



ASEAN Sustainability Series: Issue 3

New Ideas for
Sustainable Development

2018

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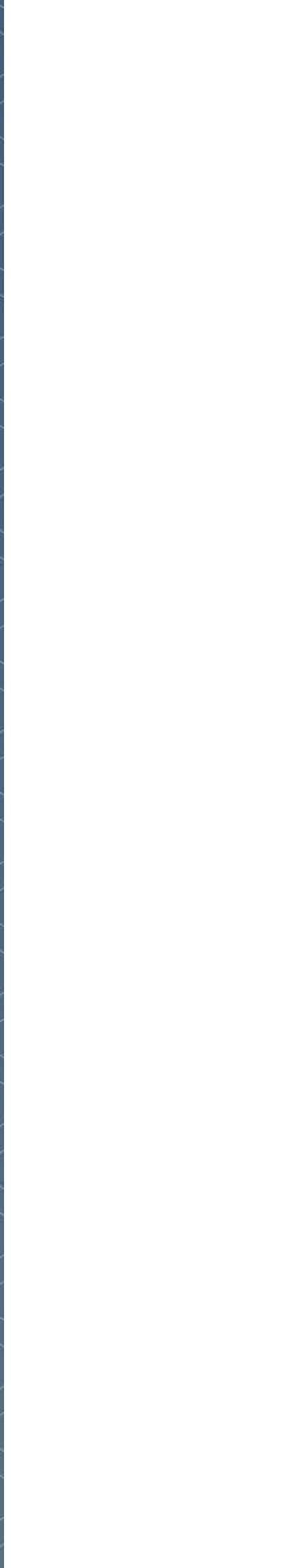
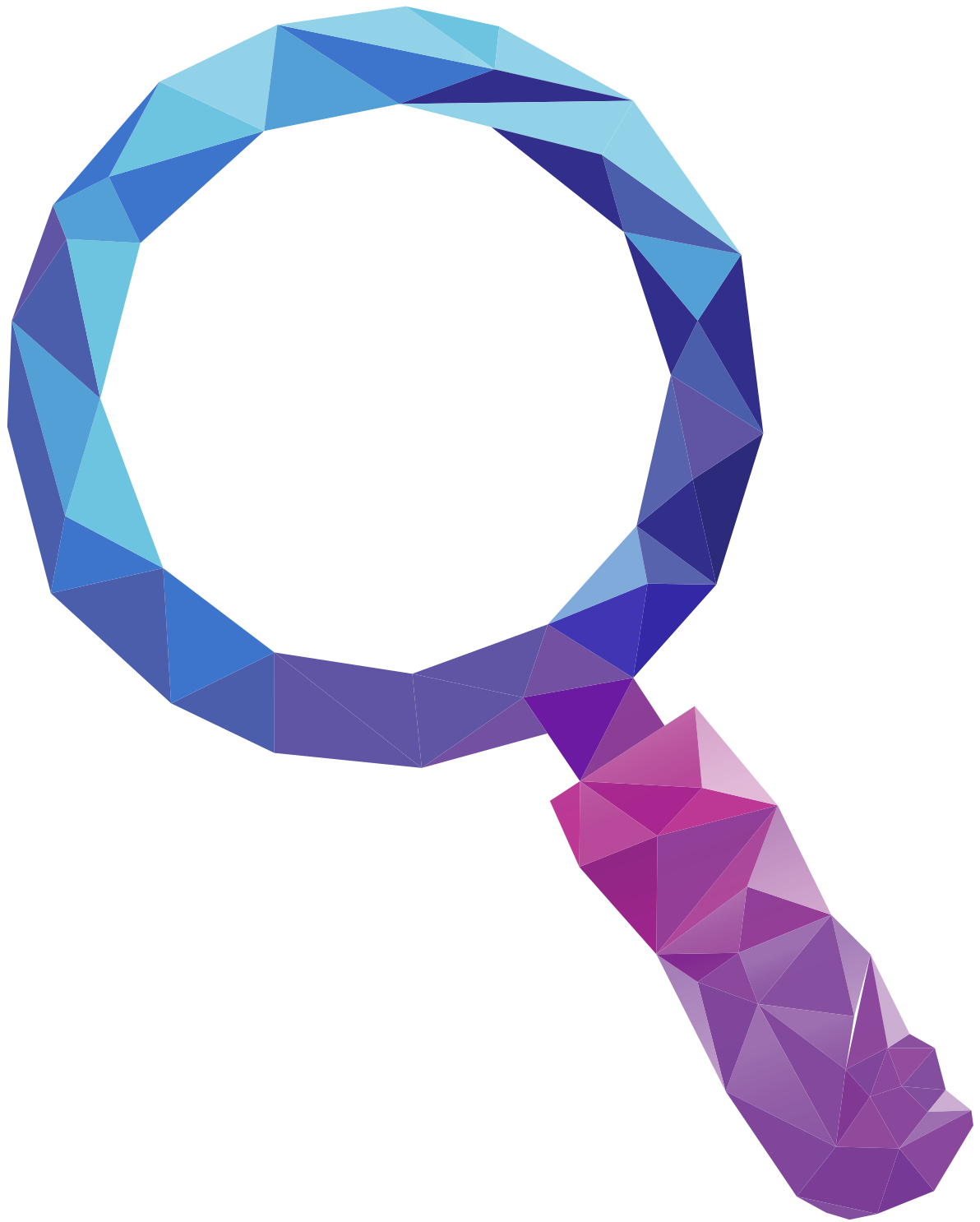


