

10 Social Enterprises Consents to Offline-Online Market Trends, Advance to the Final Round of “Banpu Champions for Change Year 9”

*Banpu continues its support to social enterprises in the theme of
“Step Forward Courageously, Develop Your Social Enterprises Towards Sustainability”*



Bangkok 12 June 2019 – Initiated by Banpu Public Company Limited, a leading integrated energy solutions company in Asia-Pacific with a focus on social sustainability in collaboration with ChangeFusion, a non-profit institute of the Thai Rural Reconstruction Movement Foundation under Royal Patronage, “Banpu Champions for Change Year 9” (BC4C#9)” with this year’s theme “Step Forward Courageously, Develop Your Social Enterprises Towards Sustainability” has selected 10 social enterprise finalists that are ready to push their businesses towards the digital world and meet the demands of this new era. The selected teams have presented business plans, marketing and communication plans, both offline and online, that respond to the needs of target customers. Websites, online applications and Facebook Fanpages have been proposed to allow interested customers to access the social enterprises quickly and conveniently. These entrepreneurs aim to solve various types of social problems, among them are waste and environmental management, health care, creating opportunities for underprivileged, and local craft heritage.



Over the last 2 months, there were 34 social enterprises who participated and submitted business plans to the program. They had chances to learn about social enterprise through SE.School (Social Enterprise School), an online learning platform, before submitting their applications. To favor them with a clearer direction, advices are granted by live consultant team on business plan development, then they adapted the knowledge gained from SE.School to their business plans and social problem-solving models. BC4C#9 later selected 16 social enterprises regarded as having the most potential for business operation with social problem-solving approach to attend a workshop at which they learned how to develop their presentation skills. The 16 teams were also offered tricks to create an effective business plan, plus interesting tips by Win – Narin Jitpraneechai, Co-founder of “a-chieve” and a BC4C#1 alumnus and Pai – Somsak Boonkam, founder of “Local Alike” and a BC4C#2 alumnus, on how to sustain social business and move their business forward with confidence.

Mrs. Udomlux Olarn, Head of Corporate Affairs, Banpu Public Company Limited, said: “In accordance with our belief that ‘Learning is the Power of Change and Development’, this year BC4C#9 organized its early period with a full and intensive learning activity through SE.School. The program has prepared workshops to equip these new entrepreneurs with the knowledge they need and will continue organizing additional workshops throughout the year. Our road show to Chiang Mai, Udon Thani and Songkhla at the beginning of the year attracted many talented social entrepreneurs from various provinces. We hope that the enthusiasm of these local social enterprise networks will eventually create a major impact in a national scale.”

The 10 social enterprise finalists this year are as follows:

[PharmCare](#), an online platform that connects basic health care services between the pharmacy and the public, so that people can access proper health care more conveniently.

[Cropperz](#), an online distributor of agricultural products.

[Heaven on Earth](#), a producer and distributor of processed tea leaves planted in a rehabilitation forest in the North.

[YoungHappy](#), an ageing society management business via application for elderly community.



[Atthalak](#), a handmade-souvenir business using waste of North-East native style clothes, aiming to help generate income for locals.

[Orgafeed](#), a producer and distributor of dog food produced from insects to improve the effectiveness of organic waste management.

[Pa-Sang-Sook](#), a producer and distributor of products made from unwanted clothes, aiming to help the underprivileged in Southern communities.

[Pakjitpakjai](#), a producer and distributor of hand-crafted products by the blind to enhance job opportunities for the vision impaired.

[GreenHerit](#), a producer and distributor of consumer products with no packaging to help reduce plastic waste.

[Pheangjai](#), a producer and distributor of bedding products from rubber in Khao Khiris sub district, Kampangetch province, to create jobs for people in the community and encourage them not to leave their families to seek jobs far away from home.

These 10 finalists will receive initial funding of THB 800,000 in total to operate and pursue their target businesses for a period of 3 months to go along the lines of their presentations to its program judges. They will attend additional workshops to learn more about communication planning, how to create a positive impact for society, marketing development plan and testing the plan in both theory and practice, and will also attend the Mentor Matching activity for which the program is collaborating with “HandUp”, a BC4C#5 alumnus, . The activity will organize the right match between the experts and needs of each finalist, with an aim at supporting these social entrepreneurs to step courageously towards business success while, at the same time, creating a sustainable positive impact on society. All 10 finalists will return to present their business progress for the second time. Only the top 5 teams, who are capable of creating a positive impact to the society in parallel with generating outstanding business income, will win and receive additional funding support up to THB 1.25 million in August 2019.

To follow the success journeys of these 10 aspiring social enterprises as well as updates about the program, visit Facebook: [Banpu Champions for Change](#).

Additional photos

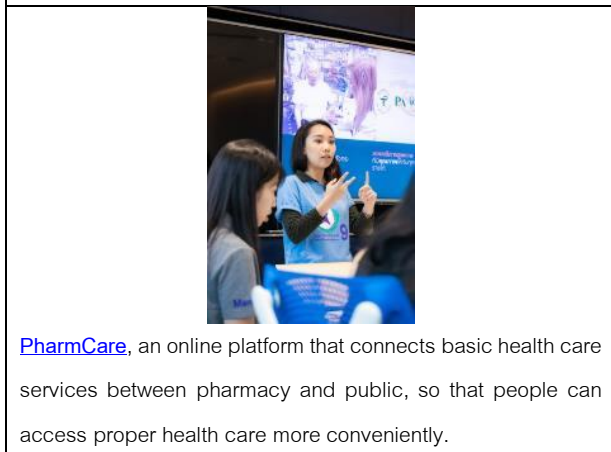
You can download all the photos [here](#)



The 10 SE finalists who have advanced to the final round of BC4C#9.



