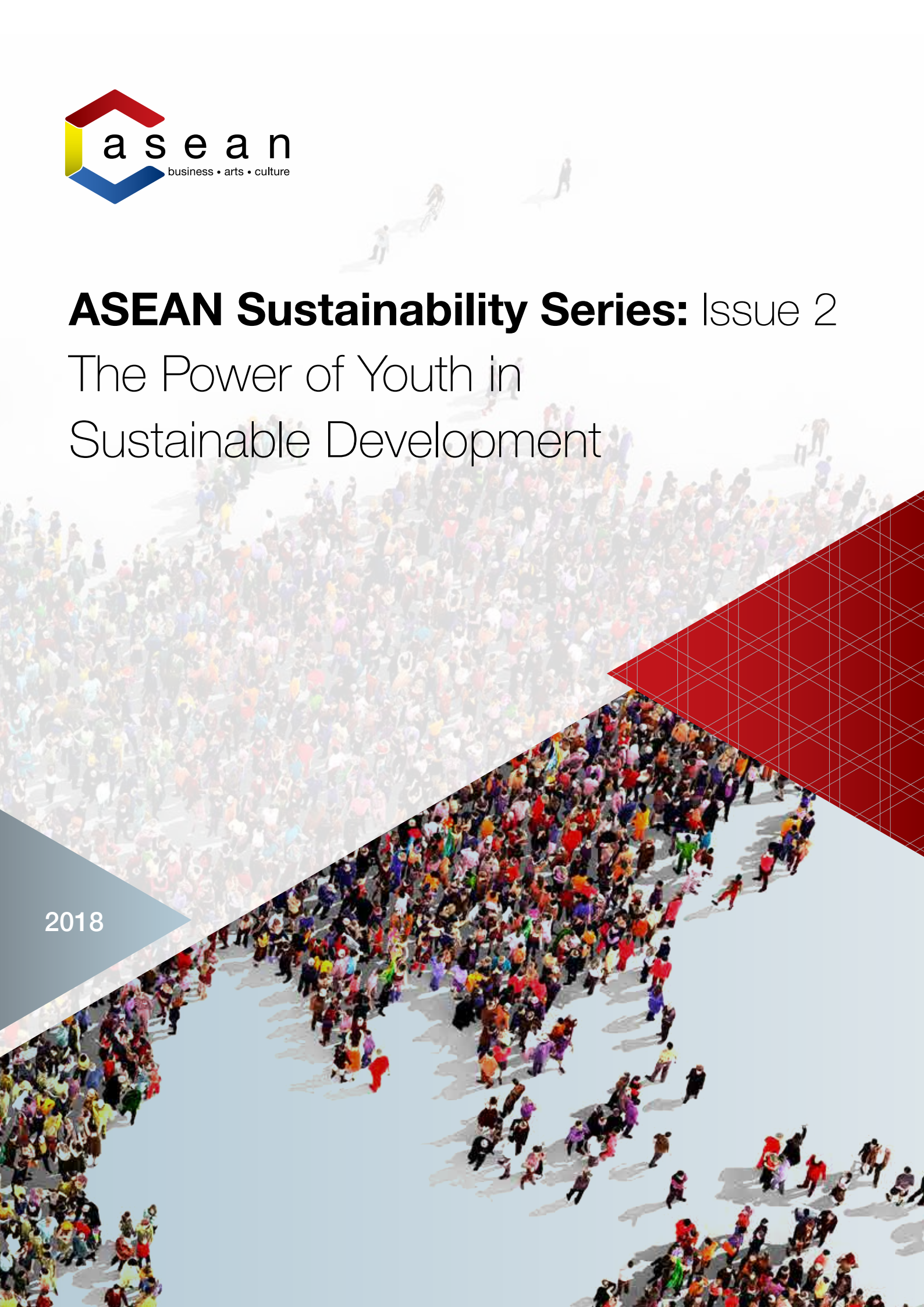




ASEAN Sustainability Series: Issue 2

The Power of Youth in Sustainable Development

2018



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Foreword

In our previous issue of the 'ASEAN Sustainability Series', we have acknowledged the lives and works of six outstanding Thai citizens who have made profound impact to people's lives across ASEAN and the world. Beyond these "Sustainability Icons", we have also introduced the 17 Sustainable Development Goals as set by the United Nations and compared the progress among ASEAN countries towards these Goals.

To continue our effort in raising awareness on Sustainable Development agenda across ASEAN countries, we are dedicating this issue to the power of youth in sustainability, focusing especially on the rise of social entrepreneurship as we believe that young generations have the power to change the world and steer it into the right direction. We have selected five inspirational individuals who look to pass on the torch to future generations of aspiring social entrepreneurs as they share their views on life, youth and sustainability. We hope these stories will once again inspire our readers to take part and chart their own course in Sustainable Development journey.

Happy reading.

Thapana Sirivadhanabhakdi
Chairman,
C asean



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SOCIAL ENTREPRENEURSHIP:

A Growing Global Movement



SOCIAL ENTREPRENEURSHIP:

A Growing Global Movement

Throughout history, there have been numerous individuals who have fought to make the world a better place. Whether they were social workers, civil servants or activists, they have dedicated themselves and their resources into putting our society on a better path. However, over the past couple of decades, a more distinct and entrepreneurial approach to solving social problems has emerged. This new movement has become known as social entrepreneurship.

What is social entrepreneurship, you may ask? In the simplest term and as defined by the World Economic Forum, it is “the use of new approaches to solve old social problems.” The model of social entrepreneurship has blurred the lines between what was defined as “a business” and “a charity”. It is a business model that combines the financial disciplines of market economy with the passion and compassion required to create a fairer and more just world.¹ As a result of the rise in social entrepreneurship, the world has begun to see an increase in the number of social enterprises being established.

SOCIAL ENTERPRISE & SOCIAL BUSINESS: WHERE PASSION MEETS PROFIT

What is a Social Enterprise?

A social enterprise (SE) is defined by Deloitte as “an organization whose mission combines revenue growth and profitmaking with the need to respect and support its environment and stakeholder network”.²

Origin and the Development of Social Enterprises

The concept of social enterprise was first introduced in 1981 in the UK by Freer Spreckley. In his papers, Spreckley defined a social enterprise as ‘an enterprise based on the fulfillment of social goals and their objective measurement’. During the time, it was also suggested

that this new entrepreneurial and management concept requires an enterprise to be financially viable, to create social benefits and to be environmentally responsible. This later became known as the ‘Triple Bottom Line’ and is used as the founding principle for today’s social enterprises around the world.³



The Triple Bottom Line

Sometimes referred to as the ‘Principle of Trinity’

In 1994, John Elkington, a British consultant introduced the concept of ‘Triple Bottom Line’. He believed that an ideal company should measure its progress in three dimensions. While the first bottom line is the financial performance, typically expressed by the company’s profit, the second bottom line focuses on how the company treats its stakeholders, its ‘People’ account. This measures how socially responsible the company conducts its day-to-day operations. Whereas, the third bottom line is ‘planet’ or a measurement of how much the company improves or damages the environment around it. . Thus, the triple bottom line (TBL) consists of three Ps: Profit, People and Planet as it aims to measure the financial, social and environmental performance of the company over a period of time.⁴

To this day, the United Kingdom remains one of the world's most progressive country and pioneer for social enterprise development. There are currently over 471,000 social enterprises recognized by the UK government. Together, these social enterprises contribute GBP 24 billion to the UK economy and employ more than a million individuals.⁵

Social Businesses – Magnifying the Impacts of Social Enterprises

In 2007, Nobel Peace Prize Winner, Muhammad Yunus defined a new term for enterprises with social impacts as 'Social Businesses'. According to Professor Yunus, a social business is a cause-driven business. Following a set of 7 clear principles, this business concept is believed to be the new era of capitalism.

