

The Butterfly Effect of Quy Nhon City toward 2050



CHANGE ONE THING. CHANGE EVERYTHING.



TBWA\THAILAND

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A large, vibrant yellow butterfly is positioned on the left side of the page, partially overlapping the title and the group headers. Its wings are spread, showing a bright yellow color with some darker markings near the edges.

Participants List

Group 1

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

Group 2

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

Group 3

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

Group 4

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

The image features a large, detailed butterfly in the foreground, primarily yellow with black markings on its wings. In the background, several smaller monarch butterflies with their characteristic orange and black patterns are scattered across the scene. The overall background is a soft, out-of-focus light yellow.

Welcome

Introduce Working Team





Who We Are?



August 11, 1970

TBWA\



OmnicomGroup

Omnicom is a leading global advertising, marketing and corporate communications company.

Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

12.000 people, 267 offices, 75 countries



TOP CORE GROUP OF AGENCIES IN THAILAND

1	WPP (Thailand)	1,112,520	WPP
2	WPP Marketing Communications	819,176	WPP
3	TBWA (Thailand) & CJ/G1	546,938	OmnicomGroup
4	Star Researchers & Siamese DMB&B	536,618	 PUBLICIS
5	Lowe	479,542	[INTER PUBLIC GROUP]
6	Dentsu & Dentsu Plus Dentsu Holding	420,614	dentsu
7	Fareast DDB & Fameline	354,338	OmnicomGroup
8	Mccann Worldgroup	353,167	[INTER PUBLIC GROUP]
9	Dai-Ichi Kikaku	329,997	
10	Young & Rubicam	312,499	WPP

Our Clients

Brand Consultant



Corporate Communication



Product Communication





Workshop Objectives

- Introduce concept of long-term planning under socio-economic dynamic condition
- Introduce concept on dealing with uncertainty of the future by using multiple scenarios
- Introduce concept of holistic view of the future, taken climate change as well as socio-economic change, to formulate story line for planning and test outcome of various development strategy toward resilience of sectors in the society
- Introduce concept of climate change adaptation as dynamic process, which requires repeated exercises overtime to cope with change in the context and new knowledge on climate change

A new perspective for future thinking and planning about Quy Nhon City



Workshop Agenda : Day 1

8.00 Register

8.30 Welcome and Introduction to the workshop day

Warm-up exercise

The Development Planet System : *visiting the exhibition to understand the current context and drawing the consequences of developing direction.*

----- **12.00 – 13.30 : Lunch** -----

13.30 **The Future Context** : *discussing and drawing the future context of Quy Nhon city by focusing on the interrelation between each area.*

Climate Change Planet System : *visiting the exhibition to understand the climate risk and climate change and its impact to the city.*

Drawing / Adjust the Future Context of Quy Nhon City (under development and climate change concern)

17.30 Wrap-up



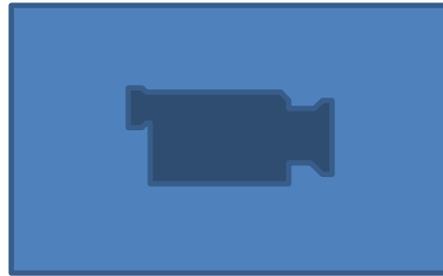
the
butterfly
effect

A close-up photograph of a butterfly wing, showing intricate patterns of black, white, and purple. The wing is the central focus, with its fine details and textures clearly visible. The background is a soft, out-of-focus brownish-gold color.

It has been said that something
as small as the flutter of
a butterfly's wing can ultimately cause
a typhoon halfway around the world

The butterfly effect was applied in Chaos Theory to suggest that the wing movements of a butterfly might have significant repercussions on wind strength and movements throughout the weather systems of the world, and theoretically, could cause tornadoes halfway around the world.





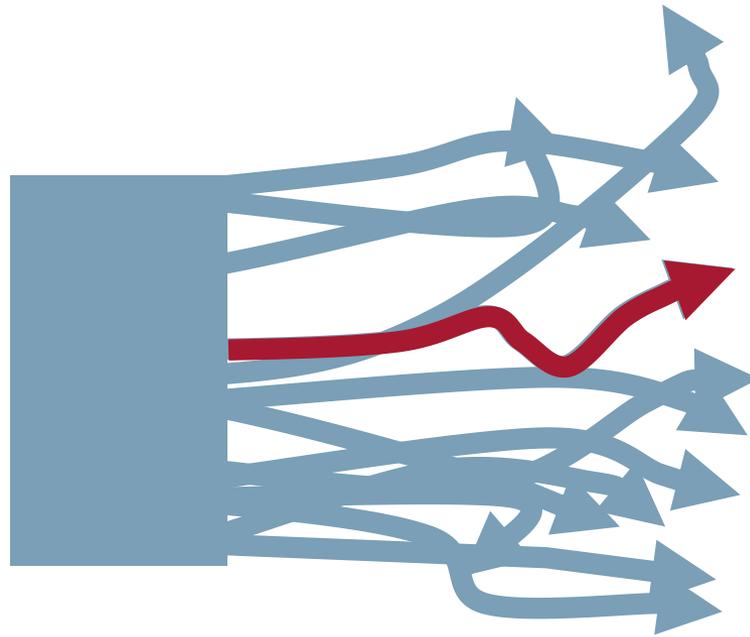
ONE
THING
CAN
CHANGE
EVERYTHING &
EVERYTHING
CAN
CHANGE
ONE
THING

SCENARIO PLANNING



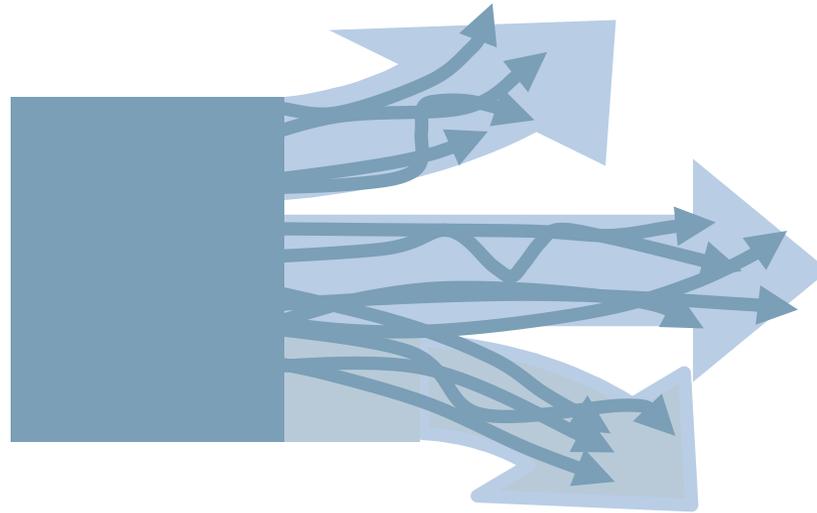
The Traditional Way of Thinking

We spend our time thinking “what are the chances that X or Y or Z will happened?” Determine which is most likely and plan for it.



Scenarios :

Turning prediction on its head



Exploring alternative resolution of uncertainties that are important for the success/failure of the city

Scenarios : Turning prediction on its head

what if?

*“What if X happens,
what’s our strategy?”*

*“What if Y happens,
what’s our strategy?”*



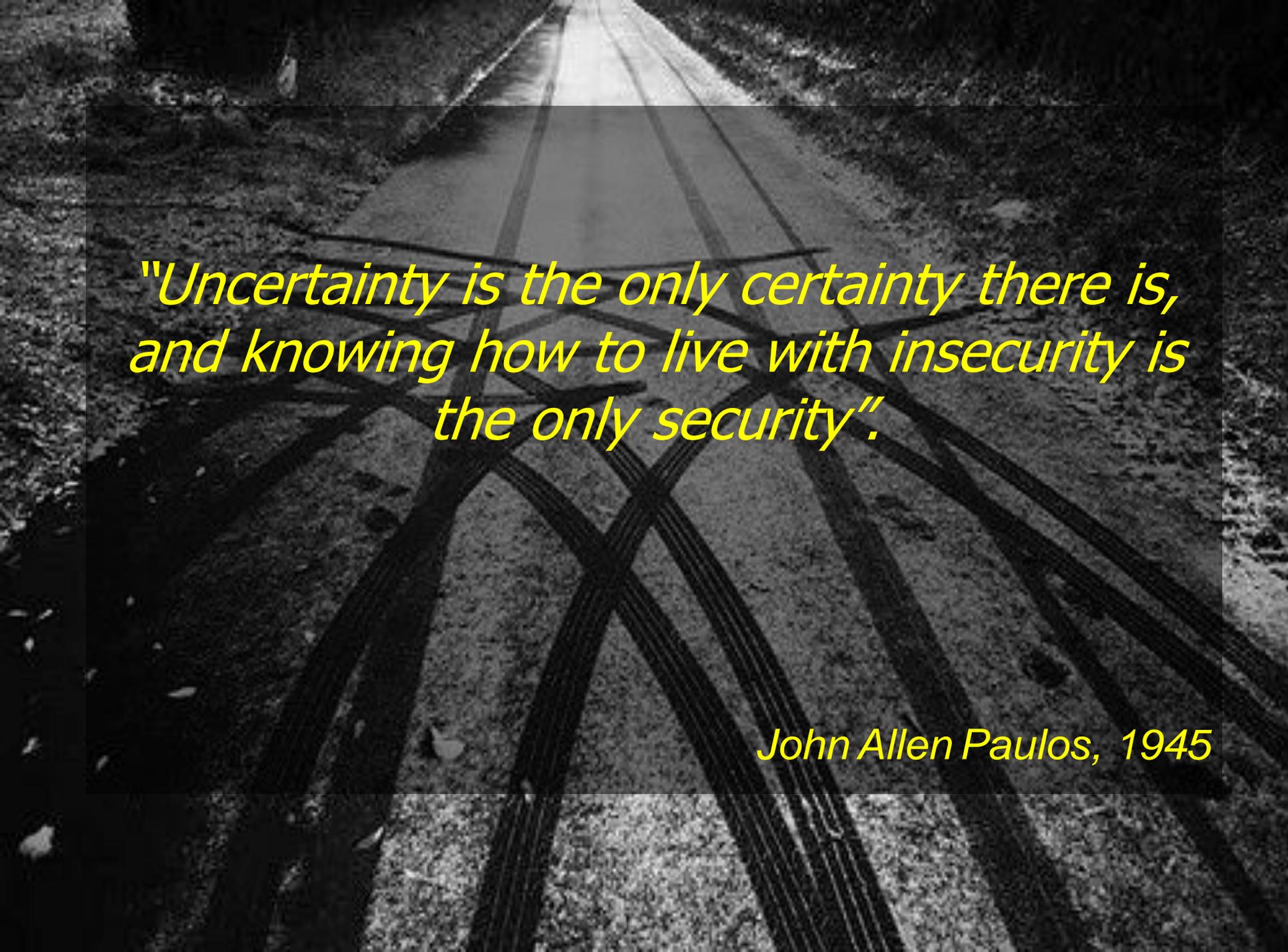
Scenario Planning

Scenarios are narratives of alternative environments in which today's decisions may be played out. They are not predictions. Nor are they strategies.

Instead they are more like hypotheses that ask **“what if?”** in a disciplined way, forcing the acknowledgement of new and unforeseen opportunities or challenges for and organization.

Why Scenario Planning?

- Provides structured process for people to start ‘consciously’ thinking about the longer-term future and possible implications for strategy today
- A creative and shared process that allows time for reflection about the city and its future.
- Offers a non-linear and holistic view of the future
- Allows for the consideration of complex and interrelated factors and forces inside a variable framework



*"Uncertainty is the only certainty there is,
and knowing how to live with insecurity is
the only security".*

John Allen Paulos, 1945



The “Ground Rules”

- Silent your cell phone ringing
- We start on time
- Everyone’s here all of the time

And...