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FROM INSPIRATION TO IMPACT:
SOCIAL INNOVATION IN A NUTSHELL

Innovation is a much discussed topic, in businesses as well as in the public sector. During the early 20th century, or even today, the term ‘innovation’ has mostly been used as a synonym for technological advancement whose main aim is for economic value creation. But what about other forms of innovation? For example, an innovation that places socio-political and human dimension at its core instead of the technological or business aspects? Indeed, there is a type of innovation that perfectly fits this concept.

It is known as “Social Innovation”.

Commonly defined as any development or implementation of new ideas to meet social needs and create new social relationships, examples of social innovation can be found dating back as early as 19th century and are currently present across many sectors. Despite some believing that the term is only a buzz word, many believe that social innovation will be crucial to overcoming many existing and future social challenges. Social innovation can take forms of new products, services as well as new processes and relationship models. Existing examples of social innovation include fair trade, distance learning, urban farming, and restorative justice.

Insufficient Resources to Solve Rising Social Challenges Call for Social Innovation

Society today faces many challenges. Despite numerous efforts to take on these challenges, there continues to be inadequate solutions. Traditionally, solutions to issues like social inequality, aging population, climate change and environmental degradation mostly come in the form of government aids and policies. However, due to the evolving nature of these needs, it becomes clear that the devise of new ideas and solutions are also equally important. There is an increasing need for the involvement and joint efforts from individuals, academia, civil societies and private sector to search for new sustainable and high-impact solutions.

Impact & Implementation Are Key

Similar to the saying “all start-ups are SMEs, but not all SMEs are start-ups”, not every new way of resolving social issue can be counted as social innovation. According to the Theoretical, Empirical and Policy Foundation for Building Social Innovation in Europe (TEPSIE) there are a few criteria that can help determine if an idea is a social innovation.

- **New in context.** Social innovation does not need to be a brand new invention or something entirely new to the world. Rather, it can be the new application of an idea to the situation or issue at hands.
- **Meet social need.** With the consideration of impact at its core, social innovation is based on the intention of creating positive societal changes or improving human wellbeing, rather than the intention of profit maximization or business growth.
- **Put into practice.** Unlike inventions where new ideas or new prototypes are developed, innovations require its creator to go an extra mile and put the idea into practice and diffusing at mass to truly become useful.
- **Engage and mobilize beneficiaries.** Beneficiaries are the “target market” or the “end users” of social innovation. Thus, it is important for social innovators to understand their behaviors and motivations. Beyond providing solution to an issue, a social innovation which strongly engages its beneficiaries has a much better chance to be adopted and sustains in the long term.

Simply put, social innovation is any innovation that has a social cause at its core. It does not need to be technology based, but it somehow changes the way things are done, to create significant benefits to the society.

New products & services

e.g. Assistive technologies developed for people with disabilities

New practices

e.g. Fair Trade

Types of social innovation

New processes

e.g. Crowdsourcing

New organizational forms

e.g. Community inter-est companies or social enterprises

BOX: Social Innovation, Social entrepreneurship, Social enterprises and Social Economy

The intertwined roles of social innovation, social entrepreneurship, social enterprise, and social economy are often viewed as key avenue to sustainable development, where societal and environmental well being are in balance with economic achievements. Hence, it is important to understand each term, its unique roles, and complementarity among them.