Seven Principles of Social Business

1. Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society; not profit maximization.
2. Financial and economic sustainability.
3. Investors get back their investment amount only. No dividend is given beyond investment money.
4. When investment amount is paid back, company profit stays with the company for expansion and improvement.
5. Environmentally conscious.
6. Workforce gets market wage with better working conditions.
7. ...do it with joy.

Source: Yunus Center AIT

The key distinction between a social business and social enterprise is that, in a social business, there is no dividend paid out to the owners or investors. Instead, its profit will be reinvested into the social business itself, or other social businesses, to maximize the impact or achieve new social objective.⁶

One notable example of a social business is Yunus' very own Grameen Bank. Established in 1983, Grameen Bank was a microcredit institute that allows even the very poorest people to acquire small long-term loans on easy terms. By the time Grameen Bank was awarded the Nobel Peace Prize in 2006, the bank had granted

loans to more than seven million borrowers. Grameen's success showed that microcredit could ensure financial stability for the bank while profoundly improving lives of the borrowers' families. Grameen bank has become a source of inspiration for similar microcredit institutions all over the world.⁷

Regardless of what it is called, the concept of social entrepreneurship and social enterprises has gained supporters both in developed economies—e.g. the USA, Canada, Australia—as well as in developing economies including ASEAN region.

SOCIAL ENTREPRENEURSHIP: A NEW OPPORTUNITY FOR ASEAN

Like the rest of the world, social entrepreneurship is a growing movement among the Southeast Asian countries or ASEAN. According to Asian Venture Philanthropy Network, there are almost 300,000 social enterprises registered in the region, many of which may have been originated from non-governmental organization (NGOs) or non-profit organizations^{8 9} Several factors have contributed to the sector's growth, one of which is the prevalence of social problems still in existence. Challenges of poverty, widening inequalities, poor education and environmental deterioration continue to go beyond the state-based public sector's capacity to handle.¹⁰ As a result, the interest of using 'social enterprise' has not only been used as the approach to solving major social and environmental issues, but also as a strategy for delivering sustainable and scalable impact across the region.

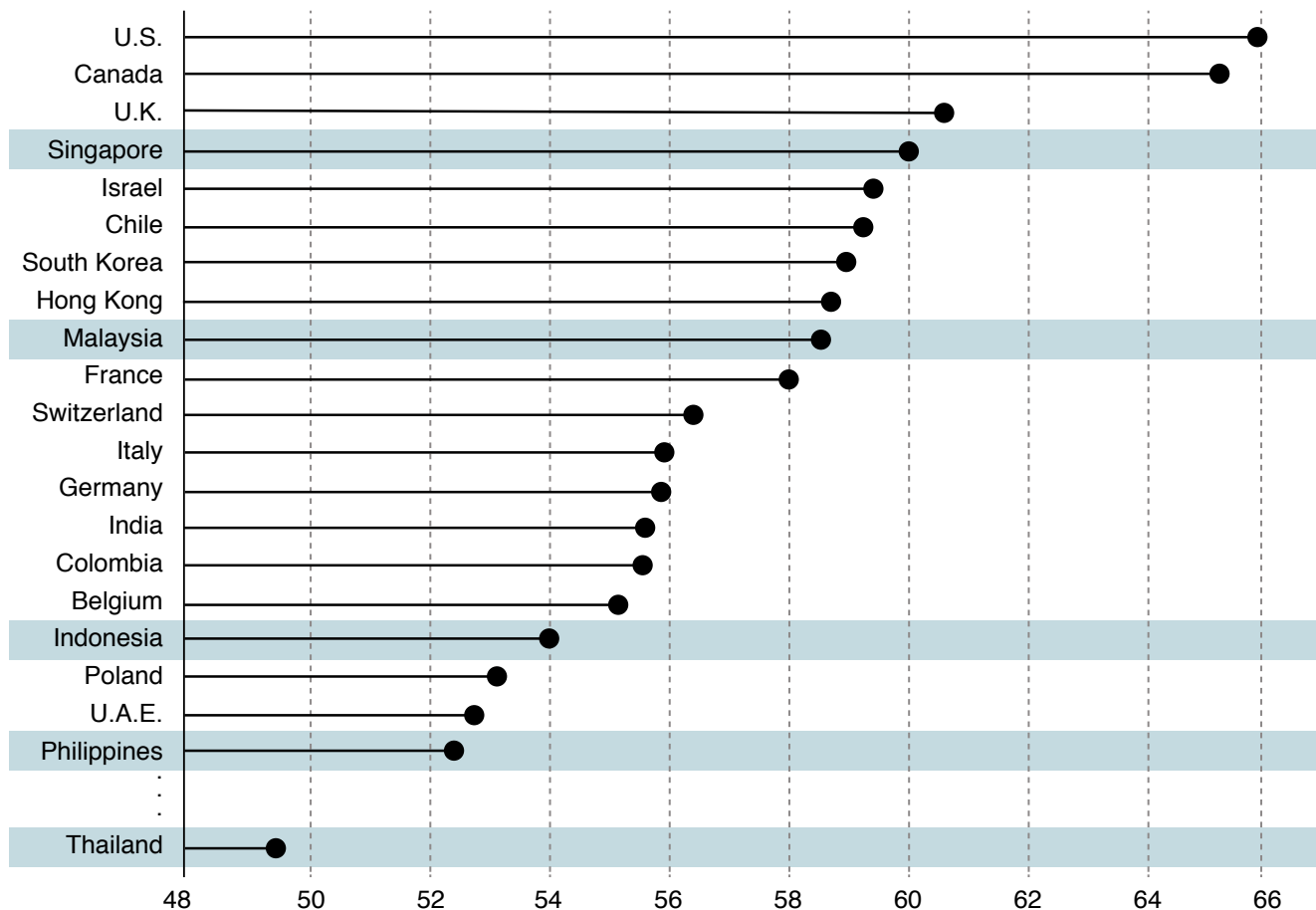
Another driving force behind the emergence of social entrepreneurship in ASEAN is the young generation.¹¹ Unlike those before them, these individuals are responding to a different model of helping people. They are stepping up to develop financially self-sustaining solutions to address existing and future social and environmental challenges in their own communities. Based on report published by the Global Entrepreneur Monitor, individuals around the ages of 18 – 34 years account for 42% and 36% of operating and nascent social entrepreneurs, respectively.¹²

Five ASEAN countries with most favorable environment for social entrepreneurship.

In 2016, Thomson Reuters Foundation's conducted a survey to identify the 'Best Place to Be A Social Entrepreneur'. Among the 44 countries listed, 5 ASEAN countries, namely Singapore, Malaysia, Indonesia, the Philippines and Thailand were identified as the places where social entrepreneurship is most encouraged.

