



Banpu and YIY announce 8 innovative social development projects initiated by young social entrepreneurs to receive “YIM4” funding

Bangkok – 13 June 2008 – YIY (Why I, Why), a group of socially aware innovative youngsters, and Banpu Plc., today announced eight social development projects initiated by separate groups of Thai youth nationwide that have won support from the Young Innovation Project 4 or “YIM 4” to help realize the aspirations of these “young social entrepreneurs”.

After the YIM 4 project was announced earlier this year, inviting innovative ideas for social or community development projects from young people aged between 15-25 years old, a total of 64 social development projects were submitted from across the country. Among the proposals submitted, there were eight projects being selected to gain funding support from YIM 4. These projects are:

1. Take kids to the swamp to save the world project, Fire Ants Save the World Group (Mod Kun Fai Koo Loke Group), Samut Sakorn Province
2. Archaeological Volunteering project, Archaeological Volunteer Group (Boran Kadee Asa Group), Bangkok
3. Youth Leadership project, Proficiency Development Club, Faculty of Science, Mahidol University, Bangkok
4. Leaf Bank, Young Volunteer Group (La-on Asa Group) Chaing Mai
5. Sweet Smile Caravan, Power of Change Group, Chaing Rai Province
6. Youth Network for Social Development, Young Wood Network Committee (Mai On Network), Nan Province
7. Moral tales for kids, Dare to Dream Group (Kla Fun Group), Bangkok
8. Esarn Dialect Network, Rak Esarn Group, Bangkok

“The eight social development projects were selected by the YIM judging committee which was comprised of social development specialists from different fields. They were

all impressive and innovative projects which reflect realistic ways of creating a better society. The eight youth groups will join a two-day orientation camp to prepare themselves for their projects before actually starting the projects at the end of June. Specifically they will learn about project management, budgeting and teamwork,” said Ms. Kritaya Sreesunpagit, director of YIY.

“YIM 4 will provide funding support to the eight projects in order to complete the projects within 1 year as planned. YIM 4 will also provide advisors to all eight groups in order to help provide counsel on problems that may occur. Since its beginning, all three YIM projects have created approximately 500 young leaders and 18 projects that are continuing today,” added Kritaya

Mrs. Udomlux Olarn, Senior Vice President- Corporate Communications & Public Affairs of Banpu Public Company Limited, the sole sponsor of the project said, “Banpu is very pleased to see young people take an interest in social problems and initiate creative ideas to help our society and create new social entrepreneurs.

“We hope that YIM 4, which is based on cooperation between a social development organization and the private sector will provide opportunities for Thai youth to use their creativity in a way that is beneficial to society, which similar to Banpu policies that pay attention to social and community development as well as conducting business. In addition YIM focuses on innovation which is related to one of the four values of Banpu Spirit which support creative ideas that will be beneficial to society,” concluded Udomlux.

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