

# We Make Mongolia Greener



SAGE TEAM 2008  
South Korea



## Introduction + Background

THE GIVING TREE is composed of 10 passionate, brilliant students from two different schools. In spring of 2007, we witnessed many a problem caused by the yellow dust, which was originated from Gobi Desert. The gravity of these problems motivated us to visit and explore Mongolia in the summer of 2007, and the current situations gave us confidence that we should contribute to the stoppage of desertification by initiating a planting business in Mongolia. We decided to become "the giving tree" just like that in Shel Silverstein's book.



## Mission

To grow as independent, responsible citizens, who are devoted to making local & global society a better place.

## Vision

1. Generate sustainable and growing profit
2. Solve desertification in Mongolia, a global environmental problem.
3. Contribute to environmental education of youths and spread awareness of environmental concerns and importance of trees.

© "Thanks to SAGE for giving us a precious chance, we were able to put ourselves into real world practice, and have learned so many things that we couldn't be taught in the textbooks ; we could get the idea of running a business with other people in the society and a/so, in the midway to unite initially two teams into one, we have realized the importance of crisis management and teamwork. We believe that we have far more things to learn ahead of us.

We have come a long way, but this is just the beginning, and we believe that a lot of things are lying ahead of us."



# ew us'ness Entrepreneurship Venture

## Product &

THE GIVING TREE is a business that supplies seedling to NGOs and companies that conduct planting business in Mongolia.

### 1. Seedlings of good quality

- Poplar tree, willow tree, charchagan tree
- Native species with high survival rates



### 2. Seedling farm in Mongolia

- Installed in Forest of Happiness II of CIC in Bayannuur
- Contract with CIC regarding the lease of real estate and management



### 3. Secondary Business

- Selling glass mugs

*More Than Just A Cup*

urging customers to lessen the use of paper cups



## Niche Market

- Customers: Organizations that are currently building forests in Mongolia, and Mongolian citizens in long term
- Competitors: relatively few weak competitors

## Marketing Strategy

- Sending PR mails and e-mails to advertise and request the firms
- Interacting with more Mongolian societies in different Soms in the long run

## Growing seedlings cannot be temporary

- 780 poplars, 220 willow trees, 2kg of charchagan tree seeds in 2008
- Leased 1 hectare of land(able to hold 120,000 seedlings) for 3 year contract
- School club in HAFS with freshmen to continue the business

## The Giving Tree goes on

- Environmental education and interaction with School of Bayannuur
- Network of contacts in Korea and Mongolia

## Future Plans

- Diversify the kind of seeds & secondary business products
- Expand our business from only Mongolia to other desertification places,
- Start Research & Development in partnership with universities



By planning and operating the real business, we gained valuable lessons of making our dreams into reality and skills of company management. We expect our business to be highly profitable in upcoming years by steadily maintaining and expanding it.

# Social Entrepreneurship Venture

## For MONGOLIA

- Employing Mongolians in Bayannuur for farm management
- Promoting participation of Mongolians into preventing deforestation with the environment education
- Distributing seedlings planted in plastic bottles to students in School of Bayannuur



- Opportunity to grow seedlings on their own to learn the importance of trees

## For KOREA

- International Youth Environmental Forum in August, 2008 sponsored by Ford Motor Co.



## For The Future

- Collecting germination rate data throughout the business
- Promoting forest-builders in Mongolia by providing initiative data



Running the business not only for profit but also for local communities and the world taught us responsibility and ability to cooperate with other people and organizations.

## Global Component

### KOREA & MONGOLIA

- Managing the overall business in South Korea
- Actual transactions in Mongolia
- Long term plan: business expansion to other countries suffering from desertification

Working between South Korea and Mongolia has helped us enlarge our perspective to the global society.



## Civic Engagement

### Working with CIC

- Citizen's Information and Media Center is a NGO working for forestation in Mongolia since 1999.
- Farm management and information exchange

### People We Met

- Manager of the Korea-Mongolia Greenbelt project (Jang Ho Lee)
- Secretary of Korean-Mongolian Education Ministry (Yoon Sun Sohn)
- Principal of School of Bayannuur

### Campaigns for "THE GIVING TREES in Mongolia"

- Planting "THE GIVING TREE" in Mongolia with donators' name tags and sending pictures back to the students
- Increase public awareness and give students a chance to participate



Through our interaction with CIC, our team became aware of the movements to bring about change in society and learned to actively participate in them.



## Environmental Stewardship

### Solutions for Mongolia

#### Our project...

- saves the environment and expands the economy of Mongolia
- saves the earth, respects the nature, and helps Mongolians in positive ways
- is a dedication to the environment and economy through the business' character itself

## Eco-friendly



- 80 seedlings, planted in half-cut 1.5L plastic bottles, endowed to the School of Bayannuur
- Natural mud instead of anti-vaporizing chemicals.
- Straws or sawdust in winter instead of installing anti-environmental greenhouses

Research trip to Mongolia made us realize the need to actively engage in improving current environmental problems. Unlike most people think about economic development and success, THE GIVING TREE is proud to be different from them in that we aim for environmental revitalization as well as economic gains.

## College Mentors

- Kang Torega (Mongolian)  
Sangmyung University.  
Works on his doctorate degree in Koreanology
- O Yangga (Mongolian)  
The Academy of Korean Studies.  
Works on her doctorate degree in Korean history.
- Jung Hyun Kim  
Seoul National University.  
Business and Economics Major

## BAB Members

- Park, Sungho  
Director of Ware Plus Co. LTD
- Jung, Soo-A  
Professor of Osan College  
Graphic Design
- Kim, WonJoon  
Professor of KAIST  
Business & Economics
- Oh, Ki Chool  
Secretary General of the Citizen's Information media Center (CIC)

## Use of Media

### Brochure

- Sent by mail to NGOs and companies

### News

- Joong-Ang Daily  
"Planting Trees in Mongolia:  
\$1 Happiness" (June 2nd, 2008)
- One of the 3 major daily national newspapers



## Internet

- UCC(Video Clip)  
UCC about our business plan on international UCC websites (YouTube)

## Measuring Results

### S-year projection

(\$: U.S. dollar)

	2009	2010	2011	2012	2013
Revenues	3,990	7,980	45,960	52,344	93,840
Operating Expenses	6,420	8,910	14,070	18,250	23,962
Gross profits	-2,430	-990	31,890	34,094	69,878

Our gross profit for this year turned out to be -\$3200 (Revenue \$1290 - Operating expenses \$4490). However, this amount is less than what we expected because we sold all 920 trees we had planted in the seedling farm in May and received the 10% of deposit (\$276). The investment of \$10,000 proves our business' possibility.

### Mongolian youths with Greener Future

One of the most important social activities of THE GIVING TREE is environment education of students in School of Bayannuur. Since there is not enough local awareness of preventing desertification, it is essential for them to realize the importance of trees and their impacts. As students grow our seedlings that are planted in recycled plastic bottles, they will also grow to be the green future of Mongolia.

### Environmentally-aware youths of Korea

The campaigns of planting trees for \$1 donators were successful in arousing interest about the benefits of trees on desertification matter among the students. Especially the idea of planting one's own tree with the name tag in Mongolia attracted many students to participate. Our campaigns were reported on newspaper article, exerting wider influence on a national scale, to all other students and adults in the nation.

Through these campaigns and newspaper coverage, many students became aware that their small actions could give a hand to serious global issues. In 2008, 198 trees were planted in the names of Korean students. In the future, much more trees with hearts of socially-responsible youths will be planted.