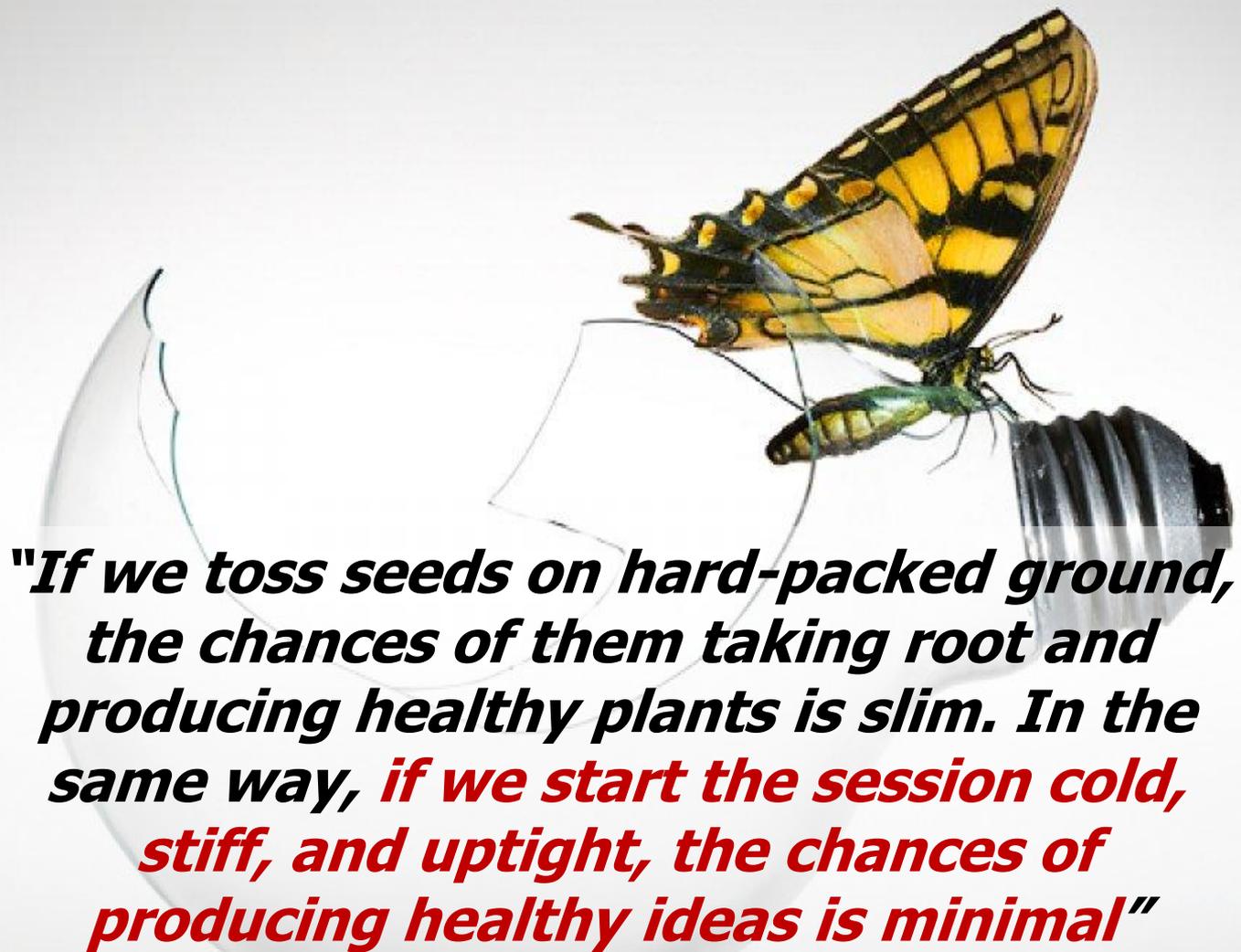
- There are no bosses
 - There are no enemy (only friendly butterfly)
 - We’re all on the same team
 - Be a light not a judge, be a model not a critic
 - There’s no right or wrong answers/opinion
- 





A decorative border in the bottom-left corner of the slide, featuring a grey vine that spirals upwards and then extends horizontally to the right. The vine is adorned with several stylized butterfly silhouettes and small floral motifs.

Warm-up Exercise



"If we toss seeds on hard-packed ground, the chances of them taking root and producing healthy plants is slim. In the same way, if we start the session cold, stiff, and uptight, the chances of producing healthy ideas is minimal"



The Planet System

Development Planet



Planet System

Objective

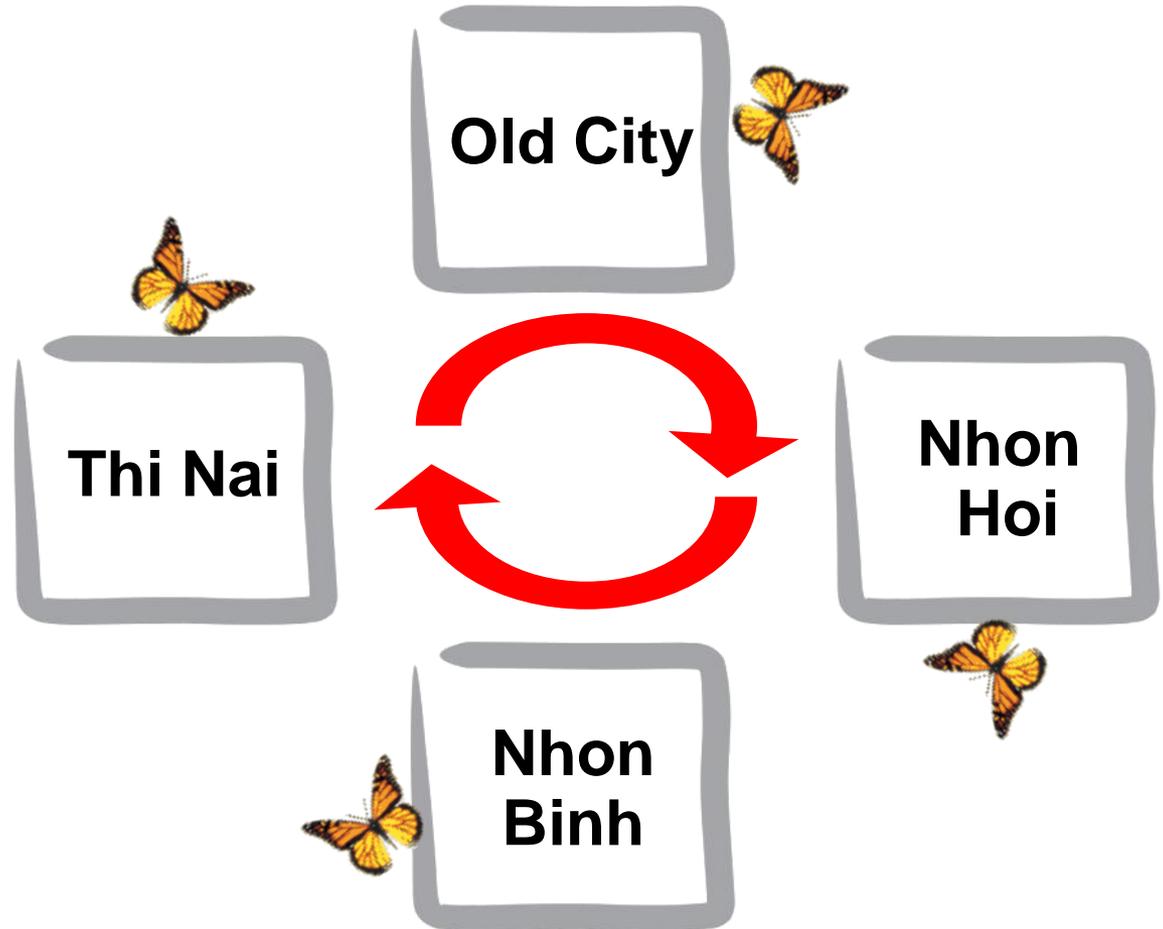
- To understand the current context of 4 key areas in Quy Nhon City, the potential impact and the consequences from the development directions

Process and Presentation Guideline

- Visit the 4 key areas planets and answer the guideline questions about the potential impact / consequences of each developing directions

Planet System : Key 4 Areas

- 4 teams ----- 4 rooms/planets
- 30 minutes in each planet
- To define impact and consequences in each planet.



Planet System Visiting Flow

30 mins / planet



G.1



G.2



G.3



G.4



Planet Questions

- What is your first impression when you see this planet?
- What is the impact of development on the
 - Lifestyle/Livelihood
 - Land use
 - Pollution
 - Industry
 - human settlement and migration
 - Infrastructure
- What are the consequences of this development direction?
 - Short-term consequences (1-2 yrs)
 - Long-term consequences (> 10 yrs)
- What will happen to this area in the next 30 years?
 - What will be changed?
 - What will remain stable?
- How does this impact each sector?
 - Positive impact?
 - Negative impact?





WUNC

time



1 Hour



The Future Context



The Future Context

Objective

- To identify the holistic view of the future, how each development's direction interrelate to each area

Process and Presentation Guideline

1. Each group select the most important issue/impact from (assigned) development direction of each area (total 4 issues 4 areas)
2. Drawing the future context of 4 areas, showing the interrelation or impact of development to each other



The Criteria for Future Context

G.1



G.2



G.3



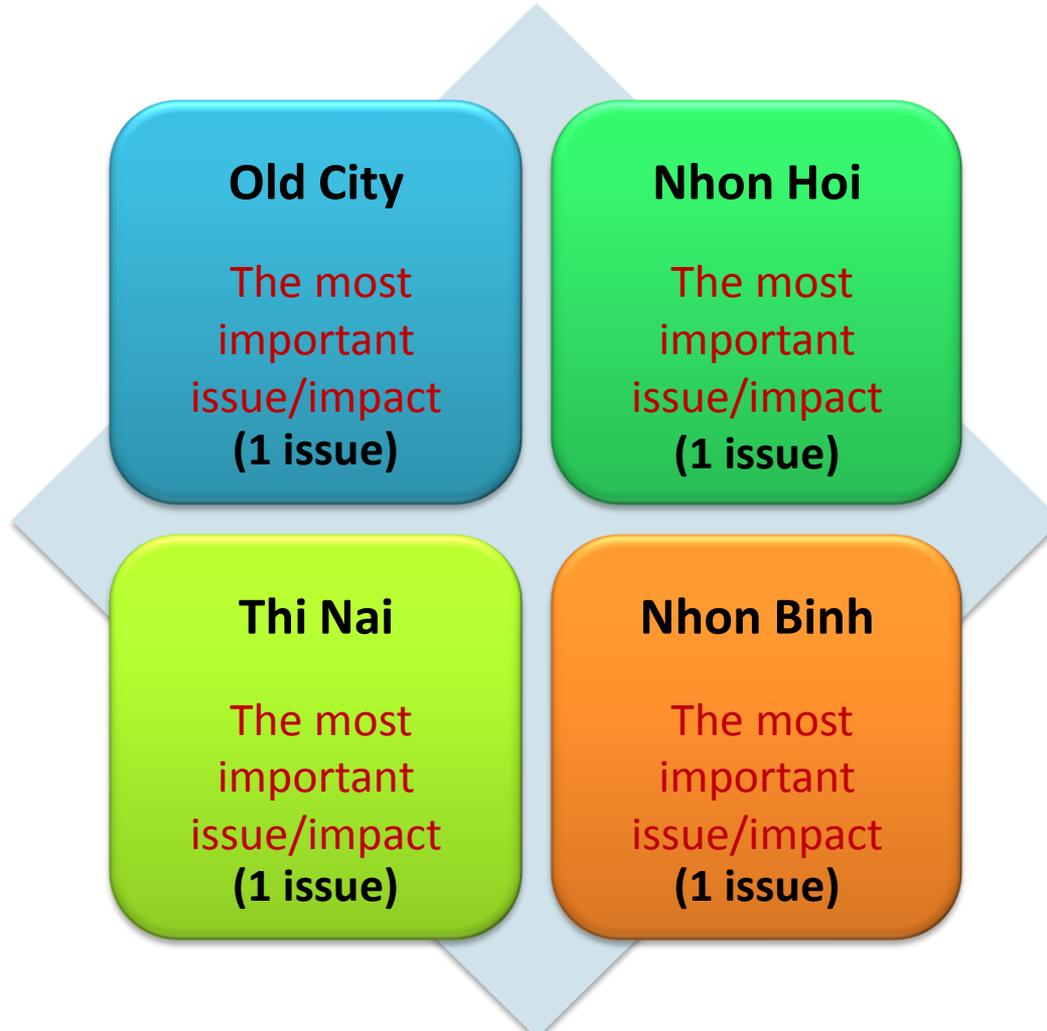
G.4





1. Select Key Issue/Impact

From the development planet system, please select the most important Issue/Impact from (assigned) development direction of each area