Where social entrepreneurship is being encouraged most

Scores based on scale of 0-100, with 100 indicating best possible environment for social entrepreneurs



Source: Thomson Reuters Foundation's "The best place to be a social entrepreneur 2016"

ASEAN social enterprise ecosystems remain in different stages of development



Cambodia^{13 14 15}

In Cambodia, there are approximately 125 existing social enterprises mapped by Social Enterprise Cambodia, an organization aimed at identifying initiatives that seek to create sustainable change in the country. Most of social work in Cambodia has been operated by NGOs or registered as an association. With more than 3,500 NGOs, Cambodia ranks the 2nd highest NGOs per capita in the world. However, due to the decline in international aid, social enterprises have become an extension of NGOs and associations. These organizations operate social enterprises as a way to diversify their revenue sources and explore innovations in addressing social challenges. In addition, there are at least 260 revenue generating non-profit organizations aspiring to become social enterprises. Most of social enterprises in the country are focused on rural development in multiple dimensions, including arts and handicrafts, restaurants, food and agriculture, energy, tourism and education. However, in Cambodia, social enterprises are not legally recognized.



Friends 'n' Stuff is a shop established to generate jobs for the parents of street children so that they would not force their children to go back to the streets after being trained by the organization



Indonesia^{16 17 18}

The emergence of Social enterprises is a recent phenomenon that has been introduced in the early 2000s. There are 454 existing social enterprises in key sectors, with over 1,400 recognized as “aspiring social enterprises”. Around 76% of them are still in early stages of development and almost half are concentrated in Java. In Indonesia, social enterprises are considered as those with an embedded social-business mission, deliver a social purpose and balance profitability with social impact. Many of Indonesian social enterprises are originally community-level units that focus on delivering social solution and impact on their community operations. Today, social enterprises are viewed as a mechanism to generate employment for young people, raise farmer incomes and empower rural communities. Although it is possible to set up a social purpose entity in Indonesia, there is no specific legal structure for social enterprises in the country.



WeCare.id is a website built specifically to raise funds for patients in remote or remote areas who need access to optimal health care and JKN





Malaysia^{19 20 21}

The concept of social enterprises in Malaysia is relatively new, dating back to less than a decade ago. As of 2015, there are 100 registered social enterprises, most of which are in the areas of education, poverty, rural development, environmental sustainability, employment for the marginalized and at-risk youths. High levels of economic development and a large, well-educated, socially conscious middle class are spurring Malaysia's well-developing social enterprise sector. The majority of Malaysian social entrepreneurs are corporate professionals below the age of 30. Like its neighbors, the Malaysian government has not yet formally recognized social enterprise. As a result, many opt to register under a for-profit or nonprofit structure.



Do Something Good is a one-stop-hub for volunteering in Malaysia



Myanmar^{22 23 24}

Since 2014, Myanmar has been ranked as the world's most charitable country in the Charities Aid Foundation's Annual World Giving Index. Social entrepreneurship is believed to have a unique opportunity to support the development of Myanmar.

The social enterprise ecosystem in Myanmar is still at infancy, but the concept of social enterprises has been rapidly gaining grounds in recent years. Most of the social enterprises in Myanmar have emerged from 3 areas: 1) NGOs and associations; 2) Cooperatives and micro-finance institutions (MFIs) and 3) SMEs that emphasize social purpose. Currently, there are almost 650 listed Social Purpose Organizations (SPOs) in the country. The key areas of focus of these SPOs include agriculture, health and development challenges facing the country. However, there is no dedicated legal structure for social enterprise in Myanmar.



Plan Bee is a social enterprise aim at leveraging the unique bee-keeping potential in Myanmar to empower and improve livelihoods, nutrition and food security for many





Philippines^{25 26}

Social enterprises are a movement that has been established for over a decade in the Philippines. Based on a joint paper published by the British Council, Thomson Reuters Foundation, Tilleke & Gibbins and UNESCAP, there are over 160,000 social enterprises estimated to be in operation. Most of these enterprises are concentrated in and around Manila, while others have begun to spread to other areas like Cebu and Davao. In the Philippines, social entrepreneurship is being seen as the mechanism to generate employment for young people, raise farmer incomes and empower rural communities.

However, despite a highly flexible legislative environment for both social enterprises and investors, there is no specific legal structure for social enterprises in the Philippines. Many still adopt the existing for-profit or non-profit structures. Nonetheless, two bills have been proposed to address the lack of recognition for social enterprises. The bills will identify social enterprises as separate legal entities, as well as provide incentives that are different from private and non-profit sectors.



Bambike is a social-ecological enterprise that manufactures hand-made bamboo bicycles that aims to make the greenest bike on the planet and reduce poverty



Singapore²⁷

Singapore has the most robust social entrepreneurship ecosystem, as well as the most vibrant environment for social enterprises among all ASEAN countries. The Singapore government has spearheaded several initiatives to nurture the growth of social entrepreneurship within the country. As of 2015, there are over 400 social enterprises which receive support from the Singapore Center of Social Enterprise (raiSE). Additionally, the availability of support for social enterprises through incubators, accelerators, universities and various networks have facilitated Singaporean social enterprises' ability to scale up regionally.



Dignity Kitchen is Singapore's first training school for and food court run by disabled and disadvantaged hawkers





Thailand has been known as one of the region’s “early adopters” of social enterprises. During its early stages of development, social enterprises in Thailand were established by non-profit organizations as a mechanism to finance their social activities. Many of them were inspired from the works of the royal family members. However, in recent years, Thailand has also begun to see the rise of social entrepreneurship, especially through the movement of young social impact creators.

As of 2015, there are over 116,000 social enterprises in Thailand, most of which are in the form of cooperatives or community enterprises. Distributed across the country, Thai social enterprises have a variety of focuses. Many are involved in improving the livelihoods of local communities and underprivileged through providing education, boosting local tourism, merchandising local handicrafts and assisting the agriculture. Compared to the rest of ASEAN, social enterprises in Thailand has enjoyed several decades of strong government backing, despite any formal legal structure being dedicated to the segment.



LocalAlike is a community based online tourism platform, harnessing the experiential travel market and channeling it into building sustainable livelihoods in rural communities



The social enterprise movement in Vietnam started in 2010. The country’s new status as a lower middle-income country and threats of potential decline in international development funds have encouraged Vietnamese Social Purpose Organization (SPOs) to adopt a more revenue-oriented, self-sustaining approach. At the moment, there are around 1,000 social enterprises currently operating in Vietnam. The top 5 social enterprise operating areas include education and training, arts and crafts, healthcare, public communication and environment protection. A study by the Asian Development Bank has identified over 165,000 potential social enterprises across the country. Most of these enterprises are concentrated in Hanoi and Ho Chi Minh City. Currently, Vietnam is the only ASEAN country to legally recognize Social Enterprises, yet many choose to remain informal due to unfavorable registration process.



KOTO, an acronym for “Know One, Teach One”, is a social enterprise giving disadvantaged youth with the possibility to learn and strive for success with culinary education



Although social enterprise ecosystem in each country is at different stages of development, the concept of social entrepreneurship has attracted much attention across ASEAN. It is often described as the 'people' or 'community-based' approach to responding to rising problems without having to wait for the state-based sector's help. The social enterprise model provides a quicker and less limited alternative that allows the civil society to independently pursue social innovation and address problems in new ways. In addition, many governments have realized the model's potential as a key force in helping solve social problems such as education, poverty, and inequality.³³ The key challenge for ASEAN, now, does not only lie with the current legislative environment, but also how social enterprises will continue to maximize their impact and become sustainable. The sharing of success stories and challenges can inspire others to make movements and set pathways for growth of existing and future social enterprises in the region.