Win – Narin Jitpraneechai (left), Co-founder of a-chieve, a BC4C#1 alumnus and Pai – Somsak Boonkam (right), Co-founder of Local Alike, a BC4C#2 alumnus, were sharing their knowledge and experiences at a workshop.



[PharmCare](#), an online platform that connects basic health care services between pharmacy and public, so that people can access proper health care more conveniently.



[Cropperz](#), an online distributor business for agricultural products.



[Heaven on Earth](#), a production and distribution business for processed tea leaves, planted in a rehabilitation forest in the North.



[Atthalak](#), a handmade souvenir business from the North-East that uses native clothes to help generate income for local people.



[YoungHappy](#), an ageing society management business via application for elderly community.



[Orgafeed](#), a production and distribution business for dog food produced from insects, to improve the effectiveness of organic waste management.



[Buying is Giving](#), a production and distribution business for products made from unwanted clothes, which aims to help the underprivileged in a Southern community.



[Pakitpakjai](#), a production and distribution business for hand-crafted products made by the blind to enhance job opportunities for the visually impaired.

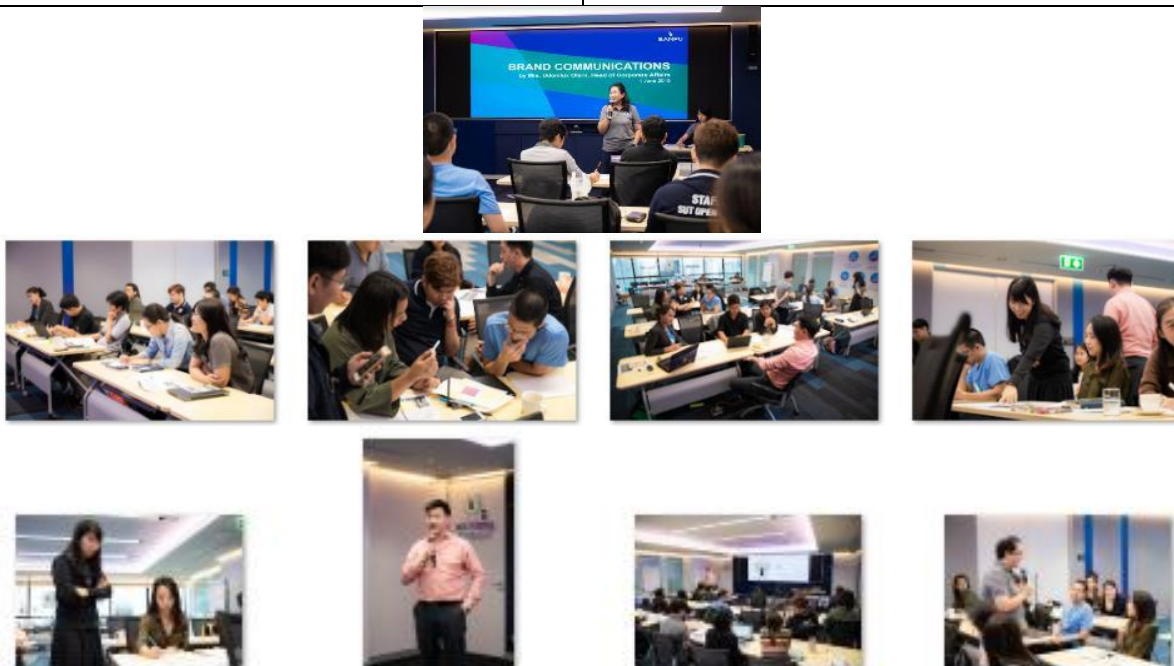


[GreenHerit](#), a production and distribution business for consumer product with no packaging to help reduce plastic waste.



[Pheangjai](#), a production and distribution business for bedding products from rubber trees in Khao Khiris, Kampangetch province, to create job for people in the community, encouraging

them not to leave the family to seek jobs far away from their homes.



The 10 finalists learned about communication planning, positive social impact planning, developing and testing marketing plans both in theory and practice.



Mrs. Udomlux Olarn, Head of Corporate Affairs, Banpu Public Company Limited (left) and Sunit Shrestha, founder of Change Fusion Institute (right)

About Banpu Public Company Limited

Banpu Public Company Limited is a leading integrated energy solutions company in the Asia Pacific operating three core groups of businesses – energy resources, energy generation, and energy technology – in ten countries: Thailand, Indonesia, China, Australia, Lao PDR, Mongolia, Singapore, Japan, the United States of America and Vietnam.



“Learning is the Power of Change and Development”

Banpu's CSR and other social-oriented activities are based on the firm belief that "learning is the power of change and development" for people and society by emphasizing the promotion and development of continued “learning” among young people and communities in a number of ways. Banpu supports sustainable development of communities and society through a variety of learning opportunities for both individuals and teams, ranging from daily real-life experiences both in- and outside the classroom, to hands-on practice that enhances capabilities and skills.

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