**Total 4 Issues
4 Areas**



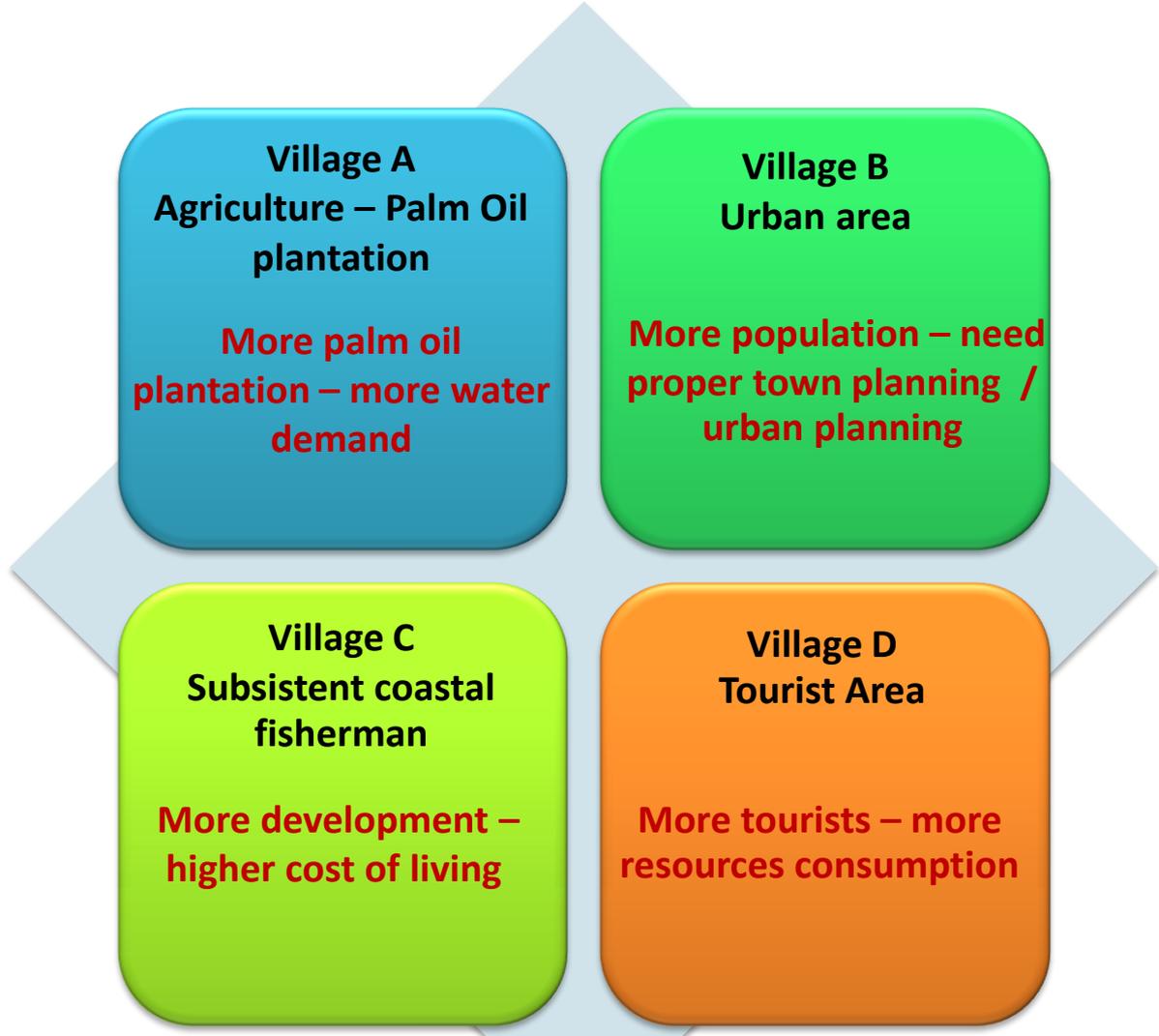


Example 1 : Bigville Town



Example 1: Bigville Town

Development directions: Bio-fuel promotion & Tourism promotion



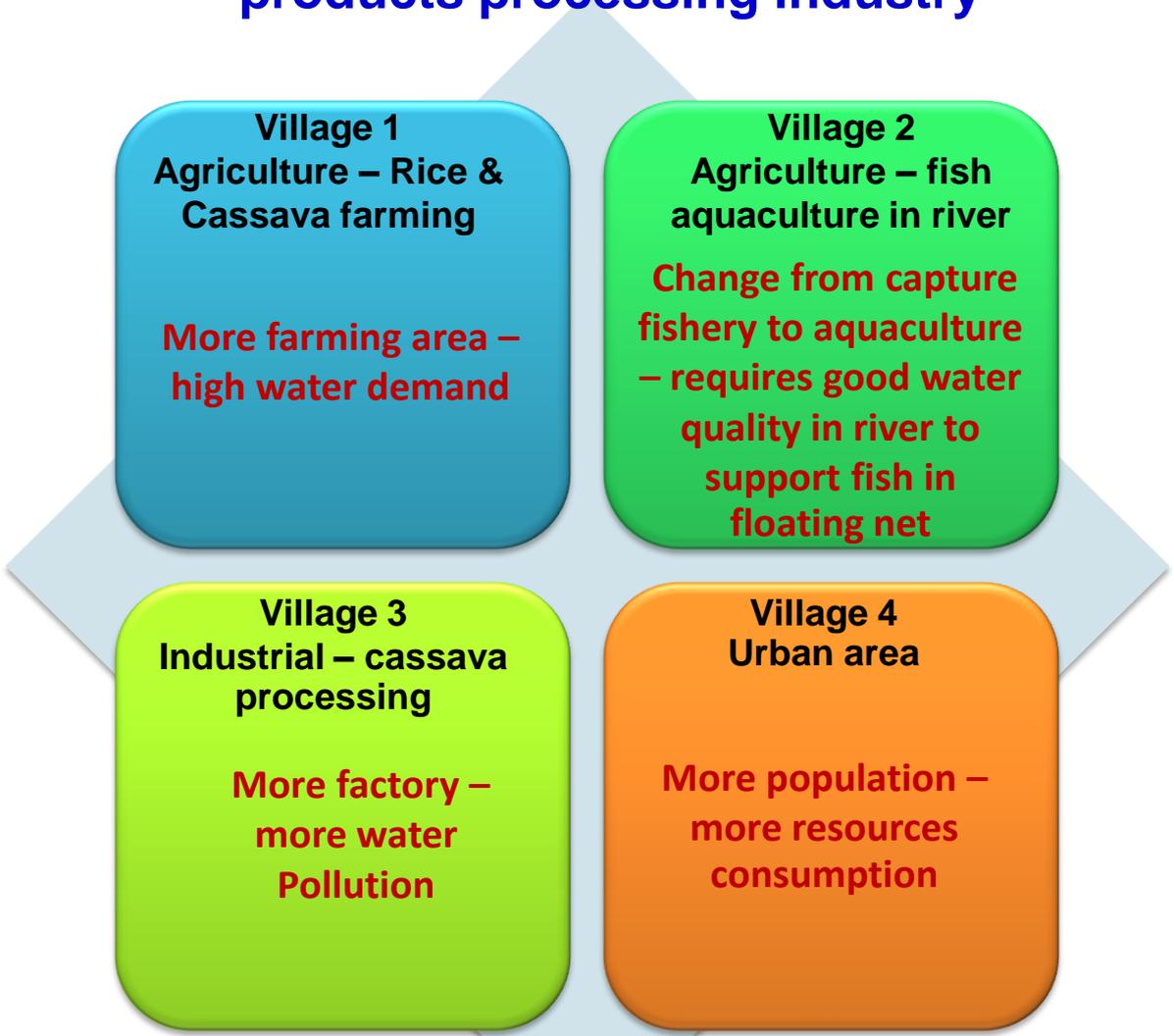


Example 2 : Smallville Town



Example 2: Smallville Town

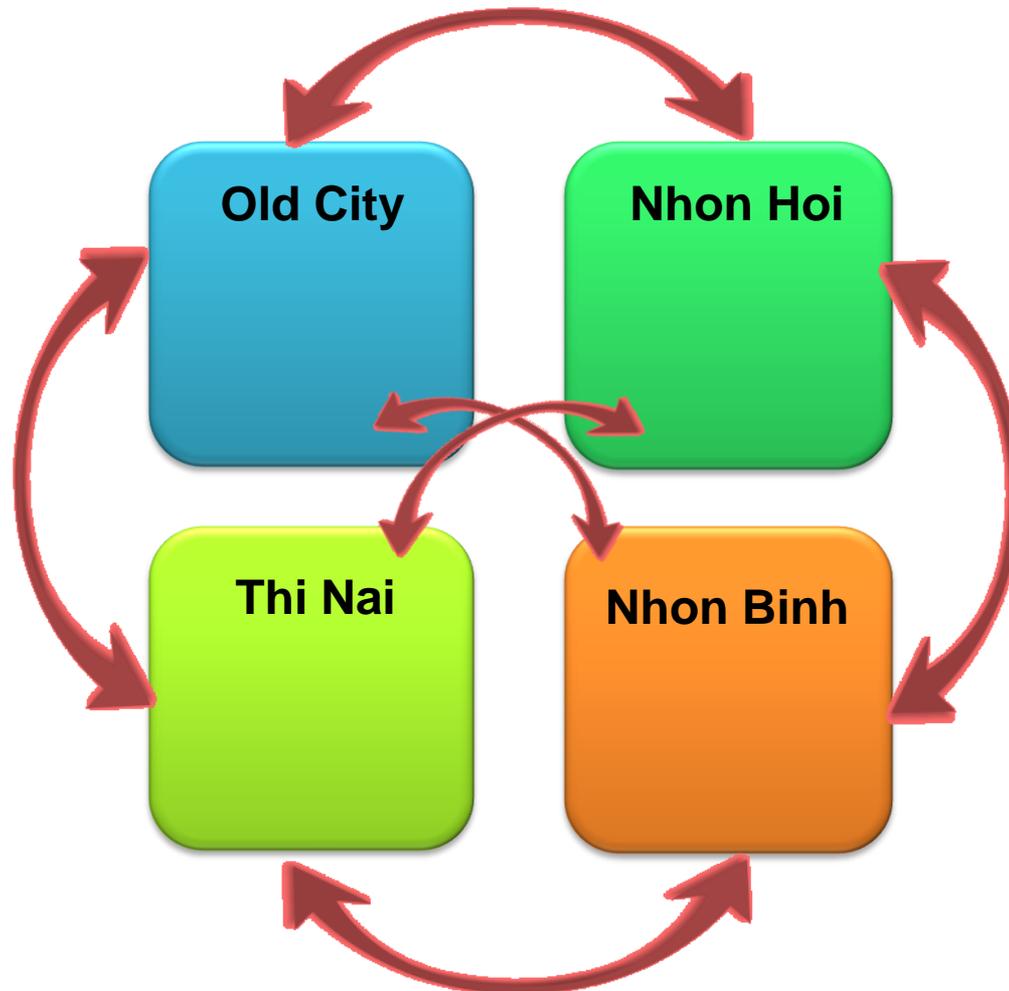
Development directions:
Expand agriculture production & Expand agricultural products processing industry





2. The Future Context

How development direction of each area will interrelate and force of each other?



