



Nanum Village Project

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Module LCBB4002Community Engagement

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1. Introduction

The phenomenon of poverty, due to its sociological and psychological aspects, is an extremely complex social problem related not only to economic issues. This is because such elements as insufficient housing conditions, worse access to medical care, cultural goods or a lower level of education also contribute to this. Poverty is generally a common problem, both in rich and less prosperous countries, and of course on relatively different scales.

Poverty reduction is an extremely complex process. To reduce its scope, properly planned and long-term measures should be taken at the central and local government level. It is essential that both public institutions, business entities, as well as social and non-governmental organizations cooperate, many of which significantly support people who are excluded or affected by poverty.

Although the preferred form of assistance by the poor is financial support or food, an extremely important element in working with people at risk of poverty is prevention in the form of participation in activation programs. That is why it is so important to engage in society to support and work with communities.

Commitment to society is one thing. The second very important role of the project is to analyze the data and use the experience already gained and translate it into other projects, considering the areas requiring improvement. Therefore, the Gibbs model of reflection (Gibbs G., 1988) is often used, thanks to which you can make a self-reflection of your previous experiences, which translate into the process of learning and gaining new ones. (University of Edinburgh, 2019)

This model has been successfully used by Samsung Electronics to transform social engagement as one of the Corporate Citizenship. This translates into the company's various projects, such as Solve for Tomorrow or Nanum Village. (Samsung, 2018)

It is also worth noting that many projects often complement and permeate each other. As the foundation of Nanum Village is to prevent the causes of poverty and to focus on helping the world's poorest areas, it does not prevent linking up with another project that will focus on providing knowledge and helping to build school infrastructure.

2. Best practice of Community Engagement in Nanum Village

The success of the Nanum Village project depends on many factors, but the most important of them is social capital, which is understood as the totality of norms, networks of trust, loyalty and dependence not only in a given social group, but also between individuals from various groups (Dekker & Uslaner, 2001) It is created by people through active participation in the project and thanks to it only has the right to succeed, of course, commitment counts, while the entire process of cooperation by related persons, for example due to the interest in given issues, builds a tool that improves life and influences each of his participants.

As the Nanum Village project works all over the world, Samsung Electronics' linking the model of social engagement with the model of corporate citizenship was a very good and strategic decision. (Shabangu S., 2016) This saved a large amount of funds that could be spent on solving problems related to poverty.

Samsung, considering the best practices of social involvement (McCloskey D., 2011), has made many improvements to its designs. The first important point is to communicate properly with the community to find alternatives to solve the problem. Therefore, it uses various communication channels, such as social media, its websites, websites of local governments. Also, by involving celebrities as a marketing tool to raise funds for the project and by arranging campaigns to support the project. (Samsung Newsroom U.S., 2020)

The second important issue is consulting, that is, providing all kinds of help through employee volunteering and getting feedback from the community. This is important to find the best option for solving a given problem. As in the case of Thuy-Hoa in Vietnam, the focus was primarily on meetings with the community, examining their attitude to the project and their opinions. Thanks to this, it was possible to choose the right solution. (ADD Project, 2015)

Samsung approaches regional problems during a comprehensive manner, as an example by creating rural development projects. during this case, the specialized skills of their employees are used, which directly contribute to the long-term success of the project.

Samsung is additionally trying to streamline the processes so the community has the proper to ownership of the project and may later settle on its implementation and evaluation.

3. SWOT analyses of Nanum Village project

As the Nanum Village project is international in scope, it is very important to become aware of the challenges it faces. Only a careful deduction of his potential and the accompanying threats allows the success of the entire project. Therefore, a SWOT analysis is helpful in this, assessing the strength of internal and external factors and matching the appropriate development strategy. (Gbadamosi A., 2013)

The *strengths* of the project are undoubtedly:

- Numerous human resources to provide social services, including volunteering,
- Large institutional and organizational potential, based on experience in other projects, e.g., Solve for Tomorrow,
- The existing institutional base enabling the provision of social services (including, among others, the organization of extracurricular activities for children and youth) and the activation of local communities for social integration,
- Educational potential to support the qualification process,
- Self-organization and increased activity of the non-governmental sector in applying for external funds with the support of Samsung,
- The richness of regionalism and the durability of traditional social ties at the local level, especially in rural areas, increasing the involvement in the project

Weaknesses:

