

Tangible resources development should take into account many aspects of local landscapes, including color conditioning, design, lighting and background, to enhance the charm of the area concerned. As the case studies suggest, some of the existing physical infrastructure development plans may need to be revised to better accommodate local conditions.

It is increasingly necessary for the public sector to ensure that tangible resources development it implements will better support intangible resources development by the community and private sectors. They also need to ensure that the facilities they build will serve their purpose for a long time.

[Cooperation among businesses and with other industries and the academia]

As the case study in Chapter 1 suggest, it is important that businesses make the good use of knowledge and expertise of other business, industries and the academia, as well as internal resources, to develop new technologies, products and services.

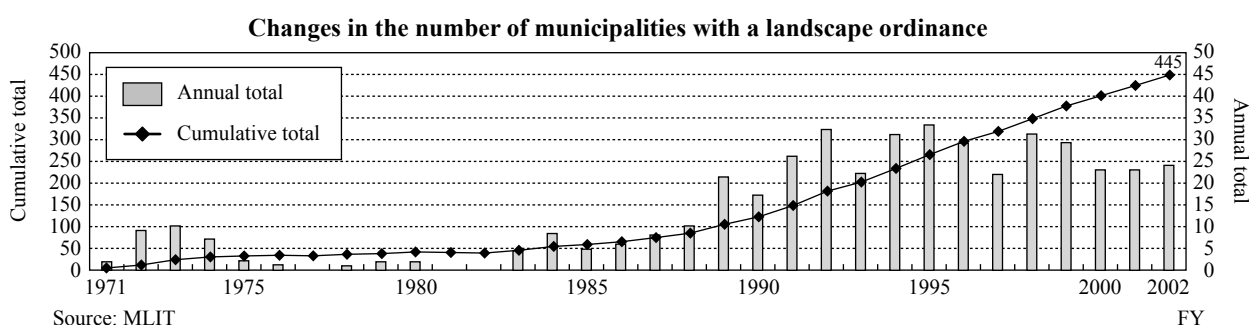
Section 5. Continuity and expansion

Initiatives to improve communities or businesses should be a continuous process, rather than a temporal one.

[Prevention of resource degradation and continual improvement]

Conservation, maintenance and management of local resources with the aim of preventing their degradation are a precondition for community development. One example of such efforts is the establishment of a townscape conservation ordinance that impose administrative regulations for the benefit of a town-making initiative.

Community development initiatives may not be sustained without assessing their impact and feeding back the results of such assessment to the initiative implementation process. This is supported by the survey on municipalities implementing a community development initiative. In fact, the survey has identified many challenges ahead.



[Developing into multiple activities]

Most community development initiatives in the case studies have developed into multiple activities. It is, therefore, advisable to expand such an initiative or add new activities for synergy effects, while maintaining the long-term impact of the initiative.

Some of the businesses that operated in a small market or geographical area on an experimental basis are now expanding their operation throughout the country or addressing a larger market.

[Maintaining the ownership of participants]

Arrangements should be made to sustain the ownership or drive of participants. In the case studies, participants are offered opportunities to enjoy gatherings or commended for their activities.

Businesses are also advised to make arrangements or even change their corporate culture so that employees can address issues that stimulate their intellectual curiosity or interest or issues that give them a sense of satisfaction that they are contributing to society.