



STEP 5 IMPLEMENTING EPP

Outputs

- ⇒ Detailed Plans in term of “**Roadmap**” for the EPP implementation including overall project, budget and human resources, and public consultation plans
- ⇒ Activities for the EPP implementation including campaign/advertising activities, marketing events and project communication
- ⇒ Other outputs described in **Step 6** “*Monitoring and continuous improvement*”

Resources

Needed for **Step 5** covers outputs from **Step 1, 2, 3, 4 and 6** together with general information for budget, human resource and contingency managements.

Activities

Step 5 consists of 3 main activities as follows:

- ⇒ **Pre-implementation:** project planning and contingency planning
- ⇒ **Implementation:** project and human resource implementations
- ⇒ **Post-implementation:** monitoring, evaluating and reporting (The post-implementation is briefly explained here. Detailed description will be documented in **Step 6** “*Monitoring and continuous improvement*”)

EPP Principles

The EPP principles to be considered during project implementation:

- **Applicability**
 - ⇒ Implementation planning framework should be realistic and flexible in order to easily drive the project.
 - ⇒ When the unexpected situation happens, contingency plans must be executed immediately so that the project still proceeding consistently.
- **Validity**
 - ⇒ The implementation plan should be able to monitor and evaluate the variables.
- **Communicability**
 - ⇒ The EPP promotion should be easily understandable by avoiding technical words and selecting appropriate methods.

EPP Implementation is the way to promote EPP to the consumers and business owners for persuading them to turn their attention in eco-goods or services. Moreover, the way to implement EPP effectively is described in this step. The implementing of EPP can be divided in to 3 stages which comprise of: Pre-implementation, Implementation and Post-implementation.

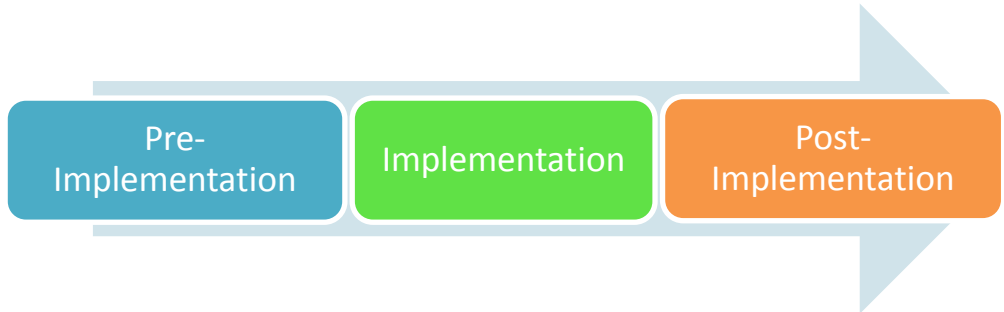


Figure 5.1: Main activities of step 5

5.1 Pre-implementation phase

Pre-implementation phase is an important stage since it facilitates the EPP to be launched successfully. There are two main aspects to be incorporated during this phase, which include *Project planning* and *Contingency planning*.

5.1.1 Project planning

Project planning is important for project implementation. A good project planning will make the project run smoothly and sustainably. The project planning includes Activities Planning, Time Planning, Human Resource Planning and Budget Planning.

5.1.1.1 Activities planning

An activity planning of the project is the tool used to inform the EPP office what they should do to execute the project completely and effectively. The activities for project implementation are described in **Table 5.1**.

Table 5.1: Activities for project implementation

Step	Activity number	Descriptions
1	1	Setting goals: Define general goal, specific goal and specific targets
	2	Defining scopes and boundaries: Identify geographical, temporal and sectorial specific scopes and carbon emission boundaries
	3	Identifying and outlining EPP requirements
	4	Designing organization structure: Specifying roles and responsibilities of and relationships among stakeholders
2	5	Setting labelling system
	6	Eco-point valuation
	7	Designing eco-point issuance process
3	8	Defining the funding schemes
	9	Creating the operational procedure and redeeming systems
4	10	Reviewing the general characteristics of public participation and consultation

5.1.1.3 Human resource planning

After the project activities plan is formed, The EPP developer should consider on human resource plan. This process provides a rationale and objectivity in deciding on the human resource required for the activity to be delivered. The effective human resources planning offer appropriate numbers together with workforce in order to achieve the goal of EPP. For EPP implementation, human resource will focus on eco-point program (EPP) office, business owners and consumers based on principles of Step 1. The human resource plan includes 6 parts (Strategic Human Resource 2014) and (The Human resources management 2006):

1. *Determine goals and plans of EPP*

The EPP office should determine and study strategies of EPP in order to utilize the results of these studies to define the role and responsibility of the human resource in the future based on step 1.