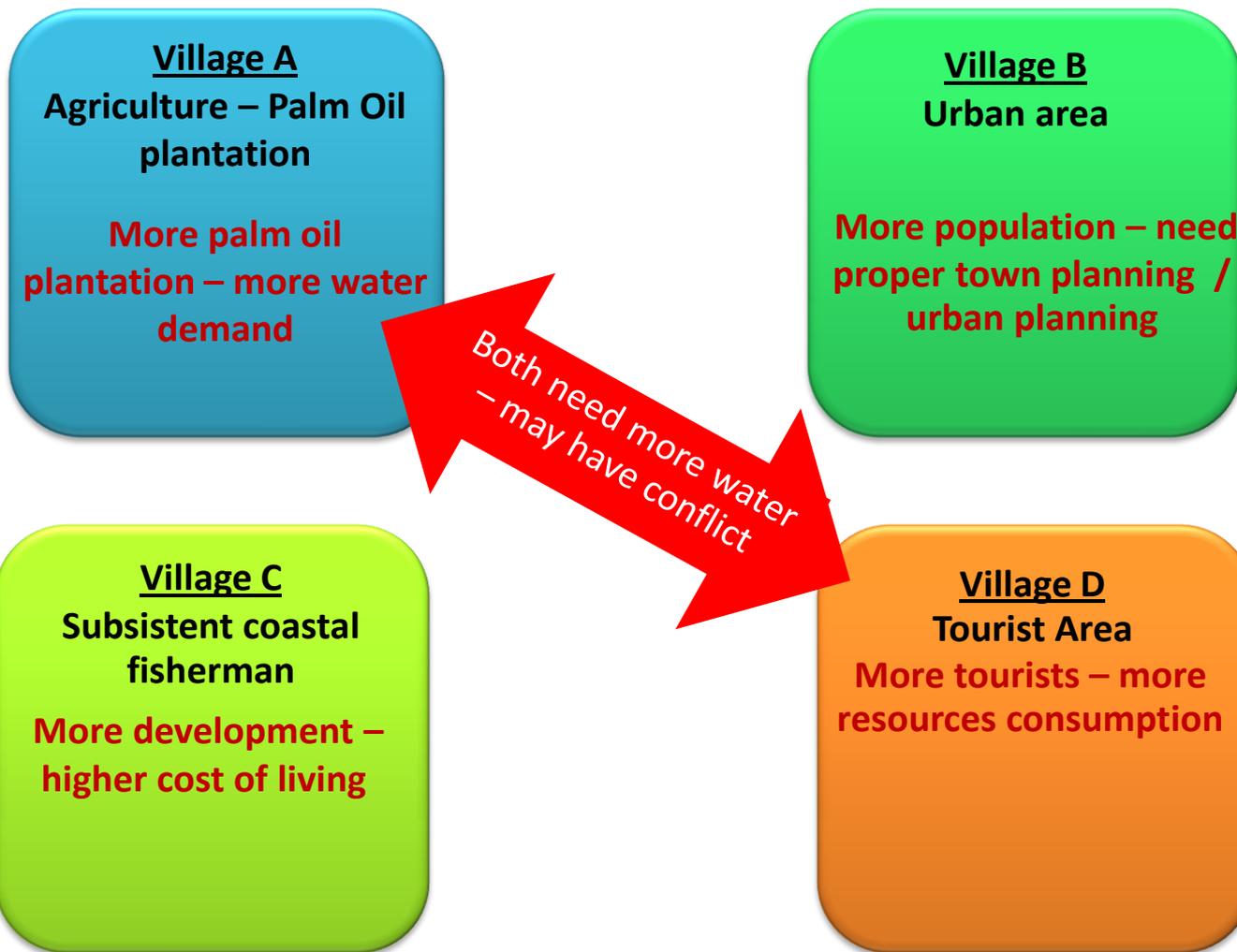


Example 1 : Bigville Town



Example 1: Bigville Town

Development directions: Bio-fuel promotion / Tourism promotion





Example 1: Bigville Town

Development directions: Bio-fuel promotion / Tourism promotion

Village A
Agriculture – Palm Oil
plantation

More palm oil
plantation – more water
demand

Village B
Urban area

More population – need
proper town planning /
urban planning

Village C
Subsistent coastal
fisherman

More development –
higher cost of living

Village D
Tourist Area

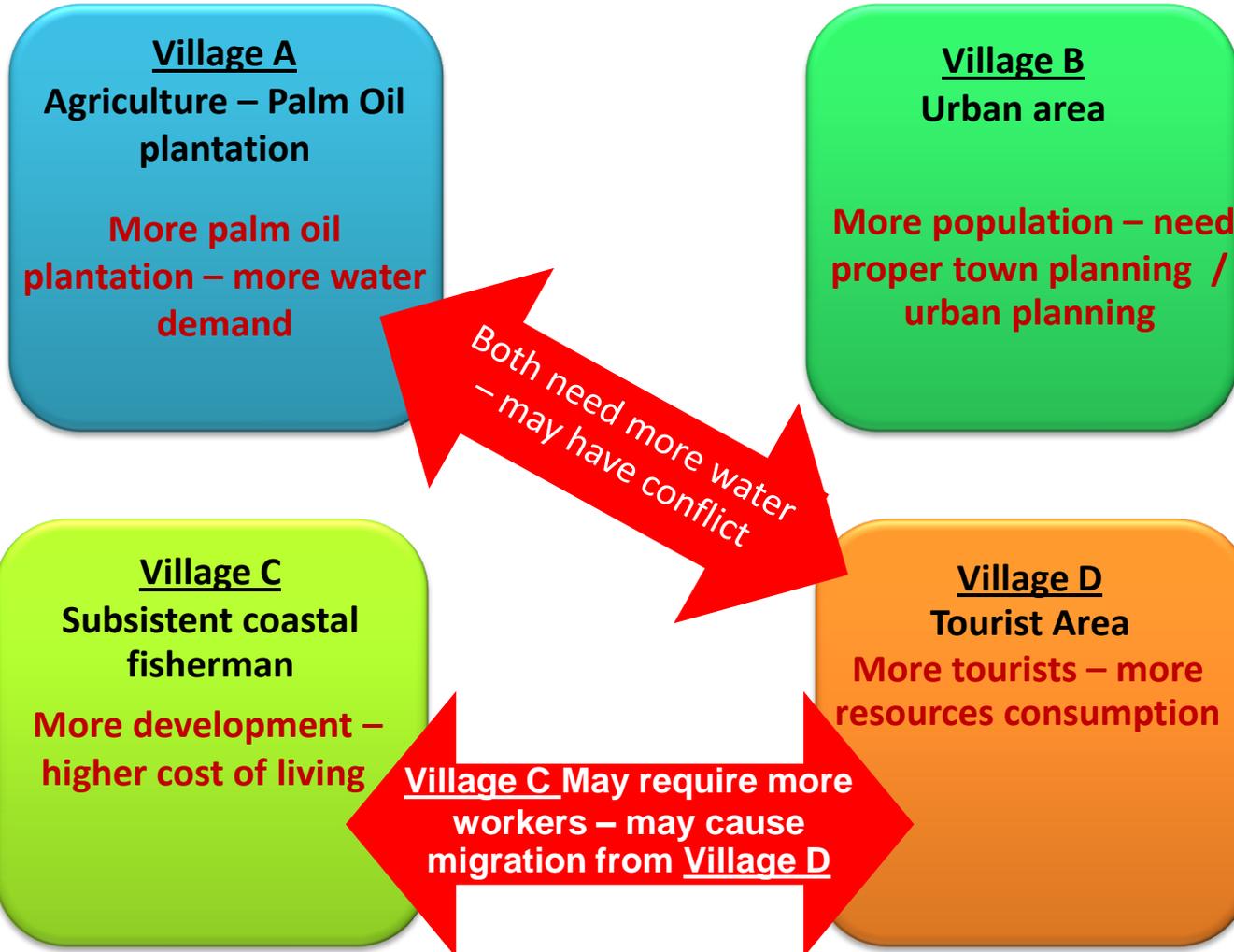
More tourists – more
resources consumption

Village C May require more
workers – may cause
migration from Village D



Example 1: Bigville Town

Development directions: Bio-fuel promotion / Tourism promotion





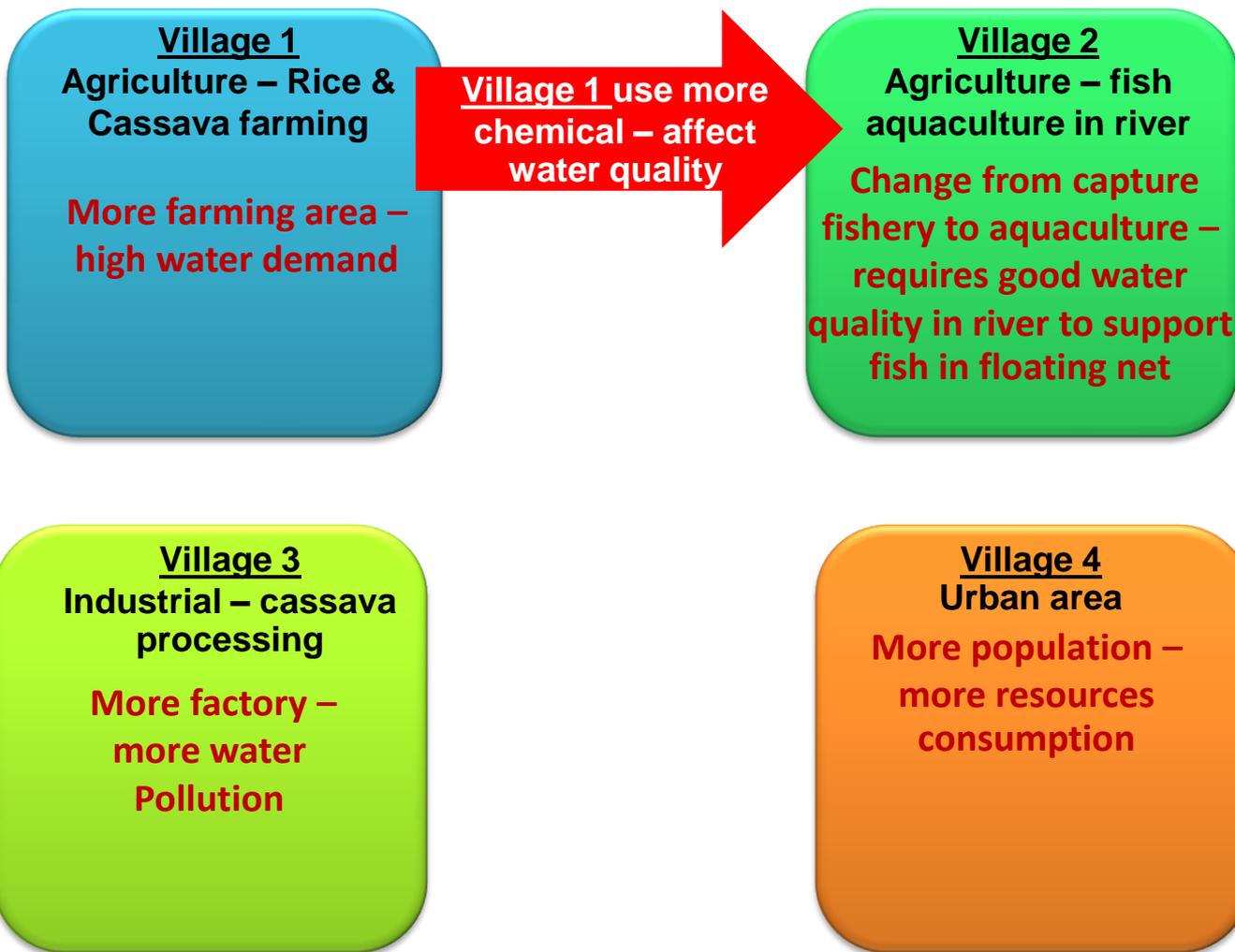
Example 2 : Smallville Town



Example 2: Smallville Town

Development directions:

