

2017 International Girls' Health Student Writing Competition
Institute for Development and Human Security
Ewha Womans University

“Tips on Writing Solutions”

Provision of practical and feasible solutions to the proposed problem(s) in a paper is one of the most important evaluation criteria in the 2017 International Girls' Health Student Writing Competition. We strongly believe that identifying problems should accompany tangible and feasible solutions so that we can bring about positive changes to girls around the world. We hope that our Student Competition would ultimately lead to real solutions to help and empower girls around the world. After the Student Competition, we plan to work with major aid agencies and organizations to help realize your innovative solutions.

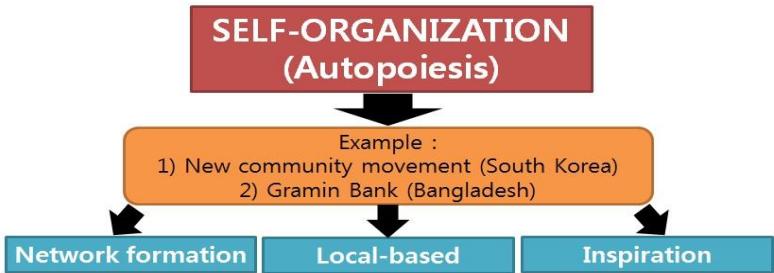
When providing your own innovative solutions, the following aspects should be incorporated into your paper and explained in detail. Recommended length of your solution is 3- 7 pages. However, please do not feel obliged to follow the recommended length. It is always up to your capacity to explain practical solutions in your preferred style to the judging panel.

The best strategy to create great solutions is applying the method of **5W2H1T**. Then, what is 5W2H1T? **5W2H1T** denotes ‘*What,*’ ‘*Why,*’ ‘*Who,*’ ‘*Target,*’ ‘*How,*’ ‘*When,*’ ‘*Where,*’ and ‘*How Much.*’ It is important to CLEARLY STATE what your SOLUTION(s) is for the PROBLEM you pinpointed. Thus, supporting your solution with FEASIBLE ideas and sources is very important. Then, how can you clearly state your solutions and ensure others that your solutions are feasible and practical? **The best way is to describe *What* your solutions are and *Why* your solutions are effective and sustainable. To strengthen your *What* and *Why* statements, you should additionally explain the following factors: *Who, Target, How, When, Where, and How Much.***

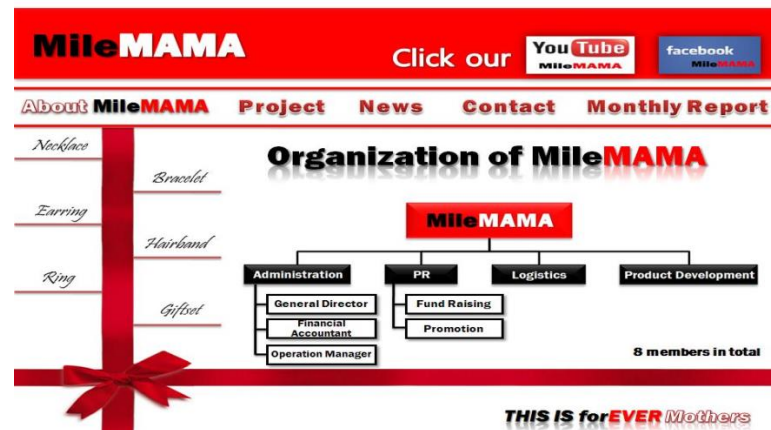
Please look at the chart below to understand how each **5W2H1T** functions to deduce an excellent solution for the proposed problem in your paper.

(Note: Examples used in each box are excerpts extracted from a student-written research paper entitled “Self-Created Business Model for Children and HIV-positive Mothers in Africa,” which won the Grand Prize (Best Paper Award) at the UN Women’s World Congress for Young Women in 2012. This is an example to demystify how each 5W2H1T method can be applied to elaborate the author’s proposed solutions. Please note that the contents used in the charts do not necessarily match with the major themes of the 2017 International Girls' Health Student Writing Competition.)