2. *Determine the required human resources of current situation*

The EPP office should determine the current quantity of human resources in order to consider about adequacy of the human resources at present situation. The group classification should be classified clearly so that participants can see and understand the hold process thoroughly.

3. *Determine the required human resources for future situation*

The EPP office should determine the future quantity of human resources whether there is a surplus or shortage of manpower on the basis of EPP program condition and forecast.

4. *Determine the skills of the human resources*

The EPP office should plan to improve the skill of diverse stakeholders such as supporting teamwork, building productive relationships and negotiation skills.

5. *Determine the roles and responsibility of the human resources*

The EPP office should determine and define the roles and responsibilities of the human resources clearly. The roles and responsibilities of the stakeholders are implemented based on step 1. The EPP office should define Man Day to define working hour.

6. *Monitor the human resources plan*

The EPP office should monitor human resource plan in order to run the EPP successfully and sustainably.

5.1.1.3 Budget planning

Budget planning is very important for project implementation. The EPP office should estimate cost such as eco-point redeems in order to effectively prepare the budget in advance. The EPP office shall estimate how much of

each required resources are needed. The components of budget are illustrated in **Table 5.3**.

Table 5.3: The budget component of the EPP

Budget component	Description	Budget of EPP
Income (EPP funding)	Money which the EPP office receives from other stakeholders for EPP implementation (as mentioned in Step 3.1 Funding Schemes)	Income from the government ¹
		Income from the government agencies ¹
		Income from international funding ¹
		Income from supplier/producer/manufacturer ^{1,2}
		Income from donation ¹
		Income from operation fees ^{1,2}
Expense	Money spent or cost incurred of the EPP office implementation	Expenses for eco-point rewarding to consumers ³
		Expenses for human resources ⁴
		Expenses for EPP advertisement ⁴
		Expenses for monitoring and improving the EPP ⁴
		Expenses for office, equipment and related utilities/facilities ⁴ (i.e. renting, computers, telephone and etc.)

¹ For central Funding systems; ² For Joint funding system; ³ Variable expenses; ⁴ Fixed expenses

The budget management plan is divided into 6 processes as follows:

1. *Identifying and planning the EPP activities*

The EPP office should identify and plan the EPP activities in order to determine the topics of income or expense. The activities for EPP can follow the elements described in **Table 5.1**.

2. *Determining the expense of the EPP*

The EPP office should determine and identify the cost of each EPP activity. Moreover, the EPP office should consider the expense reasonably and realistically.

3. *Determining the income of the EPP*

The EPP office should determine the source of income for the EPP implementation. In addition, the EPP office should estimate the income reasonably and realistically.

4. *Analyzing the difference between income and expense*

The EPP office should classify the difference between income and expense to analyze that the budget for the EPP implementation is adequate or not, if not enough, the EPP office should consider how to reduce the cost in each activity.

5. *Developing a plan for an unexpected event*

The EPP office should prepare budget for an unexpected event such as delay of fund payment or advertising failure (more details in contingency plan).

6. *Monitoring the budget*

The EPP office should monitor the budget whether it is enough or not to run activities based on **Step 6**.

5.1.2 Contingency planning

A good strategic management must consider formulation, implementation, and evaluation of unforeseen events such as funding failure, people ignore in the EPP and government's actions. These are examples of the main causes of the project failure. The way to reduce impact is defining *Contingency planning*. Contingency plans can be defined as alternative plans which can be put into action even though the unexpected event does not occur.

When the tendency of strategy-evaluation activities shows the significant change, an appropriate contingency must be used immediately. Three major benefits of contingency plan are showed as below.

1. It shall provide quick response to change
2. It prevents non-regulation in critical situations
3. It drives the EPP to be more adaptable with unexpected situations

Effective contingency planning includes 7 processes (David 2013).

1. Identify beneficial and unfavorable events causing an impact on the project
2. Specify trigger points and speculate the trends of contingency events occurrence
3. Assess the impact of each contingency event and evaluate the potential of each contingent event.
4. Develop contingent plans and make sure that they harmonize with current strategies.
5. Estimate an impact of each contingency plan. It covers evaluation of possibility in order to further the project in the future. It will quantify the potential value of each contingency plan.
6. Determine early warning signal of importance contingent events and monitor the early warning signal
7. For contingent events, the EPP developer should apply contingency plan to complete the project within timeframe and budget.

