

Press Release

6 November 2019

*Banpu Announces the Five Winning Social Enterprises from
'Banpu Champions for Change 9' at the Thai Social Enterprise Fair, "Impact Day"*



The 5 winning social enterprises of Banpu Champions for Change 9

(From left to right) Thanakorn Phromyos of 'Younghappy', Pinmanas Kotcha of 'Attaluck', Panicha Pungpak of 'Heaven on Earth', Sunit Shrestha, Managing Director of the non-profit organization ChangeFusion, Udomlux Olam, Head of Corporate Communications, Banpu Public Company Limited, Ittikorn Thepmani of 'Orgafeed', and Areerat Jadsua of 'Peang Jai.'

Bangkok, 6 November 2019 – “Banpu Champions for Change (BC4C) 9” by Banpu Public Company Limited, the leading integrated energy solutions company in Asia-Pacific working towards sustainability, and its BC4C partner, the non-profit organization **ChangeFusion**, have announced five winning social enterprises of this year’s competition. The announcement was a highlight of the 3rd year of Thai social enterprise fair “Impact Day 2019: A Creative Playground for Social Transformation”. The fair opened a space in the city center for the public and interested parties to exchange thoughts and deepen their understanding of what a social enterprise is through talk sessions and workshops, and drove these Thai enterprises forward by supporting the products and services from the 24 social enterprises participating at the fair.

Over the past 6 months, the project has organized a wide range of activities for participants to learn how to operate a sustainable social enterprise as well as create a positive impact on society. The activities included business plan development, business pitching, branding and communicating with target groups, creating a positive social impact, developing and testing marketing plans in both theoretical and practical ways, mentor matching activity to get the guidance from experts, value propositioning and social enterprise readiness evaluation. In addition, the project organized workshops to encourage participants to enhance



their knowledge, ideas and experiences in developing their social enterprises and create long-term positive impacts both for their businesses and on society. These lessons helped prepare the social entrepreneurs and strengthen their skills before they pitched their business plans to the judges.

All 5 winners from **Banpu Champions for Change 9** will receive a financial support in total of 1.25 million Baht to allow them to develop their ideas, knowledge and experiences and strengthen their businesses over the long-term. The five winning teams of **Banpu Champions for Change 9** are:

- **“Peang Jai”** – the producer and distributor of bedding and cushions made from Khaokhiris’s scrap rubber. The business aims to support the elderly and teenagers in Kamphaeng Phet province so they can generate income for their families.
- **“Heaven on Earth”** – the producer and distributor of products from processed tea leaves, planted in the community’s forested areas in Huay Hin Lad Nai Village, Chiang Rai province where have been rehabilitated after years of monoculture and are once again fertile.
- **“Younghappy”** – a service business for the elderly community that aims to prevent them from becoming bedridden patients by supporting those who still have the ability to socialize to get out of their homes and participate alongside other elderly friends in activities that are fun, educational and suited to their age.
- **“Orgafeed”** – a producer and distributor of dog food made from insects. The business aims to get rid of organic waste that leads to an economic loss. The insects can be effectively used in organic waste management and the protein they contain are in good-quality for dog food.
- **“Attaluck”** – the producer, designer and distributor of souvenirs made from clothing that are then sold to local enterprises in the northeast of Thailand. The business aims to provide single mothers with jobs and help them earn an income for themselves and their families.

In addition to serving as the platform for the announcement of this year’s winners, the **“Impact Day 2019: A Creative Playground for Social Transformation”** featured many fun and educational activities, for example, shopping for products and services from 24 social enterprises, workshops facilitated by various enterprises, the promotion of Thai crafts through the **Ethical Craft Fashion Show 2019**, important business lessons from the **Talk & Share sessions “Secret to getting million sales, building a sustainable social impact”**



led by well-known social entrepreneurs, **Moreloop**, **Toolmorrow** and **Flow Folk** and last but not least a mini concert by **Nont Tanont**.

Udomlux Olarn, Head of Corporate Communications, Banpu Public Company Limited, said: “Banpu operates its business in line with the principle of ESG or Environmental, Social, and Governance, which is the way to run a sustainable business while also creating long-term positive impacts on society and the environment. We adopt the ESG principle to develop and support social enterprises from all over the country through ‘**Banpu Champions for Change 9**’ in order to prepare these social entrepreneurs to create sustainable change. The Impact Day strives to connect people with the same ideology of creating positive change for society and serves as a forum where they can meet, discuss and exchange knowledge and experience. The Impact Day is a must for anyone who wants to set up a social enterprise in the future, which will eventually lead to a stronger network of Thai social enterprises. This vision is in line with Banpu’s belief that “**Learning is the Power of Change and Development**”.