Social innovation often describes the overall process of driving social change, where an idea that sparked from an inspiration is piloted, prototyped, implemented, and got adopted on a larger scale to achieve social change. New ideas can come from a multiple of sources, including individuals, groups, private or public sector. A key success factor to social innovation is to engage its stakeholders in the process and have them actively participate in managing existing and foreseeable social issues.

Social entrepreneurship, on the other hand, focuses on the individuals. These are the individuals who lead the efforts for change, not as volunteers working free-of-charge, but as owners of the solutions. Social entrepreneurs seek to make their solutions viable in the long term, balancing economic viability with social/environmental impact creation. Social entrepreneurship can also be used to describe the mindsets, attitudes and behaviors

of individuals involved in creating new ventures for social purposes. These ventures are known as social enterprises or social businesses.

According to the research and consultancy arm of Deloitte, social enterprises are enterprises whose primary objectives are to achieve social impact rather than generating profit for owners and shareholders. Social enterprises are created to respect and support its environment and stakeholder network.

While social innovation, social entrepreneurs and social enterprises are the “micro” units which lead to social changes, social economy refers an overall ecosystem. It is often seen as “the Third Sector”, complementing the public and private sectors’ roles in the society. The concept of social economy is well developed in several countries including Canada, UK, France, Spain and countries in Latin America. Social economy usually consists of social enterprises as well as other entities including foundations, charities and cooperatives. These entities share common features of prioritizing social objectives over capital accumulation and are usually managed independently from public authorities. Together, these units collaborate and support each other to bring about societal changes.

Stages of Social Innovation



An innovative social idea usually goes through 6 stages before being fully recognized as a social innovation. Typically, an idea is sparked from an inspiration. Then it is developed, piloted and prototyped before it is implemented. Once its implementation is proven successful, the final stage of social innovation is to scale up the practice to broaden its impact and become part of a new social norm.

- **STAGE 1 – Prompts, inspirations and diagnoses.** All innovations start with an idea. But ideas themselves are often prompted by experiences, events or new evidences that unveil unmet social needs. Inspiration can spark from seeing daily struggles of a less fortunate and asking what could be done better, or experiencing the impact of environmental degradation surrounding us. Identification of the issue and its root causes is the most crucial step in the creation of social innovation.
- **STAGE 2 – Proposals and ideas.** Once the right question is raised and root causes identified, the design stage starts to take place. Creativity, as well as insights and experiences from a wide range of sources—including adaptation of ideas from other countries, markets, and neighboring fields-- can help generate new ideas to resolve the issue. At this stage, no ideas should be ruled out entirely. However, prioritization of ideas in terms of their expected impact and feasibility can be useful to focus the effort of subsequent stages.
- **STAGE 3 – Prototyping and pilots.** In this stage, ideas get tested in real life situation, but at a small scale. This can be done though prototypes or pilot experiments. Feedbacks from key stakeholders, as well as rigorous data collection and analysis of impact are crucial for the refinement of solution ideas before going into full implementation.
- **STAGE 4 – Sustaining.** Once the chosen solution is implemented, it needs to be revisited, sharpened and streamlined to stay relevant. Moreover, the social innovator needs to clearly lay out his economic model as well as key processes and operating teams. Adequate resources and alliances are also necessary to maintain the long-term viability of the solution.
- **STAGE 5 – Scaling and diffusion.** There are many possible ways for social innovation to spread out and create larger impact. These may include licensing, franchising, partnerships or simply emulation. Alternatively, a social innovation may be further mobilized if it is recognized and supported by policy makers. However, successful diffusion of social innovation will depend on alignment of incentives and motivations of all stakeholders involved.
- **STAGE 6 – Systemic change.** Systemic change, which refers to new practices of a significant part of the society is the ultimate goal of all social innovations. It usually requires many elements to fall into the right places. Sometimes, these large-scale changes can be achieved through a social movement, as seen in the case of fairtrade practice. Other innovations, such as crowd funding, may require both new business model as well as technological infrastructure and regulatory permission. While there is no one way for any social innovation to achieve systemic change, the key fact is that the process of large-scale adoption is usually a slow one, which may take multiple years or decades. Hence, social innovators need to persevere and find strong supporters to keep pushing their innovations forward.