Expand agriculture production / Expand agricultural products processing industry

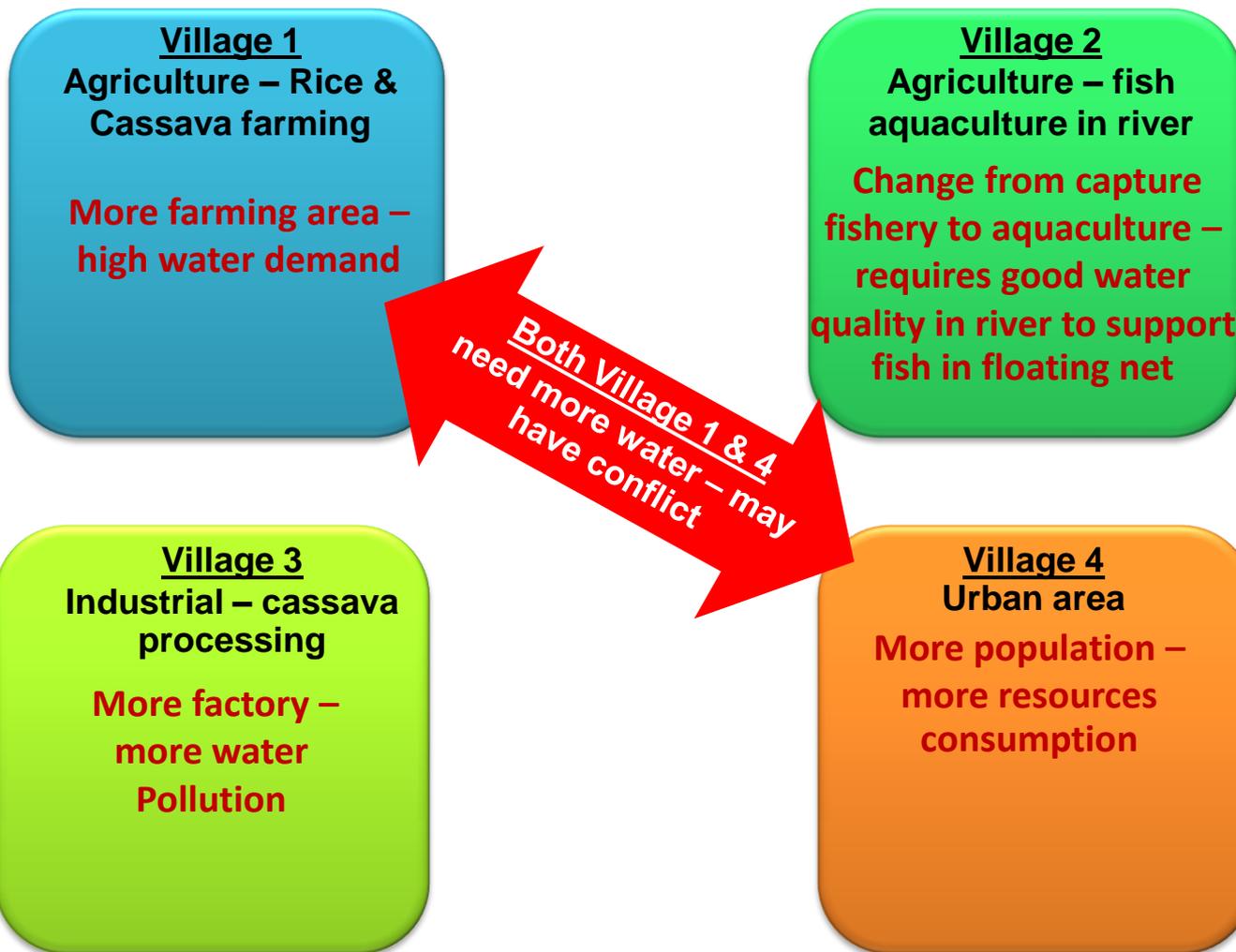




Example 2: Smallville Town

Development directions:

Expand agriculture production / Expand agricultural products processing industry

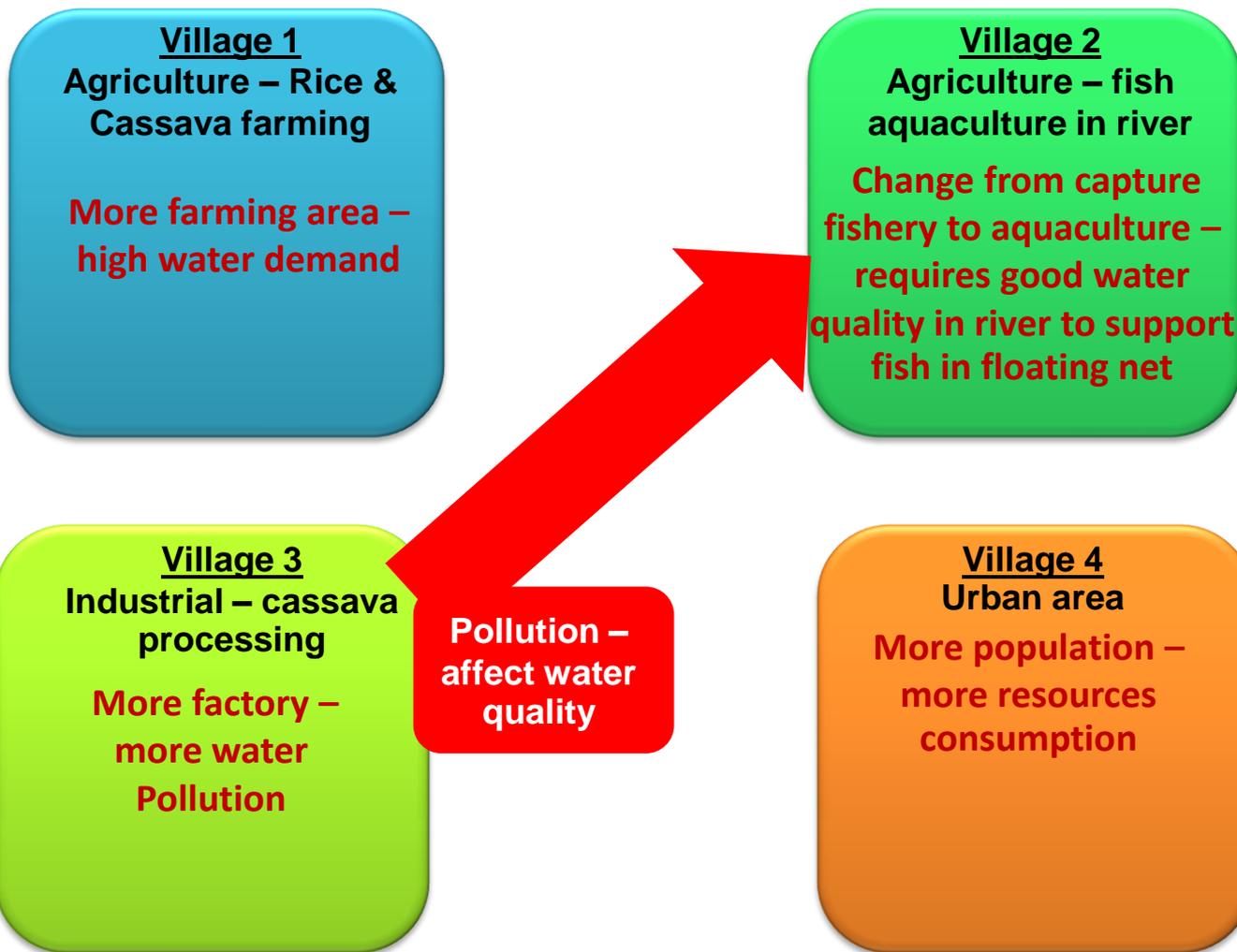




Example 2: Smallville Town

Development directions:

Expand agriculture production / Expand agricultural products processing industry

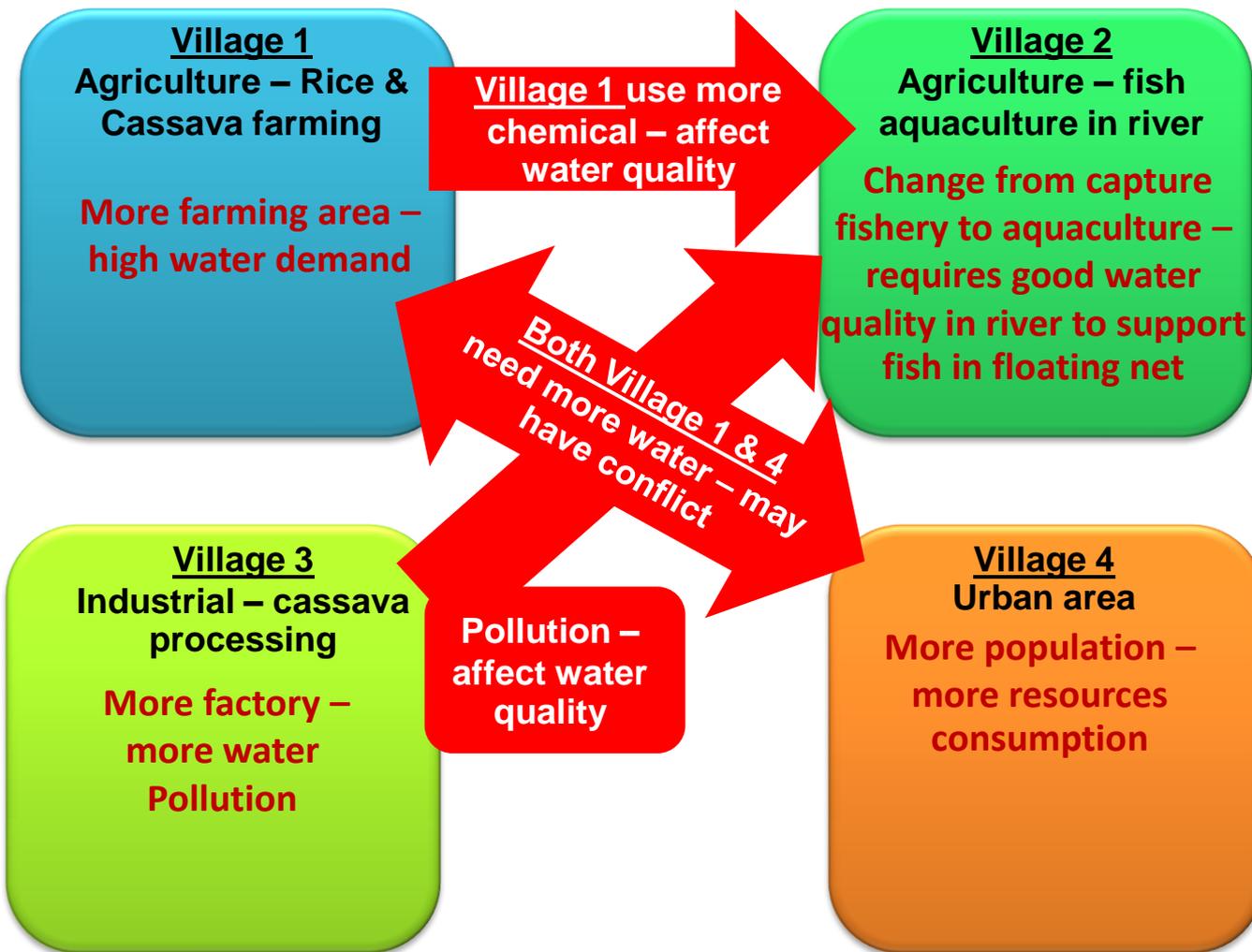




Example 2: Smallville Town

Development directions:

Expand agriculture production / Expand agricultural products processing industry





Presentation

10 Mins / Group

Coffee Break



15 Mins



Climate Change Planet



Climate Change Planet

Objective

- To imagine the future context of the 4 areas, under climate change and climate risk concern, to draw the holistic view of future context

Process

- Revisit the 4 planets which adding some information about climate risk and climate change