Banpu Champions for Change 9 also continues to develop useful lessons and content for the **SE.School** (Social Enterprise School), an online platform for people who want to learn about social enterprise. Roadshow activities in countryside were held this year to invited local social entrepreneurs to learn more about setting up and running a social enterprise. This results in many applications from enthusiastic young entrepreneurs from the North, Northeast, Central and Southern regions.

Sunit Shrestha, Managing Director of the **ChangeFusion Institute**, a non-profit organization attached to the **Thai Rural Reconstruction Movement Foundation under Royal Patronage**, said: “After running the online platform SE.School for 2 years, we can see that the number of Thais from all over the country who have accessed to knowledge about social enterprises increased by 66% over the last year. This result is in line with the current social enterprise situation in Thailand that is growing and attracting more of the new generation. The attention and continuous support from the public and private sectors for social enterprise confirms that our BC4C project is heading in the right direction. Furthermore, we are confident that Impact Day along with the improvement of workshop activities and intense trainings will encourage the new generation to think about and start their own successful social enterprises, further creating sustainable changes in Thai society.”

For further information about the application process for Banpu Champions for Change 10, which will kick off in February 2020, please visit www.facebook.com/banpuchampions

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Additional photos



Photo 2 (from left to right) Sunit Shrestha, Managing Director of the ChangeFusion Institute and Udomlux Olarn, Head of Corporate Communications, Banpu Public Company Limited, the two organizations who initiated Banpu Champions for Change.



Photo 3 Areerat Jadsua (right) the owner of social enterprise 'Peang Jai', a producer and distributor of bedding and cushions made from Khaokhiris's scrap rubber. The business aims to support the elderly and teenagers in Kamphaeng Phet province so they can generate income for their families.



Photo 4 (from left to right) Zuhlilme Kolum, Panicha Pungpak, and Thanabodee Laohawanich, the owners of social enterprise 'Heaven on Earth', the producer and distributor of products from processed tea leaves planted in the community's forested areas in Huay Hin Lad Nai Village, Chiang Rai province that have been rehabilitated after years of monoculture and are once again fertile.



Photo 5 Thanakorn Phromyos the owner of social enterprise 'Younghappy', a service business for the elderly that aims to prevent them from becoming bedridden patients by supporting those who still have the ability to socialize to get out of their homes and participate alongside other elderly friends in activities that are fun, educational and suited to their age.



Photo 6 Ittikorn Thepmani (left) the owner of social enterprise 'Orgafeed', a producer and distributor of dog food made from insects. The business aims to get rid of organic waste that leads to an economic loss. The insects can be effectively used in organic waste management and the protein they contain are in good-quality for dog food.

Photo 7 Pinmanas Kotcha (right) the owner of social enterprise 'Attaluck', the producer, designer and distributor of souvenirs made from clothing that are then sold to local enterprises in the northeast of Thailand. The business aims to provide single mothers with jobs and help them earn an income for themselves and their families.



Photo 8 Amorpol Huvanandana (second from left) from social enterprise Moreloop, Surasekk Yuthiwat (second from right) from Toolmorrow, and Nilobon Pramarn (right) from Flow Folk shared important business lessons during the Talk & Share sessions "Secret to achieve over million baht performance, building a sustainable social impacts"



Photo 9 Singer 'Nont Tanont' performed a mini concert and also shared nice stories and perspectives about social enterprises.



Photo 10 Thai ethical craft social enterprises shared inspirations and thoughts on creating a positive impact on the fashion industry with the 'Ethical Craft Fashion Show 2019' on the theme 'Could Thai crafts be high fashion?' The fashion show represents ways of life and crafts from different local communities nationwide through young and bold designs.



Photo 11-12 Thai ethical crafts were highlighted in the 'Ethical Craft Fashion Show 2019' on the theme 'Could Thai Craft be high fashion?'



Photo 13-16 The "Impact Day 2019: A Creative Playground for Social Transformation" invited social enterprise networks to sell their products and services to consumers and also run workshops.

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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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