OPPORTUNITIES IN SOCIAL ENTREPRENEURSHIP

Indeed, social entrepreneurship has become a worldwide phenomenon. Beyond being just a hobby, it has become a field of study. In recent years, universities all over the world have begun offering courses on social entrepreneurship, while large portion of the student bodies began to engage in clubs related to social causes.

Social entrepreneurs have quickly and increasingly been gaining support not only from the general public, but also from both government and private sectors. Numerous social innovation funds and incubators have been set up by government agencies and large corporates to foster the development of social businesses. Other kinds of support, such as legislation, access to knowledge, network and other resources, have also been provided to social entrepreneurs. Technologies and digital connectivity have also helped spur further growth of social enterprises while crowdfunding has become a new source of capital and a platform for digital activism. As social investment rises, the world will likely see individual philanthropy growing from middle-class population, in addition to traditional collective philanthropy. Finally, collaboration among social enterprises themselves have also been taken to a whole new level. It is expected that these forces will serve to extend the positive social impact of social businesses in the years to come.

One of the factors that will continue to drive the growth of social entrepreneurship will be the involvement of young generation. To many millennials, the way for future businesses is about social impact as well as financial returns. As a generation of problem solvers and team workers, they will surely find ways to grow and sustain their social contribution through the new way of conducting businesses.



***YOUNG GENERATION
IN GLOBAL CONTEXT***



YOUNG GENERATION IN GLOBAL CONTEXT

Young generation is the innovator of our modern history. From the concept of sharing economy, all the way to today's digitized living, their new points of view can move our society in many ways. Young generations are courageous, energetic and self-confident. Their creativity and imagination can serve as an awesome vitality to generate positive movements for improving communities, environment and nations.

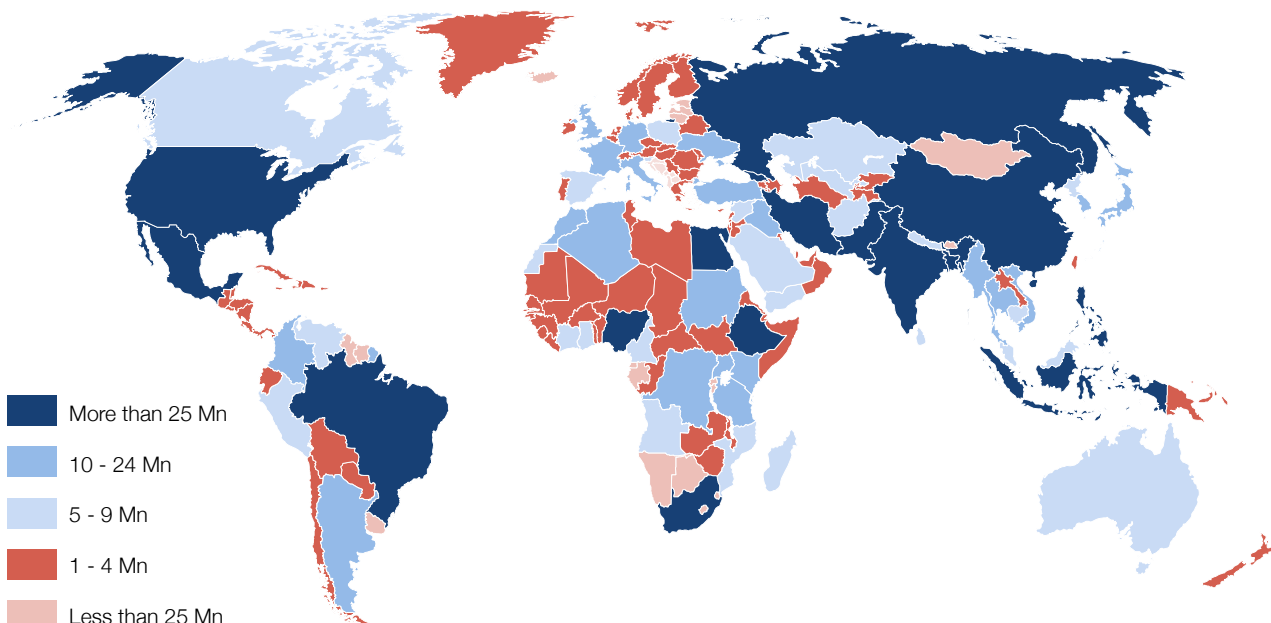
YOUNG GENERATION & THEIR POWER TO CHANGE THE WORLD

Born between 1981 and 1996, Millennials or the Generation Ys (Gen Ys) are important characters that have changed the way the world works. Due to their sizable population, millennials are world's largest living generation. With a population consisting of 2 billion individuals,³⁴ it is predicted that millennials will account for 35% of the global workforce in 2020³⁵ These individuals are often characterized as being self-centered, spoiled, entitled, lazy and antisocial. They have short attention span and are easily distracted by electronic gadgets. Millennials are also believed to have poor work ethic. They have

little respect for authority, switch jobs constantly and have a minimal commitment to work.³⁶ Based on a research done on millennials, their average length of stay per job is 4.4 years.³⁷

Some may argue that Gen Ys' low level of tolerance may partly be a result of being constantly pampered by their Baby Boomer parents, who praise and reward them for even smallest things.³⁸ However, young generation have completely different opinions of themselves. Their mindsets and priorities have evolved by new paradigm. Millennials are well educated, well-traveled and have grown up with the latest technologies at their fingertips.³⁹ They have the privilege of seeing or knowing things without having direct experiences.⁴⁰ They display an intense amount of confidence. In addition, Gen Ys are believed to be more entrepreneurial and have higher urges to start their own businesses from seeing what their society lacks. So, it does not come as a surprise that millennials are more willing to trade off stable income and security for the future of better social currencies and life experiences. Today, Gen Ys are known as the fiercest entrepreneurs the world has ever seen.

Where can the world's largest millennial population by found?



Source: UN World Population Prospects 2015; AT Kearney

'Limitless Opportunities' in Their Hands

Young generations cannot do a world without the World Wide Web, smartphones and social media. For them, technology is not just a tool, but an essential element of life. It has been said that some millennials could find their way around the keyboard even before they reached the start-of-school age.⁴¹ These individuals have adopted relatively new platforms, such as Facebook, Instagram, Linked, Snapchat, etc. as parts of their lives. Aside from consuming content, they have become content creators through uploads of status posts, photos, videos or more.⁴²

Technology has also allowed this generation to find shortcuts for achieving even the simplest tasks. Their access to technology has led them to a borderless source of knowledge. Their intuitive tech knowledge has opened them up to several business opportunities and infinite networking possibilities.⁴³ As result, business partnerships are no longer restricted by physical borders.