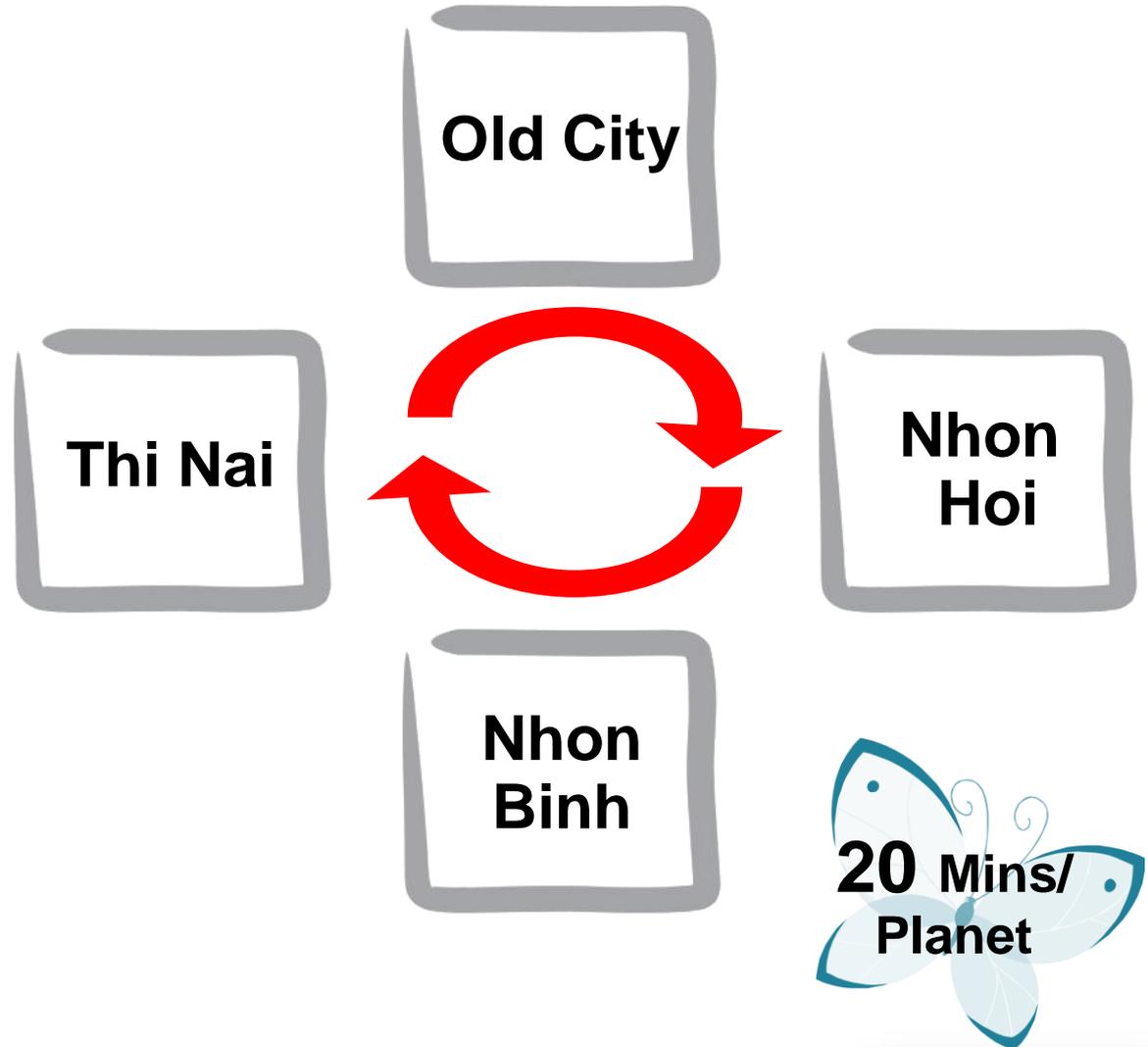
Presentation Guideline

- Each group fill-in the vulnerability assessment of each area



Planet System : Key 4 Areas

- 4 teams ----- 4 rooms/planets
- 20 minutes in each planet
- To define vulnerability of the 4 areas to future changes (development and climate change)



Quick look at vulnerability

	Present	Future
Key Concern sectors (in each area)		
Exposure (Key climate risk concerns)		
Sensitivity (How such sector affected?)		
Optional Coping strategy (Adaptive capacity)		



**20 Mins/
Planet**



Quick look at vulnerability

	Present	Future
Key Concern sectors (in each area)	Farmer <i>Farmer relocate to urbanization & Industrial zone</i>	Urban / Industrial factory
Exposure (Key climate risk concerns)	Drought / Flood	Flood
Sensitivity (How such sector affected?)	Low damage - Crop not tolerance to drought / flood	High damage – Property damage
Optional		
Coping strategy (Adaptive capacity)	Off-season alternate crop / wage labor	Insurance / Infrastructure - dyke



Quick look at vulnerability

	Present	Future
Key Concern sectors (in each area)	Rainfed – wet season rice farming	Irrigated dry season rice farming
Exposure (Key climate risk concerns)	Rainy season onset & flood	Drought
Sensitivity (How such sector affected?)	High damage – rice not tolerance to flood	High damage – rice not tolerance to drought
Optional Coping strategy (Adaptive capacity)	Off-season alternate crop / wage labor	Pump water from river



The Holistic Future Context

Development Direction

+

Climate Change



The Holistic Future Context

Objective

- To identify the holistic view of the future by consider both development direction and climate change.

Presentation Guideline

1. Each group add the future climate change/risk that might affect each area.
2. Consider both Development Direction and Climate Change, please drawing/adjust the holistic view of future context by showing the interrelation or impact to each other.

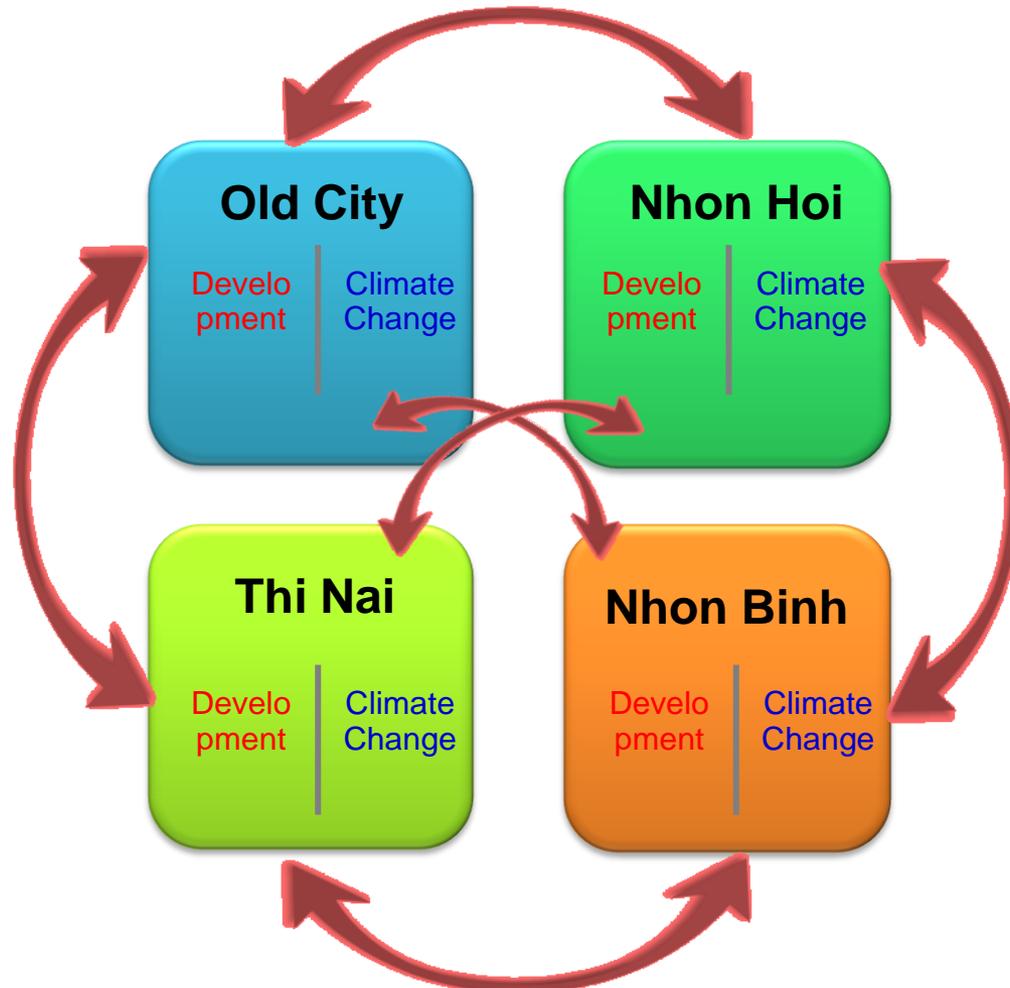


20 Mins



The Holistic Future Context

How Future Development Direction and Future Climate Change of each area will interrelate and force of each other





Example 1 : Bigville Town



Example 1: Bigville Town

Step 1:
Add the Future Climate Change/Risk that might affect each area.

Village A
Agriculture – Palm Oil plantation

<u>Development</u>	<u>Climate Change</u>
More palm oil plantation – more water demand	Less rainfall – higher risk on water stress

Village B
Urban area

<u>Development</u>	<u>Climate Change</u>
More population – need proper town planning / urban planning	No Climate Risk

Village C
Subsistent coastal fisherman

<u>Development</u>	<u>Climate Change</u>
More development – higher cost of living	Stronger monsoon season + sea level rise – limit fishing activity + threat to village settlement

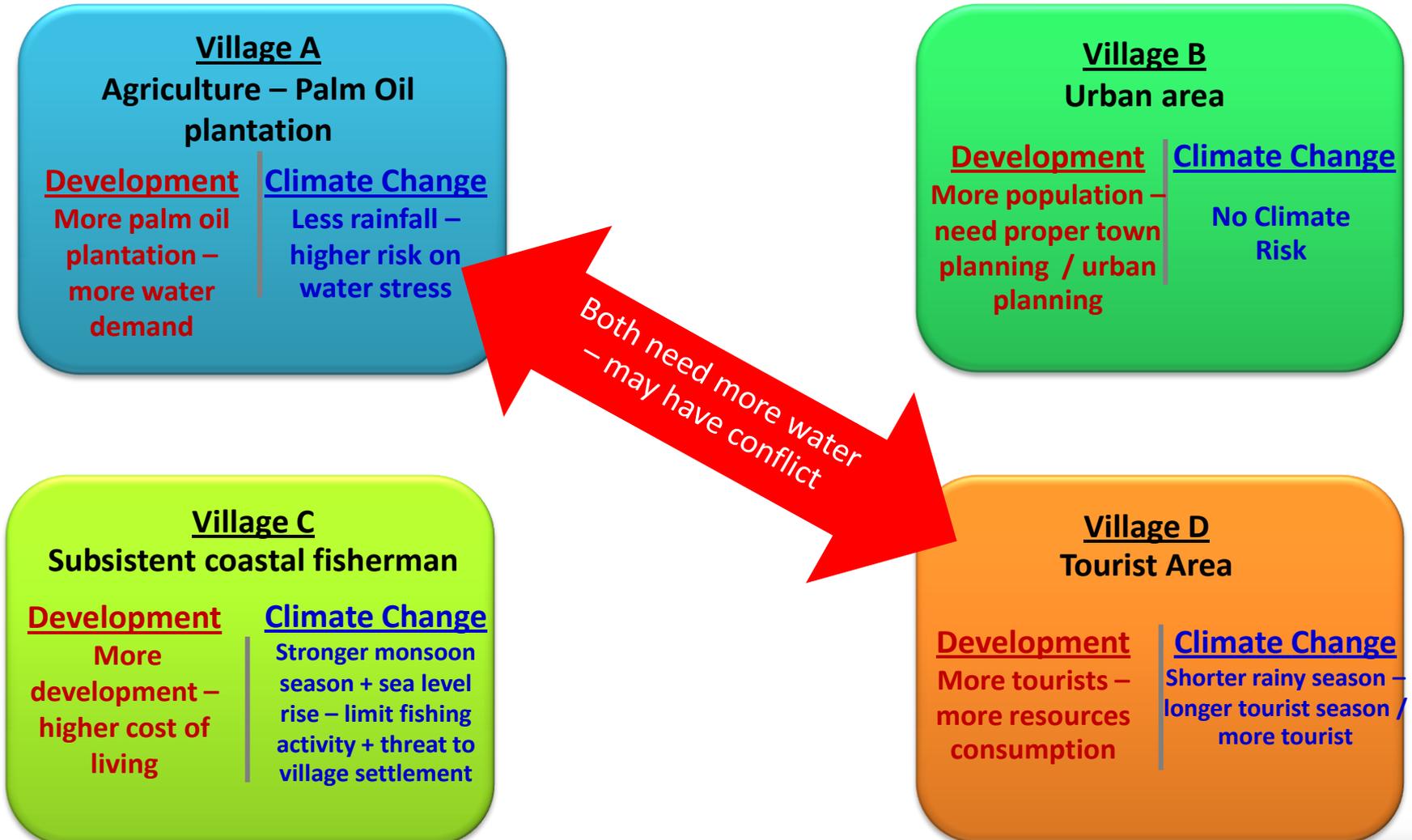
Village D
Tourist Area

<u>Development</u>	<u>Climate Change</u>
More tourists – more resources consumption	Shorter rainy season – longer tourist season / more tourist

Example 1: Bigville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other



Example 1: Bigville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other

Village A
Agriculture – Palm Oil plantation

<u>Development</u> More palm oil plantation – more water demand	<u>Climate Change</u> Less rainfall – higher risk on water stress
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Village B
Urban area