5.2 Implementation Phase

Implementation phase is a step to convince any person to turn their attention to eco-goods and services .They shall understand the cooperation of manufacturers and support the developer to run the project as plan. Implementation phase is divided into 2 parts; *project implementation and human resource management implementation*.

5.2.1 Project implementation

Project implementation is the process for running the project successfully. Project implementation is divided into 3 parts which include campaign/advertising, marketing events and updating situation and data.

5.2.1.1 Campaign/Advertising

The EPP office should promote the project to consumers and business owners in order to convince them to participate in this project.

1. For consumers

The EPP office reveals the benefits for consumers who buy eco-goods and services through online, televisions, radios, newspapers, magazines, direct mail, and events (for example launch the campaign in many places or set up exposition for showing eco-goods and services). The objective of this event is to persuade people to participate in the EPP. Advantages and disadvantages of each method of eco-goods and services advertisement are shown in the **Table 5.4**.

Table 5.4: Advertising channels and their advantages and disadvantages

Sources	Advantage	Disadvantage
Online	<ul style="list-style-type: none"> - Easy to public - People can search information by themselves - Low cost for publication 	<ul style="list-style-type: none"> - Need graphic design for making web board
Television	<ul style="list-style-type: none"> - People can see the inherent characteristic of eco-goods and services - The EPP office can control frequency of broadcasting - No limitation on promoted area 	<ul style="list-style-type: none"> - Limitation on broadcasting time - High cost for publication
Radio	<ul style="list-style-type: none"> - The EPP office can control frequency of publication - Low cost for publication 	<ul style="list-style-type: none"> - People cannot see inherent characteristic of eco-goods and services
Newspaper	<ul style="list-style-type: none"> - The EPP office can give a lot of information to stakeholders - People can see inherent characteristic of eco-goods and services - Low cost for publication 	<ul style="list-style-type: none"> - Short time for publication
Magazine	<ul style="list-style-type: none"> - The EPP office can give a lot of information to stakeholders - People can see inherent characteristic of eco-goods and services - Long time for publication 	<ul style="list-style-type: none"> - Group Specific such as magazine for women or men
Direct mail	<ul style="list-style-type: none"> - Low cost for publication 	<ul style="list-style-type: none"> - The EPP office cannot publish information thoroughly
Event	<ul style="list-style-type: none"> - People can see inherent characteristic of eco-goods and services - The EPP office can control frequency of publication 	<ul style="list-style-type: none"> - High cost for publication

2. For business owners

The EPP office informs about the benefits and corrects perception towards the EPP to each company directly by the program developer. Additionally, it invites business owners to show information of their eco-goods. It is an easy way for people to acknowledge why a product is an eco-goods by presenting information such as which materials are the eco-goods made of or the way the eco-goods are produces.

5.2.1.2 Marketing events

The EPP office should consistently keep the cooperation among manufacturers, distributors, and source of investment funds in implementing

marketing events such as lucky draw prize, cheaper price products, etc. when the participating eco-goods and services are purchased.

5.2.1.3 Updating situation and data

The EPP office should update and report the stage of project to stakeholders. Moreover, the data changing during the program implementation due to unexpected events should be informed consistently.

5.2.2 Human resource management implementation

The implementation of human resource management is a process for improving skills of stakeholders. The EPP office may provide the events for enhancing the skills of stakeholders.

5.3 Post-implementation Phase

Post-implementation phase is a step for evaluating the possibility of the project to be continued or abandoned. Post-implementation phase is divided into 3 parts which are *monitoring, evaluating and reporting*.

5.3.1 Monitoring and Evaluating

The EPP office should monitor and evaluate the success of the project. This leads to the decision to discontinue or phase out the goods and services. The EPP office should examine the objective, results, activities and impact as well as sustainability of the project by using questionnaire. Moreover, the EPP office should find important factors affecting on the project and try to improve or fix them to make better results based on approaches later explained in **Step 6** "*Monitoring and continuous improvement*".

5.3.2 Reporting

After monitoring and evaluating the project, The EPP office should make the report for collecting the results of the project implementation. The results will definitely represent the advantages for further the project development based on approaches later explained in **Step 6** "*Monitoring and continuous improvement*".