Social Impact Is Key

Compared to the generations before, millennials are more aware of social issues and have greater desires to contribute towards positive change.⁴⁴ They feel strongly about what and why they do things. They strive for impact and purpose. Idyllically, they want to lead to great changes in the world.⁴⁵ To millennials, social impact creation is not just about philanthropy. They believe it is call for a collaborative effort and multifaceted approach to addressing present day and future economic, societal

and environmental issues. As a result, social impact creation is deeply embedded in their personal values and a key driving force behind many of their actions.⁴⁶

- **Millennials are buying from companies whose products or corporate practices have a positive societal or environmental impact.** Around 75% of millennials believe it's important for business to give back to society instead of just making a profit, and 37% of them buy products associated with a cause
- **Millennials work hard, but they also want their work to matter.** According to a study done by Deloitte, 6 out of 10 young generations look for jobs with a sense of purpose. By 2030, more than 380 million new jobs will be in sustainable development, 90% of which will be from developing countries⁴⁷
- **Millennials are opting for investment with a cause.** Based on a research done by the Economist Intelligence Unit, around 93% of millennials believe that social impact is key to their investing decisions⁴⁸
- **Millennials are driving the uptick of social entrepreneurship.** In recent years, young generation have developed a positive mindset of 'making money with meaning'. There has been a growing number of young leaders trying their hands at startups and partaking in social ventures. According to the Global Entrepreneurship Monitor, individuals between the ages of 18 - 34 years represent approximately 40% of all social entrepreneurs⁴⁹



PASSING THE TORCH:

Views on Youth & Sustainability



With strong recognition that young generation will be the driving force of future sustainable development, this issue of ASEAN Sustainability Series discussed with selected leaders to gain their views on how the world can best benefit from the energy and creativity of the millennials.

JEREMIAH PITAKWONG

***A young executive who is looking
to lead with wisdom***

ABOUT HIM

Jeremiah Pitakwong is a trained architect, experienced editor, creative event organizer and, now, he is a “media jockey”, marketing consultant, and Managing Director of a leading omni-media company in Thailand, Amarin Printing & Publishing Public Company Limited. Prior to becoming MD, he was the Editor-in-Chief of Baanlaesuan Magazine Group, one of Amarin’s longstanding lifestyle magazine that provides new inspiration for Thais in their home and garden decoration. Educated in the USA, Jeremiah also trained in urban planning and management.

HIS VIEWS ON YOUTH

As a top management in his forties, Jeremiah knows what it is like to be viewed as young and be compared to his predecessors. So, in our interview, he took a stance to explain to us what it is like to be young and old (energetic and wise) at the same time.

What is your experience in working with young generations like?

Jeremiah: Despite being over 40, I still consider myself as young [*Laugh*].

While I may be old in the eyes of my subordinates, I am

viewed as young by my predecessors. That is just me, but many of the people in my age and position are often judged by those who came before us. So, to be fair, I try not to judge younger subordinates for being who they are.

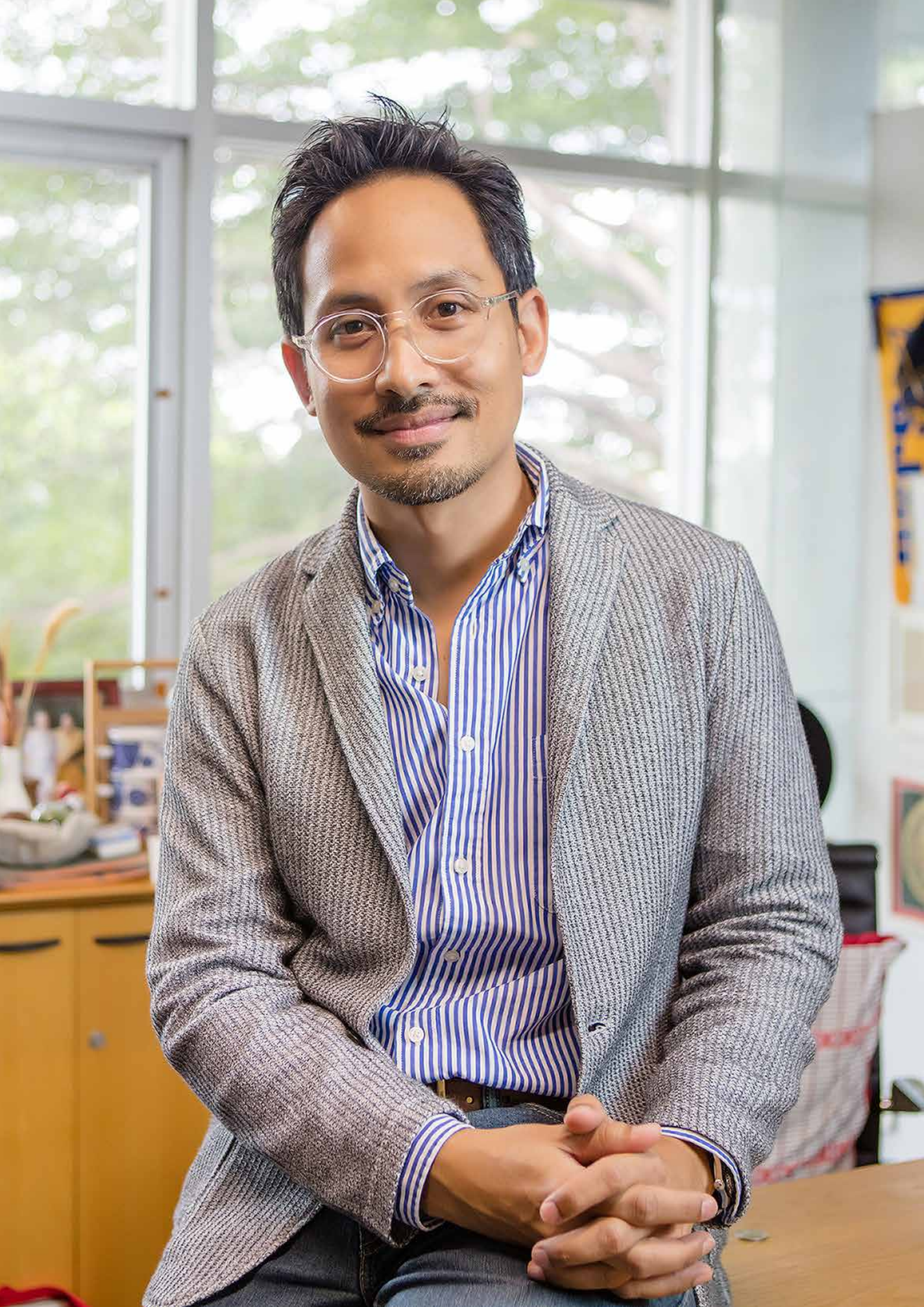
Why is that?

Jeremiah: For every generation, there will always be someone who’s older and somebody younger. We aren’t that different, we just live in different circles or life periods.

But if you ask what is the real difference between young generation with more experience and the young generation who are the current majority of the workforce, I would say it is about their knowledge span.

In this case, I’m not talking about normal knowledge that can be acquired from reading books or the internet search. I’m talking about wisdom. Wisdom that has been passing down from generations to generations.

I believe the lack of wisdom is what widens the generation gaps. As a result, I try to use wisdom when working with people who are older or younger than me. I believe that, with wisdom, we can tear down barriers and bring people together to discover new things. But wisdom will not be the only thing I would recommend young generations to have...



What else would you recommend young generations to have?

Jeremiah: My hope for the younger generations, despite their current high level of ambition, capability and knowledge, is the hope that they would have grit.