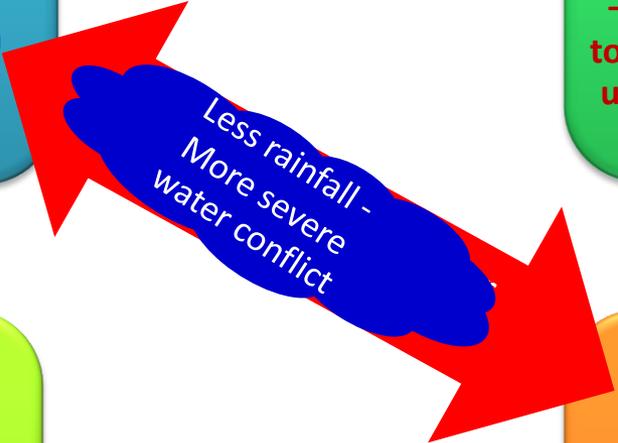
<u>Development</u> More population – need proper town planning / urban planning	<u>Climate Change</u> No Climate Risk
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Village C
Subsistent coastal fisherman

<u>Development</u> More development – higher cost of living	<u>Climate Change</u> Stronger monsoon season + sea level rise – limit fishing activity + threat to village settlement
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Village D
Tourist Area

<u>Development</u> More tourists – more resources consumption	<u>Climate Change</u> Shorter rainy season – longer tourist season / more tourist
---	---



Example 1: Bigville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other

Village A

Agriculture – Palm Oil plantation

Development

More palm oil plantation – more water demand

Climate Change

Less rainfall – higher risk on water stress

Village B

Urban area

Development

More population – need proper town planning / urban planning

Climate Change

No Climate Risk

Village C

Subsistent coastal fisherman

Development

More development – higher cost of living

Climate Change

Stronger monsoon season + sea level rise – limit fishing activity + threat to village settlement

Village D

Tourist Area

Development

More tourists – more resources consumption

Climate Change

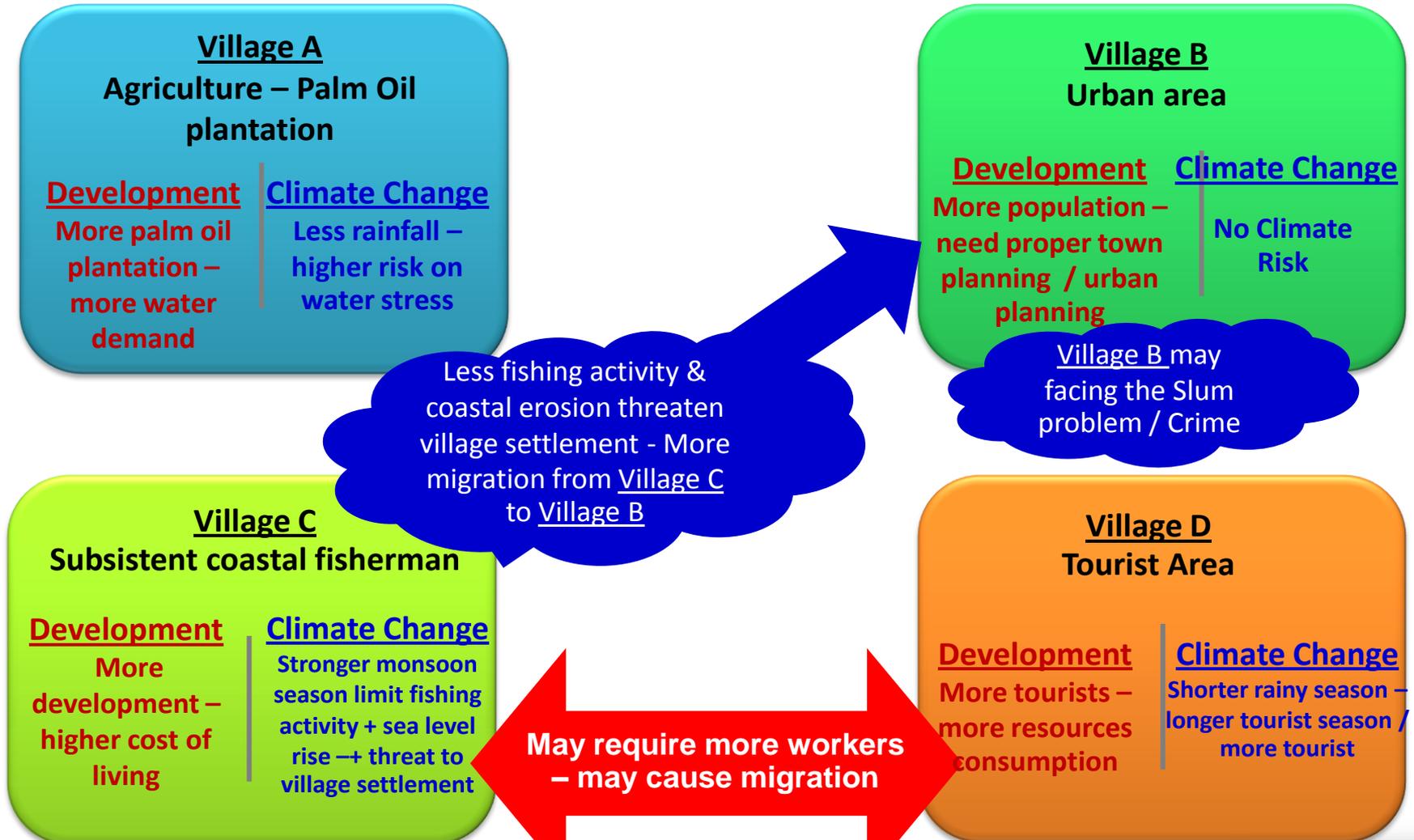
Shorter rainy season – longer tourist season / more tourist

May require more workers – may cause migration

Example 1: Bigville Town

Step 2:

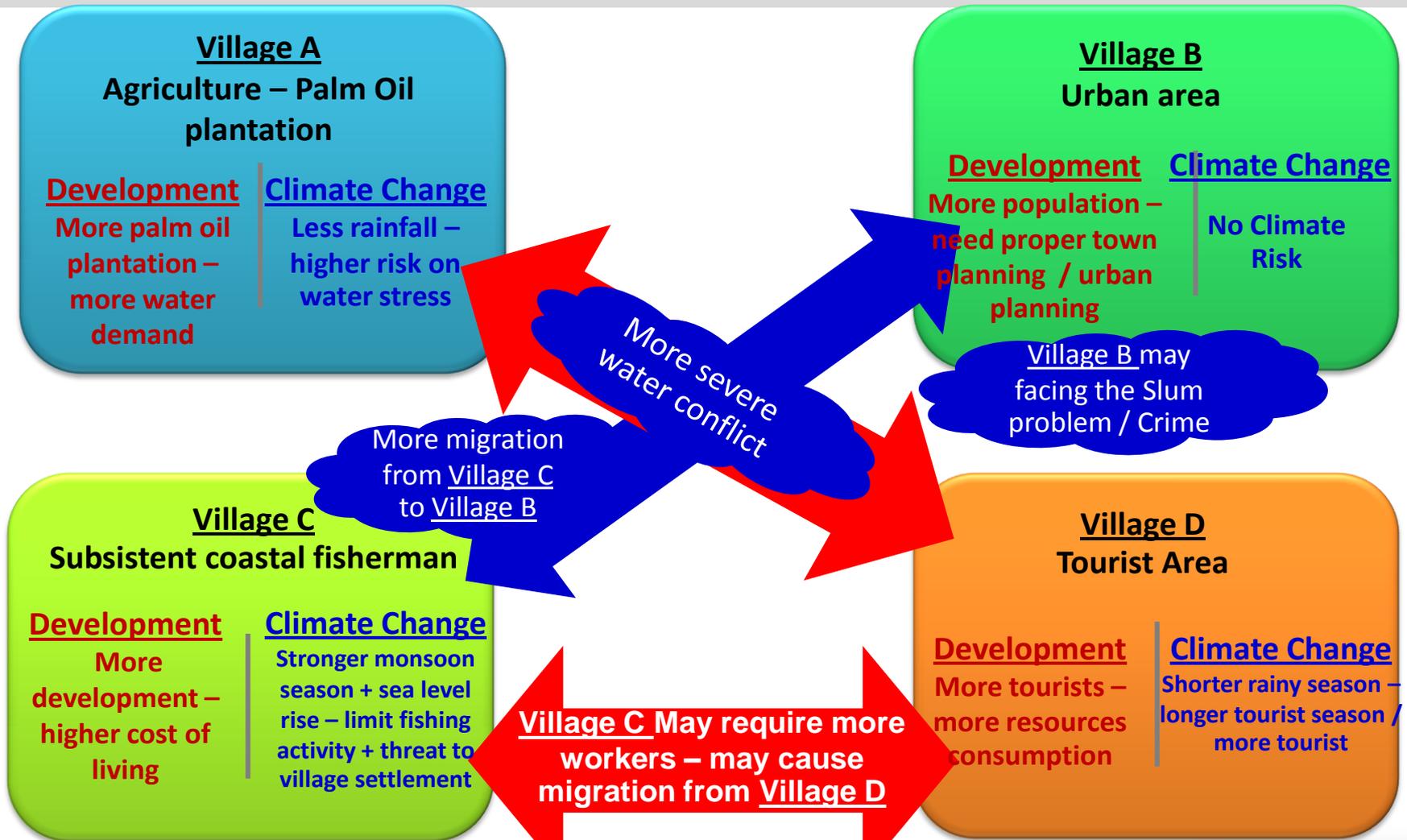
Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other



Example 1: Bigville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other





Example 2 : Smallville Town



Example 2: Smallville Town

Step 1:

Add the Future Climate Change/Risk that might affect each area.

Village 1

Agriculture – Rice & Cassava farming

Development

More farming area – high water demand

Climate Change

Longer + drier summertime – higher risk on water stress

Wetter rainy season

Village 2

Agriculture – fish aquaculture in river

Development

Change from capture fishery to aquaculture – requires good water quality in river to support fish in floating net

Climate Change

No Climate Risk

Village 3

Industrial – cassava processing

Development

More factory – more water
Pollution

Climate Change

Longer + drier summertime – less river flow – more severe pollution

Village 4

Urban area

Development

More population – more resources consumption

Climate Change

No Climate Risk



Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other

Village 1
Agriculture – Rice & Cassava farming

<u>Development</u> More farming area – high water demand	<u>Climate Change</u> Longer + drier summertime – higher risk on water stress Wetter rainy season
--	--



Village 2
Agriculture – fish aquaculture in river

<u>Development</u> Change from capture fishery to aquaculture – requires good water quality in river to support fish in floating net	<u>Climate Change</u> No Climate Risk
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Village 3
Industrial – cassava processing

