

Abstract

From Waste to Value to Avoid Garbage Burning Project: Year II Phase is an integrated project funded by Chiang Mai University, and conducted by the Social Research Institute and the Faculty of Business and Administration. Its aim is to have producers stop burning the left over materials from their products, and instead, revalue them into attractive functional objects that can be sold and used in daily life. The design concept is simplicity, utilization, and zero waste. The year II products are created by those who do not have an arts or design background. It is different from the year I products which were designed by an arts professor. This is to prove that a salable item can be designed by anyone and does not require such a background.

The year II project works with villagers in four target areas which are Tessabaan Tambon Doisaket in Amphoe Doi Saket, OrBorTor Maeram and OrBorTor Rimnua in Amphoe Mae Rim, Chiang Mai Province, and Tessabaan Tambon Muongnoi in Amphoe Pasang, Lampoon Province. Our work extends to Lampoon because both provinces are in the same valley and share the same air. Another difference between this year and last is the process of marketing and selling. Last year, each area had its own logo and the customers contacted the villagers directly. Doing that no one inspected the quality of the goods. To follow the advice of experts, this year's products from every target area are sold under the same name "Chiangmai Green Product (CG)". The project

team acts as the only distributor of all items produced. After the two years of work, it can be concluded that the villagers who participated in the project have little willingness to become entrepreneurs because they think that it is risky. They are contented to just be producers filling orders and have someone else function as a distributor on their behalf.

The result of this project is that the amount of open burning in the four areas has been reduced by 42% which is over our target of 30%. More than 125,774 plastic bags, 966 kilograms of waste rubber and 460.8 kilograms of artificial leather from a slipper factory, 288 kilograms of waste fabric from garment factories, 400 kilograms of newspaper and 2,496 kilograms of bamboo were saved from burning and transformed into beautiful products. Thus far, this project has not only improves the air quality for Chiang Mai and Lamphoon residents and generated extra income for the villagers, but has also mitigated the level of carbon dioxide released into the atmosphere which might lessen the impact of climate change.