Grit, in this sense, does not only refer to working hard or smart, but also means having long term goal and maintaining the high level of passion throughout the course.

In our generation we have fewer options. The major we chose to study usually defines our career. However, for the young generation, they have variety of areas of interests or activities that they are passionate about while they study. So, when it comes to selecting their careers, they have a lot more options than us. However, they must remember not to lose their passion when things get tough or they get bored.

I'm not saying that they don't have perseverance. They do, but only in things that they are passionate about. So, it is very important that young generation are able to set and maintain their long-term goal with consistently high performances. That is grit itself. I don't doubt young generation's capability, but I would recommend they have grit and wisdom.

HIS VIEW ON SUSTAINABILITY

What are your views on social entrepreneurship?

Jeremiah: The awareness of social businesses is without doubt rooted from digital technologies. Digital in the sense that we are talking about businesses that are connected and fast changing. More importantly, businesses that provide quick returns with measurable results. Therefore, young generations who like quick returns will often engage in digital business.

Does that mean that digital business and social businesses are the same thing?

Jeremiah: With digital business, there is borderless connectivity. Hence, I believe social business is stemmed from a similar idea.

Social businesses should not be confused with CSR

or charity. It is philanthropy coupled with the use of creativity and commercial strategy. The return in this case may not be of monetary value, but it may come in the form of recognition or fulfillment. This can be measured in a number of ways. The level of impact, the number of people who volunteered to help or the size of network established. Like startups, the engagement in social businesses or social enterprises is where young generation can develop their passion and move onto their next passion once everything is set in the right course and is sustained.

Is entrepreneurship the only solution to sustainable development?

Jeremiah: What I hope young generation would realize is that entrepreneurship does not only have to be sought out in the world of startups. Speaking from my personal experience, I believe that in the corporate world, there are also opportunities available that Young Gen can put their creativity and energy to use. That goes the same for social entrepreneurship.

How can we get more young generations involved in sustainable development?

Jeremiah: Young generations have different goals than us. So, they may not be incentivized by financial benefits. So, let's invite them to define their own happiness index and see where that takes us.

For any aspiring young social entrepreneur, I would recommend to you to define what makes you happy and that you mold your social business according to your happiness index. It is ok, if this index changes over the course of time. Just remember to frame your business around it, so your passion is forever maintained.

So, instead of inviting you to do something. I'm inviting you to come think of what you want to do and how you can apply commercial strategies to it. How can you put your capabilities to use? How can you exchange and share skills with others and create shared happiness?

Hence, I would say, before you start your own social business, think of what makes you happy. How are you going to measure it. What is the business strategy for your passion. If you can't figure the answers, don't do it, because in the end you'll get tired of it.

KRITIKA KONGSOMPONG, Ph.D.

The mentor who stays behind the scene in grooming future business leaders

ABOUT HER

Back in the early 2000s, Dr. Kritika Kongsompong was not an unfamiliar name to the Thai households as she was a host of well-known TV show franchise. Nowadays, she is an Associated Professor in marketing and a faculty member at Sasin Graduate Institute of Business Administration. Her students love and admire her. She is known for her smiling face, a gentle manner and unlimited energy. In 2018, Dr. Kritika was honored as 'Sasin Excellent Teacher of the Year', an award which is represented to the faculty member that had received the highest score from student evaluation for teaching excellence. Aside from her role as an educator, she is also a writer, a sweet mom and a wife.

HER VIEWS ON YOUTH

What is your experience in working with young generation?

Dr. Kritika: When we talk about young generations, we must first identify who young generations really are.

I consider myself a young generation. Everyone can be a young generation. Young generations are those with a modern mindset. Nobody is young because they are born in a certain period. Young generations are those who are constantly improving and looking to continuously grow and develop themselves endlessly and effortlessly.

Young generations are not outdated.

As a university instructor, I have met and interacted with young generations on a constant basis. Throughout my 20 years of teaching, I have seen many young generations evolved into older generations. At the same time, I have also met with older generations who are still young. These people will forever remain in our society as long as we acknowledge their capabilities, regardless of their ages.

What are young generations capable of?


Dr. Kritika: The young generation that I've met during my time as an instructor are those who have high level of development, willingness to adopt new and better things to their daily lives. I have met young generations that treat every day as a turning point or tipping point. These individuals treat every opportunity or challenge as a stepping stone that they could leverage on. For example, they constantly keep themselves up-to-date with technologies, especially disruptive ones, in order to stay ahead and avoid becoming outdated. Therefore, I believe the true capability of young generations is their ability to improve and develop things further.

HER VIEW ON SUSTAINABILITY

What are your views on social entrepreneurship?

Dr. Kritika: Nowadays, businesses are no longer only profit oriented. New generations of business focus on the triple Ps. Back when I was a fresh graduate there was only been one P—P for Profit.





Nowadays, because we want to save the world and its resources to be left for the future generations, there must be two other Ps—P for People and another for Planet.

I believe all of these three Ps are very important and need to grow in parallel in order for the businesses of young and future generations to be as fruitful as intended.

To you, social businesses are...

Dr. Kritika: Social business is NOT a non-profitting business. It is a business that must have sustainability, stability and wealth. There are a variety of social businesses in the world.

For me, I believe I'm working for a social business—an education business. Every business can be part of the society, but the real question is how can the society benefit from the business while the business is making profit. If a business can answer that, then they are truly social businesses.

What is your dream social business?

Dr. Kritika: I'm not a business woman, I don't do business. What I do is groom people to be business leaders. I help people turn theory into practice.

How can we get more young generation involved in sustainable development?

Dr. Kritika: If we are serious about sustainable development, we don't have to engage young generations. They will engage themselves. I believe sustainable development requires collective efforts. It is not just the effort of a single person or organization, but the whole society. And if everyone is aware of that need, they will know what they have to contribute.

Hence, I would say that if everyone treats sustainable development seriously, the young generation will be the ones who engage themselves in making a difference to the world and the lives of those around them.

D...oon



PAWOOT PONGVITAYAPANU

An angel investor who believes that social investment is also a way of life

ABOUT HIM

Currently, the CEO and Founder of Tarad Group, Pawoot Pongvitayapanu is an online entrepreneur, e-commerce and online media business leader. Since 1998, he has accumulated his professional experiences by delivering consulting and lecturing services to public, private, government organizations and institutions across Thailand and overseas. In 2013, Pawoot founded the estructure group, which consists of many businesses that he founded, employing more than 350 people. Pawoot has also invested in multiple new tech startups, including Builk.com, Shippop.com and Skootar.com. To many people, he is recognized as Thailand's Internet Icon & Pioneer.

HIS VIEWS ON YOUTH

What is your experience in working with young generation?

Pawoot: I have a lot of experiences in working with young generation. I worked on many projects and invested in many startups that were initiated by them.

Personally, I enjoy working with Young Gens very much, because I get to see a lot of new ideas being formulated and innovation created. As a person who likes to see new things, I find it very fun to work with young generations.

What are young generation capable of?

Pawoot: Young generation are highly capable. How they see things and their ways of life is quite different from the generations before them. Their lack of experience has made them more willing to try new things, whereas their seniors are often bounded by their frame of thoughts. Hence, young gens are more creative.

What makes them so different?