What	<ul style="list-style-type: none"> ● What is a proposed problem? And what solution(s) do you provide to solve such problem? <ul style="list-style-type: none"> ➔ You should clearly identify the proposed problems for the readers and explain what solutions you provide to solve the problems. Strong but brief problem and solution statements should be clearly presented. <p><i>E.g.)</i> Western-oriented business model, decentralized network formation, and a lack of self-reliance of the community members have been prolong problems of the previously existing gender-oriented business models. In order to solve such problems and provide a better gender-oriented business model for social entrepreneurs, the ‘MileMAMA’ business model proposes four marketing processes as well as strategies.</p> <p>First of all, teaching income generating skills for women is the initial stage of the business project. By sending instructors or volunteers to the targeted region of the business project, the potential workers learn skills such as bead-making techniques. Secondly, securing initial budget for implementing the project is the following step. However, in order to ensure the strong financial stability of the project, receiving funds from the worldwide donors is inevitable. Therefore, during the third process, the operating team MileMAMA proposes to establish online-shopping malls (cybermalls) to attract clients from all over the world. Lastly, as the final step, distribution of profits should be clearly set so that the project ensures the financial transparency. In order to further explain how each marketing process functions, the following paragraphs will show in detail of how each process should work with the following aspects.</p>
Why	<ul style="list-style-type: none"> ● Why is my solution effective and sustainable? <ul style="list-style-type: none"> ➔ Explaining why your solutions are effective in bringing about short-term and long-term positive impact is significant. Be sure to explain why your solution is unique and innovative than others in order to strengthen your argument. You are welcome to put any data or chart for further explanation. <p><i>E.g.)</i> If the existing gender-oriented business models focus on the decentralized network formation strategy, the MileMAMA business model supports the formation of network among the isolated women via information sharing. This is significant because sharing information requires the gathering of the community members. Thus, this business strategy eventually enables the local communities to become inspired to raise their own living standards with their independent capacity building.</p> <p>This implies that, with the increased capacity building of the community members, people feel inspired to develop active</p>

	<p>participation in a society. Especially, in case for young mothers, such motivation will maintain sustainable education for children and income-generation of the mothers.</p> <div style="text-align: center;">  <pre> graph TD A[SELF-ORGANIZATION (Autopoiesis)] --> B[Example : 1) New community movement (South Korea) 2) Gramin Bank (Bangladesh)] B --> C[Network formation] B --> D[Local-based] B --> E[Inspiration] </pre> </div> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #4F81BD; color: white;"> <th style="text-align: left; padding: 5px;">Previous Business Models</th><th style="text-align: left; padding: 5px;">MileMAMA Business Model</th></tr> </thead> <tbody> <tr> <td style="padding: 5px;">1) Western-oriented</td><td style="padding: 5px;">1) Network formation</td></tr> <tr> <td style="padding: 5px;">2) Decentralized network</td><td style="padding: 5px;">2) Local-based</td></tr> <tr> <td style="padding: 5px;">3) Lack of workers' self-reliance</td><td style="padding: 5px;">3) Inspiration to work</td></tr> </tbody> </table>	Previous Business Models	MileMAMA Business Model	1) Western-oriented	1) Network formation	2) Decentralized network	2) Local-based	3) Lack of workers' self-reliance	3) Inspiration to work
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Who	<ul style="list-style-type: none"> ● Who should be in charge of implementing the strategies? And specifically, what different duties or responsibilities should be taken by each stakeholder in your solution? <ul style="list-style-type: none"> ➔ Simply providing a solution in one or two sentences is never enough to make your ideas robust. A concrete blueprint, which sets different roles of different stakeholders, is extremely important in implementing the projects or strategies. Please be sure to explain specific duties of different entities in your solutions. <p><i>E.g.)</i> MileMAMA as a social enterprise model consists of minimum eight staff members under four departments: Administration, Public Relations, Logistics, and Product Design (Development). Each department will be operated based on a horizontal relation but will harbor a different number of members covering different functions. Administration department will consist of three staffs: 1) a general director, who will take coordination among other staffs and the HIV-positive mothers (workers of MileMAMA), 2) a financial accountant, and 3) an operational manager, who will manage the general operation of the business.</p> <p>Public Relations department will be run by two persons as a team. One will be in charge of the fundraising through cooperating with other organizations and corporations, while the other one will focus on the general marketing and public promotion of MileMAMA's projects. Logistics and Product Design department will be run by one person each. Logistics department will manage the purchase and distribution of product resources. Product Designer will develop new designs for the accessories every season and also manage the website of MileMAMA in general.</p>								

Finished products created by the local citizens (HIV-positive mothers in Slums) will be introduced to an online shopping mall which will be run by the social enterprises under the project name of 'MileMAMA'. An example is shown below.



Target

- **Who benefits from your solutions? For whom did you make solutions and strategies?**

➔ Clearly stating the beneficiaries of your solutions can help us evaluate the feasibility of your solutions. A good description of the beneficiaries always ends with successful project or solution implementation while the opposite does not.

E.g.) 'Poverty has a woman's face' is a phrase that was used in 1990s. Nevertheless, women especially in Africa are still portrayed as a symbol of poverty and weakness in the 21st Century. [...] One crucial question needs to be brought up. Why is Africa such an overarching subject in pursuing the UN Millennium Development Goals? A myriad of possible theories and responses might be applied. Nevertheless, one single unanimous answer could be raised, which is that Africa satisfies the eight conditions which the UN concerns the most: extreme poverty, hunger, a lack of universal education, gender inequality, child mortality, vulnerable maternal health conditions, HIV/AIDS, environmental contamination, and a lagging global partnership for development.

MileMAMA, which defines 'mothers be forever' in Swahili and 'millennium mothers' in English, was our great motivation to create this business project, which would be devoted to vulnerable mothers and their children in the isolated society.