SUCCESS CASES OF SOCIAL INNOVATION

Grameen Bank

Revolutionizing banking systems for the poor



THE INSPIRATION

After acquiring his doctorate degree from the United States, Dr. Muhammad Yunus came back to Bangladesh to become an economics professor. During his time at the Chittagong University, he started speaking with the poor and realized that many of them, especially women, had difficulties in getting access to capital.

Back then, traditional banks had no interest in making tiny loans to poor people, or anyone unable to provide some form of security. They were considered to be very high repayment risks. As a result, most poor people were forced to borrow from loan sharks who charged them extraordinary high interest. Seeing many trapped in a vicious cycle of debt from moneylenders, Dr. Yunus simply started loaning out his own money as microloans.

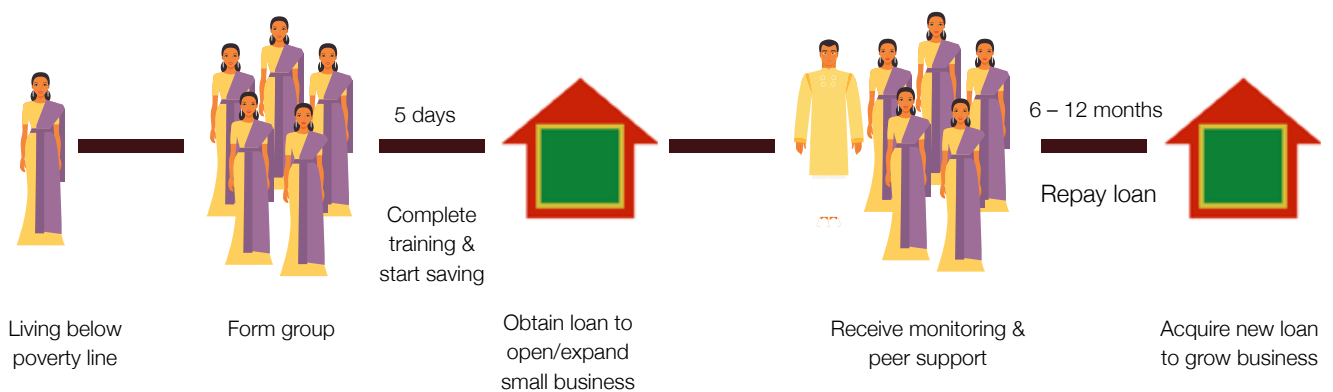
In his first loan, he lent 27 US dollar to a group 42 women from the village of Jobra. These women had usually taken out usurious loans to buy bamboo as raw material for furniture making. Many times, they were required to sell their products back to their moneylenders as a form of repayment. With a net profit of 5 Bangladeshi taka or 0.02 US dollars, many were unable to support their families. However, Dr. Yunus did not want to give away his money as charity as he believed that most charitable giving money is only used once. Instead, he looked to apply the objective of charity to business practices by offering very small loans to poor women

to fund their business. This decision was based on his strong belief that even the poorest of the poor could manage their own financial affairs and develop their businesses given suitable conditions. Hence, Grameen was born.

THE IDEA

Founded in 1976 and established as a bank in 1983, Grameen Bank is a microfinance organization and community development bank founded in Bangladesh. Derived from the Bengali word for “rural” or “village”, it aims to reverse conventional banking practices. Grameen Bank offers small long-term loans on easy terms to the poor.

Built on banking system based on mutual trust, accountability, participation and creativity, the bank asks any woman living below the poverty line to gather 4 other trusted individuals to form a group. After the group is formed, its members undergo a 5-day financial training and open a savings account. Each borrower then receives a loan to start or expand her own small business. No collateral or credit history is needed. However, each group is required to attend weekly meeting with a center manager. With the profits earned from their small businesses, the women can begin to payback their loan with a small interest, as well as slowly accumulate their savings. Upon completion of their loan repayment, they can also apply for another loan to expand their business.



THE IMPACT

Through Grameen Bank, Dr. Yunus was able to demonstrate that lending money to poor people to start businesses could, in fact, be profitable. This novel practice led to the transformation of lives and eradication of poverty in many areas of Bangladesh. Moreover, by loaning exclusively to women, Grameen Bank served as a part in evening out gender power imbalances in Bangladesh.