Pawoot: I think that over the period of time, society and people's values, passion and purpose have changed. Back then, when I was young, people have very limited life choices. Our career aspirations were to become doctors or military officers. Nowadays, with the internet, young generations are more connected and able to interact with a larger variety of people. As a result, people view things and think differently. I think that is the allure of young generations.

HIS VIEW ON SUSTAINABILITY

What are your views on social entrepreneurship?

Pawoot: A lot can be done in the sense of social entrepreneurship, especially through the involvement of young generations. As I've previously mentioned, young generations are creative and have different takes on life. Because of that, they will be able to come up with

solutions or ways to solve the society's problems. I believe they have the passion and ability to right the wrong they see in the world.

Moreover, due to internet connectivity, many of the solutions that they've proposed will not only solved the problem in Thailand, but also problems around the globe.

To you, social businesses are...

Pawoot: For me, social businesses are the type of businesses that provide a win-win solution. The business wins by making money, but the society also wins by the number of impacts created. Therefore, a profitable business, a happy society and people is the ultimate goal for a social business.

Do you have a social business that you admire?

Pawoot: Yes, one of my favorite social enterprise is Taejai.com. It's a crowdfunding platform that has many good social projects.

Funny story is that *[Laughs lightly]* I usually have a monthly running goal. If I don't reach my targeted number of kilometers, I promise myself that I would back a project on Taejai and I've been doing so almost every month. Social business can also extend to social investment

How can we get more young generations involved in sustainable development?

Pawoot: Personally, I think that everyone wants to see a better and brighter future. Therefore, there will be a lot of opportunities available for young generations to engage in sustainable development. Many of the social businesses or social enterprises today were founded and operated by young generations. Their willingness for trial and error, and passion to do good for the society, will likely result in higher involvement in sustainable development from their side.

As an older generation, we should provide them with opportunities to follow their passion. It is our role to be more open to their style, be on standby to help and guide them along the way. That is what I did on the several occasions that I've worked with young generations. Many of them had great ideas, but lack the finances and resources, so back them up. Let them do their own things and provide the necessary support. I never interfere with their passion and that worked quite well for both sides.

A lot of times, we see many social enterprises fail, but that is because they lack support and recognition. Therefore, it is important that young generations realize that we are here to support and back them up no matter what.

SUCHATVEE SUWANSAWAT, Sc. D.

An educator with the heart of gold

ABOUT HIM

Professor Dr. Suchatvee Suwansawat is the current President of King Mongkut's Institute of Technology Ladkrabang (KMITL) and a professor at the Faculty of Engineering. Aside from his role at KMITL, Dr. Suchatvee is also the President of the Council of University Presidents of Thailand. Since early age, he dreamt of making changes to the Thai society. Now, as the President of the Institute of Smart City Innovation (ISCI), his sights are set on a bigger dream as he looks to use innovation to improve lives of people in the communities. Hence, developing smarter communities, cities and countries.

HIS VIEWS ON YOUTH

What is your experience in working with young generation?

Dr. Suchatvee: Ever since I finished my doctorate degree, I worked on multiples projects for the academic, business and social sectors, all of which I have dealt with young generations. As an educator, I've seen generations of students come and go.

One of my favorite stories that I like to tell is about the time I had to deliver a speech on construction of the first subway project in Bangkok. Instead of the audience I was expecting for, the room was filled with elementary school students. I was wondering how they could possibly understand what I was going to talk about. To

my surprise, they were quite attentive. When I asked them where the tunneling should take place, they were able to answer that it should be under the roads, otherwise it will hit the buildings. As you can see, even at a very young age, this generation are observant, creative and expressive.

What are young generations capable of?

Dr. Suchatvee: Young generations are highly capable. They are highly flexible and skilled in the arts of languages. They are fluent in Thai, converse well in English and some even know a third language. They are tech savvy, connected and totally ready for digitalization.

Moreover, they know that the world is changing. As a result, they remain adaptive and keep themselves adept to these changes. Young generation searches for new knowledge and information. Unlike their predecessors, young generations are more self-reliant.

What does that mean?

Dr. Suchatvee: When I was a student, I could not even type and I had to find someone to do the typing for my papers. Nowadays, with the technologies available, students can type for themselves. Moreover, they can do all sorts of other things like creating their own websites or developing their own programs with the available online resources. They are a one-stop service within themselves.



HIS VIEW ON SUSTAINABILITY

What are your views on sustainable development?

Dr. Suchatvee: In this era, no matter how good you are, it is a time for making social changes. The need to continuously do good for the economy, society and the environment.

To you, social businesses are...

Dr. Suchatvee: Social businesses or social enterprises are organizations that are not profit-orientated and self-sustain.

Why young generations & sustainability?

Dr. Suchatvee: With the ongoing changes happening in the world, reliance on the older generations will not be enough to drive the economy, social and environmental sectors forward. Therefore, we need new age of warriors that are more flexible, highly educated, more well-rounded and have new understanding of technology and adaptability. These groups of individuals will be the key driving force in moving the country forward.

How can we get more young generations involved in sustainable development?

Dr. Suchatvee: Understanding and reach. Although young generation are highly capable, they do have a love for freedom. They may have lower levels of tolerance or lose attention easily, but that is only because everything in their lives is happening at a fast pace. This means that our generation need to reach out to them in order to understand who they are, what they are thinking and what they need. In addition, we have to figure out the best way to communicate and persuade them. By doing so, we can work together to achieve sustainability.

TONGJAI THANACHANAN

Former consultant turned community developer

ABOUT HER

Tongjai Thanachanan is currently the Managing Director of Pracharath Rak Samakkee Thailand Co., Ltd, a social enterprise working jointly with multiple sectors to support community business development across 77 provinces in Thailand. Aside from her role at Pracharath, Tongjai currently serves as a Senior Advisor to The Boston Consulting Group (Thailand), where she once served as the firm's Partner and Managing Director. Since January 2018, Tongjai is also a Director and Secretary to the Board of Director for the Foundation for the Institute of Social Enterprise Development (FINS EDT), a foundation established to promote the development of existing and future social enterprises in Thailand.

HER VIEWS ON YOUTH

Throughout her twenty years in management consulting and ongoing work with Pracharath, Tongjai has worked closely with many young generations.

What is your experience in working with young generations?

Tongjai: I find working with young generations to be very inspiring. During my time at BCG, many of our new recruits are fresh graduates, either from undergraduate or postgraduate degree, most of which are in their late 20s. Now at Pracharath, we also have a program known

as Pracharath Rak Baan Kerd, where I get to work with many young community developers. Every one of them is energetic and I am very impressed by them.

What are young generations capable of?

Tongjai: I believe young generations have the power to drive the world forward. Their energy, creativity, adaptability and curiosity have led them to look at what has been done by the generations before them and find new ways to improve or develop it further. Hence, I find it very important that we take time to groom these individuals.

HER VIEWS ON SUSTAINABILITY

What are your views on social entrepreneurship?

Tongjai: I believe philanthropy has long been in the practice of the Thai people. Many social enthusiasts during my time and those who proceed me have set up foundations as a way to solve the social problems at hand. Nowadays, the world has begun to see an emergence of social enterprises or social businesses, which bring more business essence to the solutions.

To you, social businesses are...

Tongjai: For me, a social business equals using business mechanisms to solve social problems.