Hence, our team MileMAMA places its main focus on 1) helping children, who have insufficient access to education, 2) building community in order to improve women's community-based business, and 3) comprehensively ameliorating the economic

	development of locals living in Kibera Slum, Kenya.								
How	<ul style="list-style-type: none"> ● How are you going to implement your solutions? What is your method of operating your own strategies? <ul style="list-style-type: none"> ➔ This is one of the most important factors to be concerned when evaluating the quality of your solutions. Great explanation on how the proposed solutions should be initiated leads to the successful project completion in reality. Please be sure to write your methodology as much detail as possible. <p><i>E.g.) [...]</i> It is very important to ensure that earned profits have to be distributed in a transparent way in order to guarantee the efficiency during the process of profit distribution. Therefore, in this section, MileMAMA presents detail and specific methods to divide the profit portion and will show who will receive the profits and how the earned profits will be distributed clearly.</p> <p>MileMAMA proposes that an hour of working, workdays a month, a price of a product, and a number of workers in a product manufacturing process should be set as fixed variables when calculating the total amount of monthly economic profits. Fixed variables are as follows:</p> <ol style="list-style-type: none"> 1) Hour of working per a day should be 5 hours. 2) Days of working per a month, which is 4 weeks, should be 16 days in total. (Note: Specifically, workers have to work 4 days a week and continue working 4 weeks, which would lead to 16 days in total.) 3) Price of one product, such as a hand-crafted bracelet, is 500 KSH. (Note: Price might vary depending on what kinds of products are being produced. However, since this business starts as an infant industry, various products with different designs at the price of 500 KSH will be introduced during the early stages of the project initiation.) 4) 10 workers in a work place are expected. (Note: More of work places will be established. However, until the business settles successfully, one work place will be used by the workers.) <table border="1"> <tr> <th colspan="2">Fixed standards in calculating total amount of monthly profits</th></tr> <tr> <td>Hour of working</td><td>5 hours</td></tr> <tr> <td>Days of working per month</td><td>16 days</td></tr> <tr> <td>Price of a product</td><td>500 KSH</td></tr> </table>	Fixed standards in calculating total amount of monthly profits		Hour of working	5 hours	Days of working per month	16 days	Price of a product	500 KSH
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		Number of workers	10 workers
<i>When and Where</i>	<ul style="list-style-type: none"> ● What is the timeline to implement your solutions? How long should it be expected to successfully complete your strategies? ● Where is your expected project site? Specifically, what region or area are you targeting? <p>→ Asking these questions are especially significant once the proposed solutions come into force. Although it is not easy to estimate the timeline of the project, expected timeframe is extremely useful in measuring the estimated cost in implementing the strategies. Also, choosing the right project site is very important in examining whether the right target is set to initiate the solutions. Thus, please try your best to write the estimated timeline to complete your proposed strategies and the expected project sites to produce great results.</p> 		
<i>How Much</i>	<ul style="list-style-type: none"> ● What are the input and the output of your solutions? Is your solution cost-efficient? How many resources should be invested to successfully complete your solutions? <p>→ Calculating the input and the resultant output is a major aspect to appraise the cost-efficiency of your solutions. In reality, cost-efficient and –effective solutions/projects are likely to be chosen by the aid agencies or their operative units. Input here does not only refer to financial items but also include human capitals, time, etc. Output is either a tangible or intangible result/impact. Investing less input but producing more output is considered to be cost-efficient.</p> <p><i>E.g.)</i> [...] When total amount of products are sold in a month, the expected outcome is 400,000 KSH. However, what needs to be emphasized in this chart is that the portion of profit distribution would vary for different subjects. For mothers, 20% of profits will be given while 30% and 50% of incomes will be distributed respectively to the children and the operating team. However, it is important to specifically point out that profits that will be given to the children must be used as children’s school tuition fee, which includes provision of school uniforms, textbooks, stationary tools, school meals, reusable pads for girls, etc.</p> <p>Plus, in terms of operation cost, profits will be mainly used as payment for operation team members, transaction fee, rent fee for work place, and purchase for water. Nevertheless, within the profits that are solely used as the operation cost, 50% of profits have to be used as payment for 8 team members (12,500 KSH for each), 30% as transaction fee (60,000 KSH), and 20% as water (40,000 KSH).</p> 		

% of Profit Distribution		Total Monthly Income : 400,000 KSH (Assumption : work for 4 days a week, 5 hours a day)
	To mothers : 20%	80,000 KSH (20% of profits directly distributed to the workers [HIV-positive mothers])
	To children : 30%	120,000 KSH (30% of profits directly paid to the school which the children of workers attend)
	To operation cost: 50%	200,000 KSH (50% of profits used as operation cost)

Percentage of profit distribution when 100% of products are sold in a month

This is just one example to show you how you can come up with great solutions to the problems you discovered in your paper. **Following the aforementioned example is not mandatory.** In addition to the 5W2H1T methodology, you can also refer to the OECD DAC's five principles of project evaluation and the SWOT analysis if you would like to present professional ways of suggesting solutions and strategies.

However, remember that it is always YOU who can come up with new great ideas and solutions. We wish you the best of luck on your paper and look forward to reading your innovative solutions for girls!

Thank you very much!