



Press Release

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## Banpu Announces Three Social Enterprise Winners, Fueling a New Generation of SEs for Sustainable Growth

- 14<sup>th</sup> BC4C Awarded a Total of 750,000 Baht to Three Social Enterprises, Sparking Innovation for Ethnic Communities, Persons with Disabilities, and Organic Agriculture

Banpu Public Company Limited, a leading diversified energy company, in collaboration with ChangeFusion, announces the three winning social enterprises of the 14<sup>th</sup> "Banpu Champions for Change (BC4C)" project. Under the theme "Igniting & Grow Together," this year's champions are: "Seeds Journey," for its successful NGO-to-SE transition preserving ethnic food identities; "Mai Muang Loei," for creating sustainable income for persons with disabilities through 'wooden rehabilitation equipment' production and government market expansion; and "Saen Boon Farm," for strengthening communities and attracting young talent back home with its innovative 'peppermint' product line.

Mr. Rattapon Sukhunthee, Head of Corporate Communications at Banpu Public Company Limited, remarked, "For 14 years, Banpu and ChangeFusion have witnessed the spark and strong drive of our participants. This year's three winning teams – Seeds Journey, Mai Muang Loei, and Saen Boon Farm – have exemplified strong business acumen, leveraged program insights, and demonstrated unwavering commitment in overcoming challenges. In just three months, we've observed tangible business and social successes. We are confident these enterprises will build upon their achievements, serve as powerful role models, and inspire other social enterprises across Thailand to continue their growth."

Each winning social enterprise from the 14th BC4C will receive 250,000 Baht to further develop their ventures. They will also receive an invitation to the inaugural BC4C Networking event, to be held for the first time this year in Chiang Mai. The event will serve as a platform for BC4C alumni from all cohorts to connect, enhance skills, and exchange knowledge and experiences.

Details of this year's winning social enterprises (not listed in order of scores):



- **Seeds Journey: From NGO to SE, Preserving Ethnic Food Identity.** Based in Chiang Rai, the enterprise has clearly transitioned from a non-governmental organization (NGO) to a social enterprise (SE), recognizing income limitations and inequality within local communities. By integrating cultural capital and tribal wisdom, Seeds Journey has created new livelihood pathways. Following participation in the program, the team applied management and marketing knowledge to improve internal operations and develop products, expanding a value-added local seed processing business model into B2B and B2C markets through workshops and community-based tourism. As a result, the enterprise expanded its customer base and increased revenue by over 30%, while elevating community knowledge into economic assets.
- **Mai Muang Loei: Generating sustainable income for persons with disabilities in Loei** by expanding its wooden rehabilitation equipment market into government agencies. Through the BC4C program, participants developed design and presentation skills, enabling the enterprise to enter the government market and establish this product line as its primary source of income. The initiative provides an average monthly income of 9,000 Baht per person, exemplifying a social enterprise that creates jobs, income, and enhances the potential of persons with disabilities.
- **Sand Boon Farm: Attracting young people back home and strengthening communities in Kalasin through organic peppermint farming.** The enterprise shifted its production toward sustainable organic agriculture, developing local peppermint herbs into products such as inhalers, sprays, and peppermint tea. As a result, online sales increased by 100%, generating 300,000 Baht, while offline sales grew by 40–50%, or approximately 500,000 Baht, following three months of market testing and online sales guidance from the BC4C program. This success attracted young people in the community to return home and engage in farming, and marked a key milestone with the establishment of the Sand Boon farm Network, a sustainable scientific organic farming model.

Stay updated on news and activities of the "Banpu Champions for Change (BC4C)" project via its Facebook page: <https://www.facebook.com/banpuchampions>, phone: 087-075-4815, and email: [banpuchampions@gmail.com](mailto:banpuchampions@gmail.com).



## About Banpu

Banpu Public Company Limited is a versatile energy company, operating across four business pillars under its Energy Symphonics Strategy: Next-Gen Mining, U.S. Closed-Loop Gas, Power+, and Future Tech – with operations in Thailand, Indonesia, China, Australia, Lao PDR, Mongolia, Japan, the United States of America, and Vietnam. The Company leads a responsible and sustainable energy transition by balancing reliable, affordable, and eco-friendly energy.

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