In 2006, both Grameen Bank and Dr. Yunus received the Nobel Peace Prize. Grameen model has been replicated throughout the world, generating loans of over 5 billion US dollars to millions of poor people in the developing world, with an estimated average repayment rate of at least 80%.

Beyond developing countries in Latin America, Africa, and Asia, clones of Grameen Bank can also be seen in several developed countries across North America and Europe. For example, Grameen model has been applied to a remote fishing village in Norway and small towns in France, while the bank itself has multiple branches in New York City.

As of December, 2017, Grameen Bank has almost 9 million borrowers, 97% of whom are women. With its 2,568 branches, the bank provides services in 81,400 villages, covering more than 97% of the total villages in Bangladesh.



M-Pesa

Putting virtual currency to practice before the age of smart phones



THE INSPIRATION

Launched in 2007, M-Pesa first began as a way to manage microloans. The UK Department for International Development wanted to provide funds to Kenyans in rural farm areas, but they were having difficulties in getting funds to their recipients. As the majority of Kenyan in the rural area lived several kilometers from a bank, physically bundling and handing out cash was impractical and costly. Noticing that around 54% of the Kenyan population owned or had access to a mobile phone, Safaricom, a Vodafone subsidiary, introduced M-Pesa as way to manage these microloans. After its introduction, the network operator also discovered that people were also using M-Pesa platform to send money to one and another. Hence, they decided to expand the use of the platform.

THE IDEA

“Pesa” meaning “money” in Swahili, M-Pesa is a mobile phone-based money transfer, financing and microfinancing service which allows the people of Kenya to send and receive cash via their mobile phones. Unlike most e-wallet applications known in present day, M-Pesa works directly over the owner’s phone account. The platform repurposes the SIM card and phone account into a bank account for virtual currency which can be used to pay for rent or utilities as well as to send money to others. It is just as easy as sending a text. The ease and speed of sending money is what made M-Pesa a great success in Kenya.

THE IMPACT

The launch of M-Pesa was one of the factors that led to a significant increase in mobile phone penetration across sub-Saharan Africa, where over 75% of the population

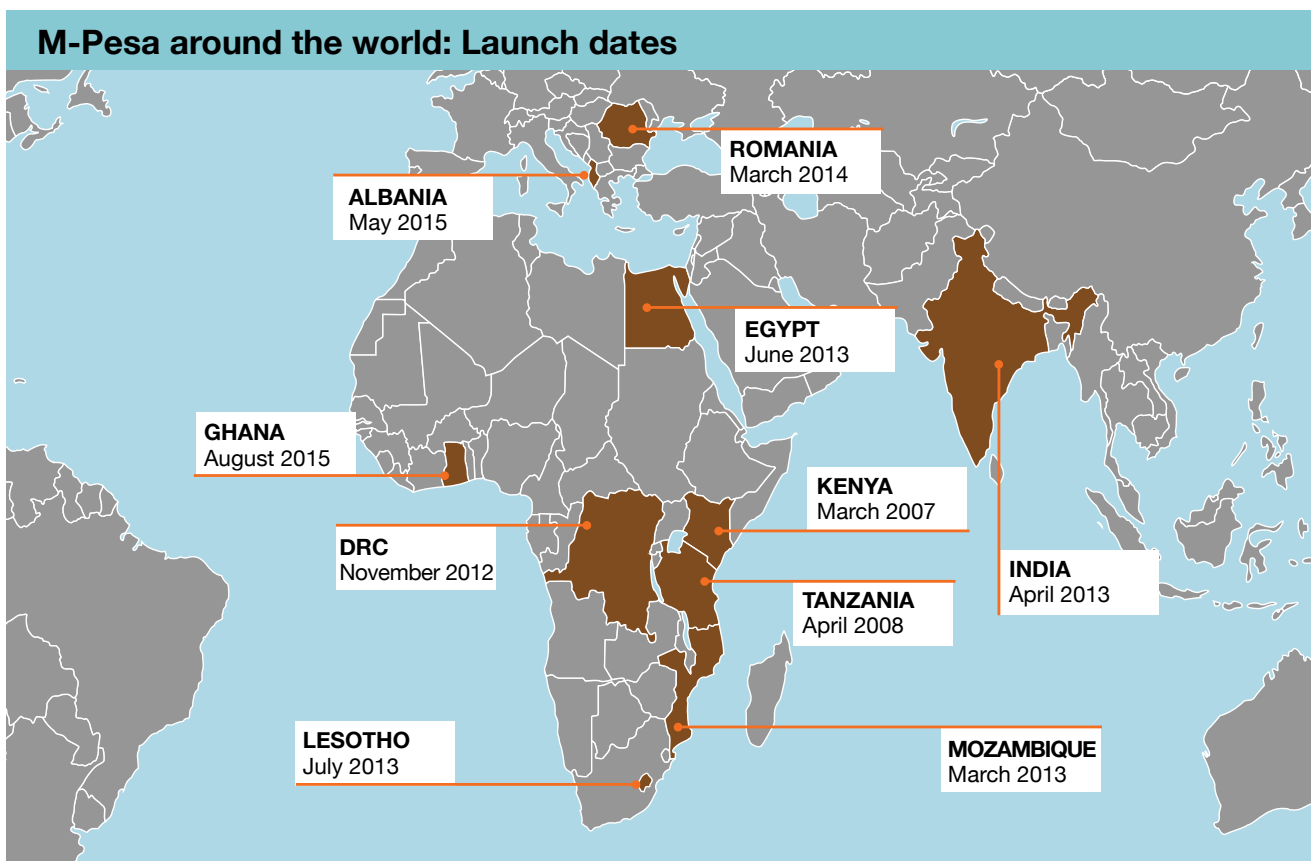
now have mobile phone subscription. With M-Pesa, many Kenyans working in cities could easily send money to their relatives in rural areas and avoid the expenses of travelling in person and the risk of sending cash via post. Additionally, the platform is also known as important facilitator to providing aids to those in need. For instance, during a protest against the result of 2008 election, many Kenyans used the platform to transfer funds to their friends and family who were trapped in protesting cities. These funds were then used for food, water, and shelter.

