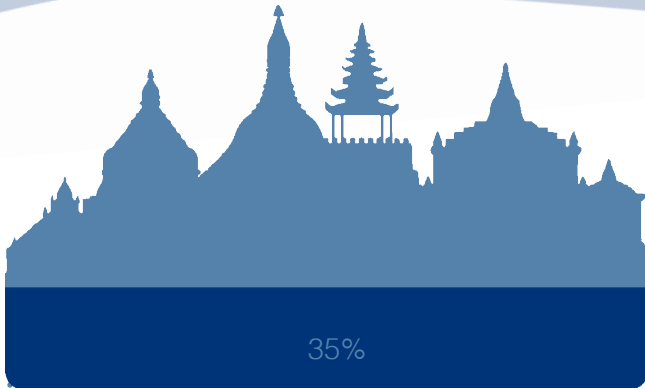


DOH EAIN

Business that participated in Cohort 4 of SPRING

SPRING is a business accelerator programme funded by DFID, USAID and DFAT. It works with businesses to develop products that impact girls' lives in 9 countries.

Coffey is the independent evaluator of SPRING. Coffey's Business Performance Evaluation is part of the overall evaluation and examines the effects of SPRING on business performance. It also looks at how businesses are reaching adolescent girls.



35% of downtown Yangon was destroyed between 1990 and 2011 to make way for new development projects.

Yangon also has one of the lowest ratios of public space per capita for a major world city.

Doh Eain is a social enterprise that preserves heritage, improves public spaces, and organises activities that connect people with places, employing a user-centred, participatory approach.



Doh Eain is based in Yangon, Myanmar



SPRING Prototype and Business Goals

Doh Eain's SPRING prototype was focused on developing and testing its inclusive design approach, and implementing it with adolescent girls. Doh Eain developed a **five-step placemaking approach** to inclusiveness: **'discover'**, **'define'**, and **'develop'** workshops, followed by the **'delivery'** of the project, and a **'deepen'** workshop.

Doh Eain operates across three pillars:

- Heritage conservation and restoration.
- Awareness raising and capacity building for cultural conservation.
- Placemaking, an inclusive design process which promotes stakeholder and community engagement and mobilisation using user-centred participatory methodologies.

SPRING Support



Business Focused Support

SPRING supported Doh Eain in reviewing its approach and its offer, re-thinking its value proposition, and in developing its placemaking framework.



Financial Support

Doh Eain was granted Prototype Development Funding, to recruit new team members, including community managers and urban-anthropological specialists, and to roll out its new placemaking process.



Girl Focused Support

SPRING helped Doh Eain undertake research to better understand girls' needs and conceptualise and deliver co-design projects with girls. Doh Eain launched two playground projects co-designed by adolescent girls through SPRING's support.

Use of Human Centred Design

The introduction to Human Centred Design (HCD) was crucial. In applying HCD, Doh Eain:

- Learned how to use a number of different tools and approaches to collect ideas and engage with people; in particular it introduced a variety of workshop exercises.
- Changed the way its staff worked as a team, which today involves more brainstorming. Doh Eain started to give more value to sharing ideas and learnings.
- Introduced a new approach that understands and puts its users first.

Girl Insights and Emerging Signs of Impact



Doh Eain's placemaking approach hoped to **give girls a voice** to challenge norms or suggest ideas for the community, and as a result become more visible.

Doh Eain gives girls a **space to think about and discuss** their personal development and their career paths.

Doh Eain's placemaking approach allows girls to have an **active role in their community**, since most girls do not have opportunities to express themselves at school or home.

Girls developed new soft skills, such as communication and team-work, which support them to **express their opinions and become more confident**.

Girls had **new experiences** by spending more time outside the house and engaging with a wider variety of people and activities.

Girls developed **technical skills**, particularly in design and soft engineering.

Going Forward

Doh Eain's plan for the future is to keep testing its participatory placemaking framework and participatory workshops, and to bring them to new community groups. Doh Eain aims to expand its approach to include boys and mixed groups (boys and girls) of adolescents.

That main challenge that Doh Eain will face going forward is finding a market for its inclusive approach.

Clients seems to recognise the value of Doh Eain's engagement with the community, but this does not always translate into an interest in paying for its services. For this reason, Doh Eain expects to continue developing and testing its approach using predominantly donor funding until it has enough evidence to attract impact investors.

Further Reading

Coffey (2019). Case Study Report – Doh Eain. SPRING Evaluation, BPE – Cohort 4