- Poor cross-sector cooperation (between economic entities, labor market institutions, social assistance, and local government),
- Dependence on external funds and basing the activity on project funds, instability, instability of non-governmental organizations,
- Intra-regional differentiation in terms of access to social infrastructure,
- Barriers to access to the Internet and e-services, in rural areas and among the elderly and those without education,
- Migration of especially young, educated people,

- Unfavorable structure of unemployment: high share of permanently unemployed, youth, including low income of the population and increasing number of individuals in danger of social exclusion,
- Difficult access of teens from rural areas to enhance their professional qualifications, which reduces their chances on the market,

Opportunities:

- Increased awareness of local governments in the use of forms of activation of local communities,
- Support and promotion of social innovations in local communities,
- Dissemination and promotion of volunteering and social support services,
- Development of local cooperation and partnerships and involvement of local communities in the development process,
- Taking advantage of opportunities related to IT development and increasing access to new technologies and media education at the local level, especially in rural areas,
- Revitalization of impoverished urban and rural communities to reduce the concentration of poverty and social exclusion,
- Using the potential of local communities for the implementation of social services, animating local communities, promoting volunteering and social support groups,
- The use of e-services in activities for social inclusion and combating poverty,
- Availability of external funds for social inclusion and combating poverty,

Threats:

- Too complicated procedures for applying for external funds, even though Samsung uses most of its accumulated funds,
- Weaker economic and civilization development than in other regions of the country,
- Incompetence and too low social sensitivity of representatives of local government institutions regarding the development of social entrepreneurship,
- Ambiguous and inconsistent legal provisions, causing their different interpretations,

- Large disproportions in the possibility of using social services between the city and the countryside,
- Deteriorating socio-economic situation (difficult labor market, unemployment, poverty) inhibiting the development of social entrepreneurship,
- Increase in the costs of providing social services and limited financial resources for the implementation of tasks in this area,

As can be seen, the project's chances of success are measurable, and they offset the dangers that the project faces along the way. Therefore, also for this reason, it has a good chance of success and continuation in the future.

4. Stakeholders participation

In recent years, more and more attention has been paid to building the company's reputation as a socially responsible organization. The issue of social responsibility most of all concern's local communities. This group, without a doubt, includes local government authorities, non-governmental organizations and residents as customers, employees, and users of local infrastructure.

Local government is recognized as the main role of local development. Their decisions and actions concern the functioning of a given infrastructure, so they have a significant impact on the quality of life of the inhabitants. They should inspire, create, and implement initiatives and projects supporting the development of regions in all aspects and areas. (Bravo C., 2020) A good example is the involvement of local authorities in a project in Nigeria (Shabangu S., 2016)

The second group consists of non-governmental organizations operating in the form of associations and foundations. These organizations, by initiating activities aimed at meeting many social needs, support and complement the activities of local authorities.

It is also rare to find a case where the initiative comes from a company. However, this was the case in Thuy Hoa in Vietnam, where Samsung Electronics was the organizer of the project. Within the Nanum Village project, for example, the public utility structure was improved, and a number of local initiatives were supported in collaboration with local residents and local government. (ADD Project, 2015)

For members of local communities, safety is one of the most important values. However, they are not always aware of this that the proper implementation of their needs and expectations in this regard depends on themselves. Inhabitants engage in various activities for the benefit of the community and are ready to accept responsibility for the common good and show initiative. The initiator of the project also benefits from this by winning the favor of the community for which it operates and building its reputation. As a result, it gains valuable information for human resources and builds its information base.

A good example is the participation and involvement of both the community itself and the volunteers of the project in Lusaka, Zambia, where it was possible to train and activate all interested parties to raise the level of education and health protection. (Samsung CSR, 2011)

5. Conclusion and recommendations

In recent years, the approach to issues related to social activity has changed. The number of people who believe in the effectiveness of joint action with others for their environment or people in need is systematically growing. Projects such as Nanum Village build competent communities, activating people living in poverty by increasing their professional qualifications.

As the Nanum Village project focuses not only on the effects of poverty, but on the sources of its formation, it offers the possibility of faster revitalization of the community through broadly understood education and the development and implementation of innovative methods with marginalized people. At the same time, it is very important to promote new solutions in terms of increasing the involvement of residents with the simultaneous support of governmental organizations. They should be the initiators of activities supporting the local community. For the project to have a chance of success, local government employees should have an appropriate amount of knowledge in the field of social economy, which will help them focus on a given problem in the region and find a solution.

The Nanum Village Program has so far helped 65,000 people in 41 villages and there is a chance that it will soon increase its activities elsewhere in the world. (Samsung, 2018)

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