the advantages of rebuilding a public park in Haret Saida and installing illumination in Saida's historic centre.
- Determine the project's direct and indirect beneficiaries and evaluate the employment prospects for the city's most vulnerable populations.
- Create a social and environmental management strategy to limit any potential project drawbacks and assure the project's long-term viability.

METHODS

I used a variety of research techniques, such as surveys, screening, scoping, and baseline studies, to comprehend how the project will affect the neighbourhood. Using these techniques, I was able to gather in-depth information about the opinions and requirements of the locals in Old Saida and Haret Saida, as well as examine how the project's environmental and social components interacted. To gain additional information and comments, I also interviewed people who resided there, worked there, or visited the area.

CHALLENGES

- Lack of time and resources
- Linguistic and cultural barriers,
- Security issues,
- participant representation
- Long-term sustainability, and
- Unanticipated external factors.

Despite these difficulties, the project still has a great deal of potential to benefit the neighbourhood. The implementing organisations can assure the project's successful execution and long-lasting benefits for the population of Saida by recognising these constraints and developing methods to solve them.

COMPANY CASE STUDY

Our company is driving you to a regular and common people needs by the services

www.reallygreatsite.com

OBJECTIVES

Ingoude Company recently had a problem with a promotion and advertisement about our clients and customers services. The engagement of our social media promotion decreased and stop bring a traffic through our social media engagement. The algorithm of these social media is changed every time without unknown and credible purposes and meanings. This situation might give a demand income and people statement negatively to our services.

SOLUTION

This situation happened because the advertisement and promotion that have been scheduled for shown is ain't in the right time. Companies need to follow a prime time society. The correction for the contents of the advertisement and promotion are meaningless and misunderstandable for customers to pack them. .

Companies have a solution through this situation and condition with managing all the social media in a professional methode and rearranging the management for our digital marketing plans.

BENEFITS

1. Rebuild product images and branding

These benefits are really helpful for rebranding your product or services and building another image for customers.

2. Provide peer to peer influence

Is a massively important thing and case studies are wonderful at fulfilling it because they offer the view of a customer rather than a company.

3. Powerful word of mouth advertising

Often leads to product and service brand evangelism that can help boost our company's visibility and improve the conversion rates.



AT A GLANCE

CHALLENGES

- Regular customers
- New customers
- Street people

BENEFITS

- Direct Cost : IDR 10.000.000
- Indirect Cost : IDR 890.000



ESTELLE DARCY

CEO Ingoude Company

"For over 5 years, our company has been improving the brand and company images to give a proper experience to our customers."