<u>Development</u> More factory – more water Pollution	<u>Climate Change</u> Longer + drier summertime – less river flow – more severe pollution
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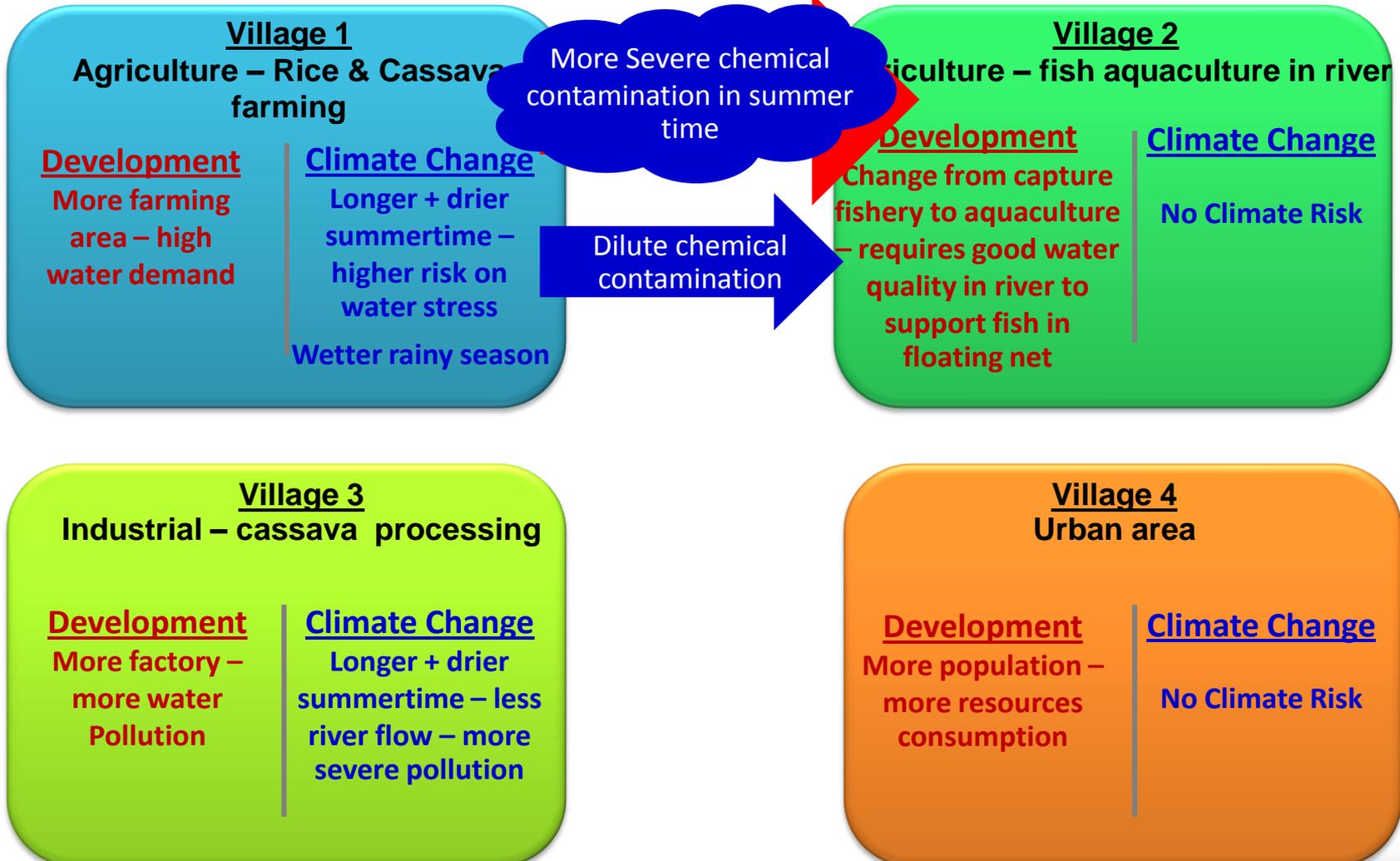
Village 4
Urban area

<u>Development</u> More population – more resources consumption	<u>Climate Change</u> No Climate Risk
---	---

Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other



Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other

Village 1
Agriculture – Rice & Cassava farming

<u>Development</u> More farming area – high water demand	<u>Climate Change</u> Longer + drier summertime – higher risk on water stress Wetter rainy season
--	--

Village 2
Agriculture – fish aquaculture in river

<u>Development</u> Change from capture fishery to aquaculture – requires good water quality in river to support fish in floating net	<u>Climate Change</u> No Climate Risk
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Village 3
Industrial – cassava processing

<u>Development</u> More factory – more water Pollution	<u>Climate Change</u> Longer + drier summertime – less river flow – more severe pollution
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Village 4
Urban area

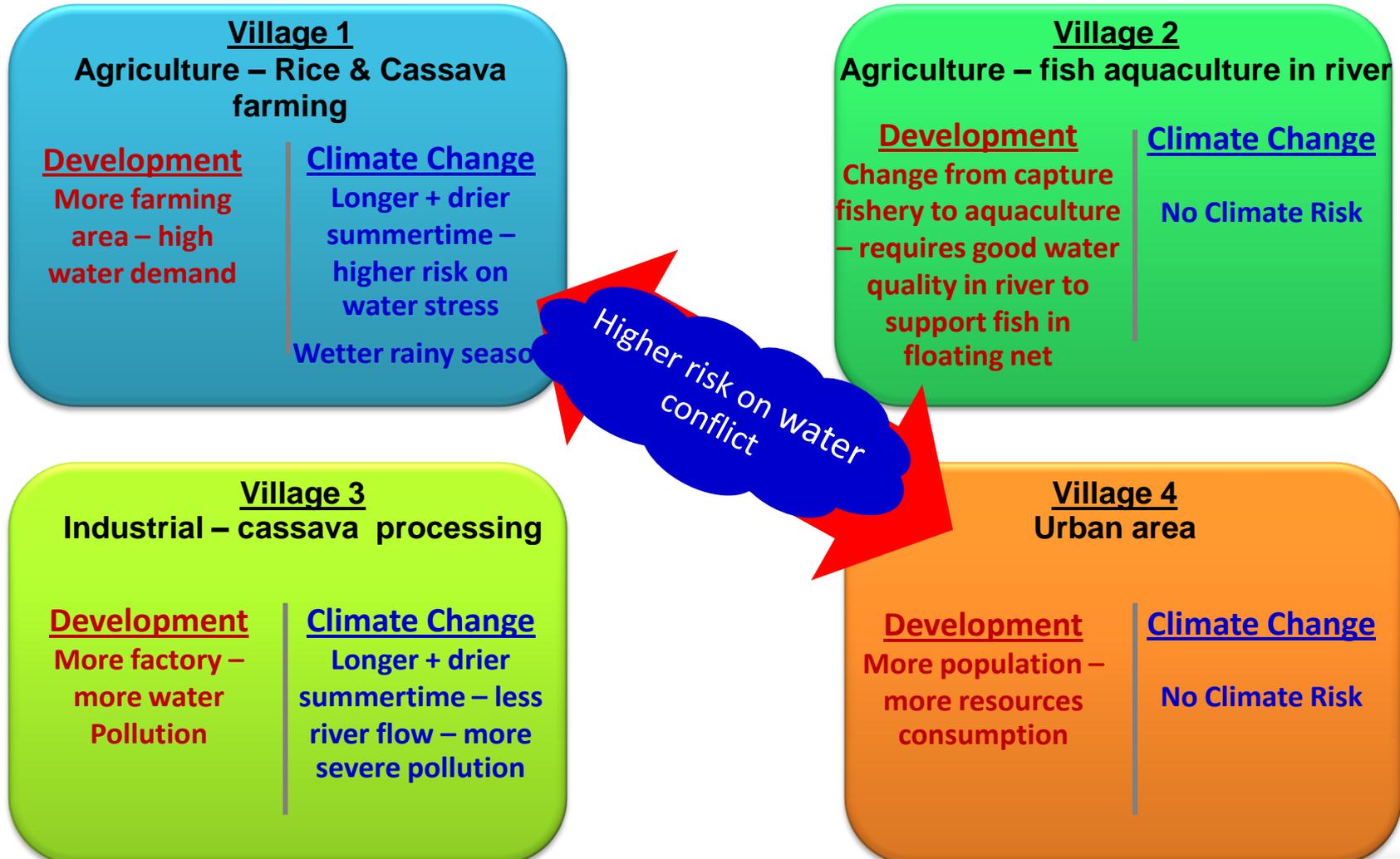
<u>Development</u> More population – more resources consumption	<u>Climate Change</u> No Climate Risk
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Both Village 1 & 4 need more water – may have conflict

Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other



Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other

Village 1
Agriculture – Rice & Cassava farming

Development More farming area – high water demand	Climate Change Longer + drier summertime – higher risk on water stress Wetter rainy season
---	---

Village 2
Agriculture – fish aquaculture in river

Development Change from capture fishery to aquaculture requires good water quality in river to support fish in floating net	Climate Change No Climate Risk
---	--

Village 3
Industrial – cassava processing

Development More factory – more water Pollution	Climate Change Longer + drier summertime – less river flow – more severe pollution
--	--

Pollution – affect water quality

Village 4
Urban area

Development More population – more resources consumption	Climate Change No Climate Risk
--	--

Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other

Village 1
Agriculture – Rice & Cassava farming

<u>Development</u> More farming area – high water demand	<u>Climate Change</u> Longer + drier summertime – higher risk on water stress Wetter rainy season
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Village 2
Agriculture – fish aquaculture in river

<u>Development</u> Change from capture fishery to aquaculture requires good water quality in river to support fish in floating net	<u>Climate Change</u> No Climate Risk
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Village 3
Industrial – cassava processing

<u>Development</u> More factory – more water Pollution	<u>Climate Change</u> Longer + drier summertime – less river flow – more severe pollution
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Pollution – affect water quality

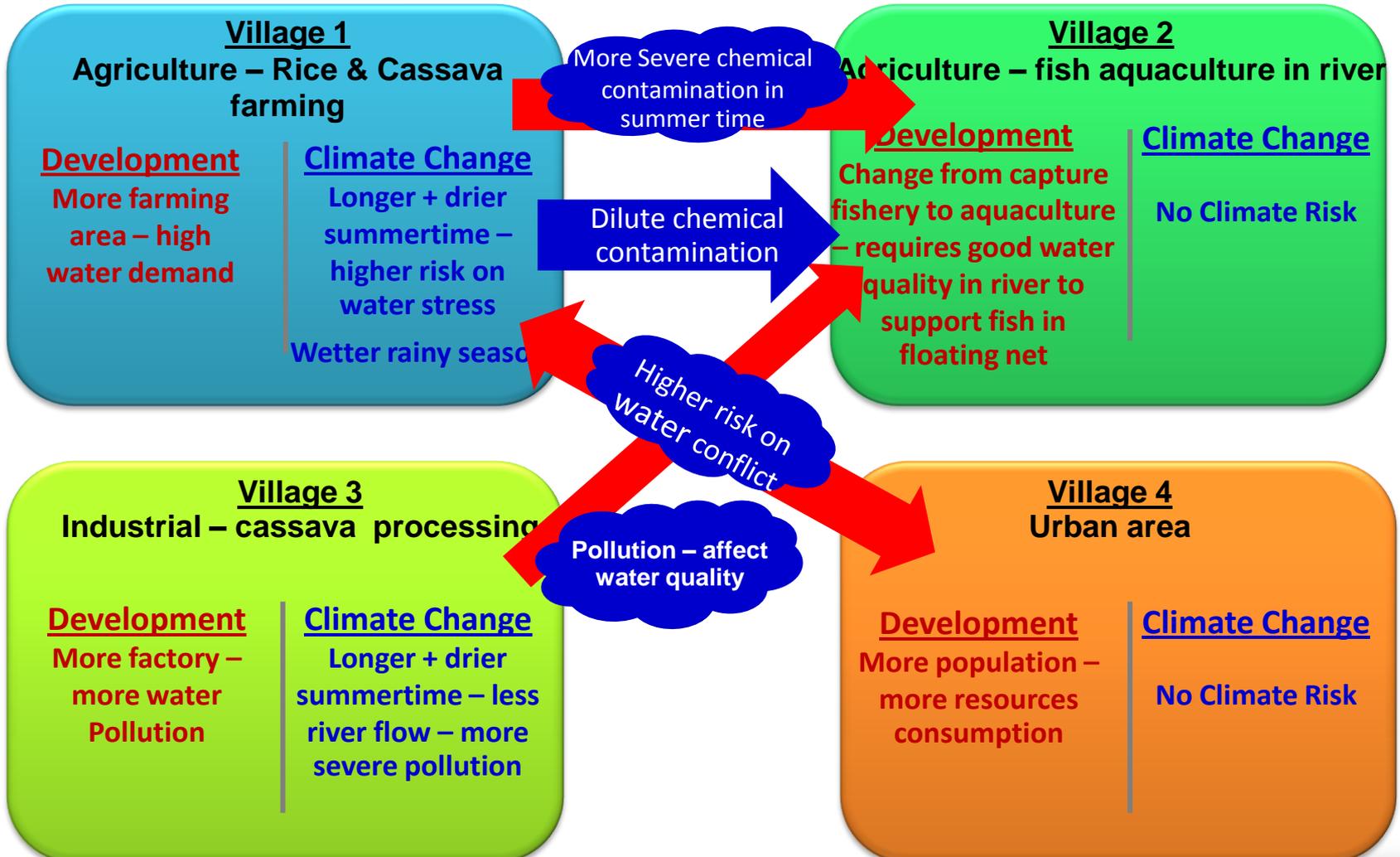
Village 4
Urban area

<u>Development</u> More population – more resources consumption	<u>Climate Change</u> No Climate Risk
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Example 2: Smallville Town

Step 2:

Identify how Future Development Direction and Future Climate Change of each area will interrelate and force of each other





Presentation

10 Mins / Group



Thank You

See you tomorrow
9.00 AM

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