It is kind of a coincidence that the concept of social enterprise was first introduced to me by a young colleague about six years ago. Back then, I didn't really understand what it was until he explained and convinced me. That's another thing I love about working with young generations. It's not that I only get to inspire them, but they also teach me new things as well. So, it is a learning process for both sides.

What can social businesses do for the world?

Tongjai: With social businesses, a lot more people can gain benefits from their operations. Not just the customers that are satisfied by your products or services, but the community and the society.

What is your dream social business?

Tongjai: My dream social business is to work with young generations. I want to share the experience that I have accumulated over the years and pass them onto the next generations. I believe new solutions can be developed from different perspectives. In the past 5 – 10 years, we have been introduced to the concept of sharing economy. Startups like Uber or Airbnb are initiatives of young generations who see things differently. Who would have thought that we could rent out our spare bedroom to a traveler or share our extra car seats with others.

As a result, I believe solutions to existing social or environmental problems will require fresh perspective from young generation. Moreover, if we are able to put their energy, creativity and curiosity to use, we can create greater impact. So, my dream social business is anything that can inspire, encourage and expand platforms for social entrepreneurs.

Is that why you left the corporate world?

Tongjai: Quite so, I've worked in corporate world for more than 20 years and I have come to realize that there is much more I want to do with my time and resources. Having been in contact with various communities across Thailand, I have come to realize that there are multiple realities to worlds. Before, I viewed the world from only one dimension – business. Now, seeing and understanding the perspective of the communities help made me realize that we can't judge the world based on how we see it, and only by the numbers.

How can we get more young generations involved in sustainable development?

Tongjai: First of all, we need to build awareness. Once young generations are aware of existing social problems, they will realize that there is much more they can do with their time and energy. In some cases, awareness can be built by seeing and getting inspired by the works of those before them or their own peers.

Next, we need to provide opportunity. We have to set the stage for passionate young generation to showcase their ideas. A place where their hearts and minds get to work. Moreover, we should provide them with the opportunity for trials and errors. Because, I believe no one could find perfect solution in their first time around.

Lastly, we should motivate them, encourage them in every step of the way and foster their growth. We should share our experiences, so that they don't have to start from zero. It should be a journey that the older and young generations take together.





GOING FORWARD



GOING FORWARD

WHAT IT TAKES TO BE A GREAT SOCIAL ENTREPRENEUR

Whether a social enterprise is in education, healthcare or waste management, its main goal is to develop solutions to the problem of the society and the environment. Hence, social innovation, continuous learning, discipline and value communication are desirable qualities for social enterprises and social entrepreneurship.

- **Social innovation.** For social entrepreneurship, innovation does not necessarily mean invention. While inventions usually focus on creating new features on a particular product which can often go out-of-date, innovation refers to a much broader range of tweaks and twists. Social innovation can take the form of new products and services, new production base and distribution channels or even new revenue model and teaming structure. It is quite amazing that, sometimes, minor adjustments to current business practices can create a sustainable and scalable impact to the society and environment
- **Continuous learning.** Starting an operation in social business is a demanding task as it requires the social entrepreneurs to navigate with dual objectives of creating positive social impacts while maintaining financial sustainability of the operations. Thus, it is a learning process which involves continuously coming up with more effective ways of addressing a poorly

met or unmet needs, testing and fine-tuning of the initial idea, reallocating resources to the right solutions and improving the model through feedbacks from key stakeholders

- **Discipline.** Like any other business, a social enterprise's operation incurs costs while trying to achieve its mission. As a result, it needs to generate revenue to cover the costs of its operation. Financial disciplines such as cost control and phasing of investments are necessary tools to ensure sustainability of the social enterprise. Additionally, once the enterprise becomes more established, with teams and collaboration from various stakeholders, it will be required to have strong accountability/governance, disciplined auditing and result measuring system⁵⁰
- **Value communication.** Most social entrepreneurs started out their businesses with the passion to create a better world. However, passion alone is not enough. Only by having a clear social objective and consistent communication of the company's mission, will they be able to convince consumers to believe in their products as well as what their company stands for. Social entrepreneurs also need to be reminded that, while trying to solve the world's problems, creating a "better world" inside the enterprise is equally important. Therefore, social entrepreneurs need to communicate and practice values such as access to opportunity, transparency, equity, and empowerment within their own teams⁵¹

OUR ROLE AS SOCIETY

From our interviews with our inspirational leaders, we were able to come up with five key attributes to getting more young generation's involvement in sustainable development— building awareness, leading by example, providing opportunities, understanding and providing guidance.

- **Build awareness.** Awareness is the first step of advocating. We believe that once young generation are aware of current and future social problems, they will discover the passion and engage themselves in this area. Hence, they can become true advocates of sustainable development
- **Lead by example.** Passion can be found from multiple sources. Other than the awareness of social problems, passion can be found through experience sharing. By seeing what has been done by the generations before them, and by understanding the lives of their role models, young generation can realize that the

opportunities in sustainable development and social entrepreneurship is borderless

- **Provide opportunities.** Opportunities in this case do not only mean a platform for young generation to showcase their passion, or opportunities to access angel investors, but also refer to openness for trials and errors by young generation
- **Understand them.** Young generation can perceive the world very differently from the older generation. Their creativity and solutions may, therefore, seem implausible or unrealistic at first. Rather than ruling them out, older generation need to open their minds and try to understand these new approaches
- **Provide Guidance.** While young generation are full of passion, energy and creativity, these qualities do not replace the value of hands-on experiences. Sharing learnings from lifelong efforts of the older generation can help navigate young generation entrepreneurs through avoidable pitfalls and increase their chances of success



ABOUT C asean

C asean

Established in 2013, C asean is a social enterprise aiming to strengthen regional connectivity. As a collaborative platform looking to connect ASEAN business, arts and culture, one of roles is to be the sustainability hub for the ASEAN region. Among our many activities, we aim to be a vibrant center for those pursuing entrepreneurial endeavors by shaping a supportive environment for ASEAN business, enhancing public knowledge and awareness on business acumen, and fostering

integration into a wider regional network. We aim to provide a networking platform for collaboration among business leaders across the region in support of the development of the ASEAN community, especially the new generation through various connectivity initiatives. Equally important, C asean will serve as a platform for ASEAN arts and cultural dialogues, as we believe in arts and culture as an essential tool to blend our heritages and create a special bond of harmonious friendship and a people-oriented ASEAN identity.

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CONTRIBUTORS

Inspirational Individuals

Jeremiah Pitakwong
Kritika Kongsompong, Ph.D.
Pawoot Pongvitayapanu
Suchatvee Suwansawat, Sc. D.
Tongjai Thanachanan

C asean

Editorial:

Jean Lebreton
Vichate Tantiwanich

Content Development & Write-up:

Wisuta Jaengprajak

Content Support:

Chanidapa Chuaypan;
Kewalin Klinprachum;
Nanthatchaphon Jiravijchasakul;
Vayothiphol Assawawongsakul

Creative:

Watchara Nildumrong;
Seni Chunchacha;
Augrit Laosinchai;
Kittikhun Pathumwong

Artwork:

Chutaphorn Uisawang



C A C Co., Ltd.

10th Floor, CW Tower,
90 Ratchadapisek Road,
Huai Khwang, Bangkok 10310 Thailand



+66 (0) 2785 9999



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