Moreover, a recent study shows that the long-run effect of mobile money positively impact an economy. The study found that, due to an increase in access to mobile money, there has been a reduction of poverty in Kenya, particularly among female-headed households. Approximately 2% of or around 194,000 Kenyan households were lifted out of extreme poverty due to the rapid expansion of mobile money. It is estimated that M-Pesa has also enabled 185,000 women to move out of subsistence farming into business or sales occupations.



Perhaps somewhat unexpectedly, the implementation of platforms like M-Pesa has also helped decrease corruption in countries like Afghanistan and Kenya. For example, in 2009, an Afghan adaption of M-Pesa, called M-Paisa, was piloted on the salary payment of national police officers. Surprisingly, the officers found a 30% increase in their salaries. Many thought they had received a raise, but it turned out that, for a long time, their superiors had been skimming the money off their salaries when it was paid in cash!

Celebrating its 10th anniversary in March 2017, the M-Pesa model has been adopted by many countries worldwide. M-Pesa now has around 30 million users in 10 countries and boasts a range of services including international transfers, loans, and health insurance. In 2016, the system processed over 6 billion transactions at a peak rate of 529 transactions per second. The platform has also been praised for its social value; offering opportunities for small businesses and playing a significant role in reducing poverty.



Upscaling the Oceans

Turning trash into fashion



THE INSPIRATION

Javier Goyeneche has always been frustrated with the excessive use of the world's natural resources and the amount of waste produced by the fashion industry. Upon his journey to demonstrate that there is no need to use natural resources in such a careless way, he decided to launch his own sustainable fashion, Ecoalf, brand in 2012.

Named after his son, the brand offers a wide selection of fashion products from recycled materials that intend to offer the same quality, design and technical properties

as the best non-recycled clothing. In September 2015, Ecoalf took a step further to ensure its sustainability practices with the launch of the project know as Upcycling the Oceans.

THE IDEA

Intended to become a global initiative, Upcycling the Oceans is a project that aims to recover trashes from the oceans and transform them into top-quality pallets, yarns and fabrics used for clothes and accessories making.

Puffer jackets spun from yarn made from recycled PET bottles and fishing nets



Flip flops made from recycled tires



THE IMPACT

First launched in Spain, Ecoalf Foundation worked with the fishermen of Spanish Levante Coast to remove waste from the Mediterranean seabed. During its initial phase, the project was able to remove more than 60 tons of trash. Later in June 2016, Ecoembes, an organization that cares for the environment through recycling and the eco-design of packaging in Spain, joined the project. Their involvement and network have led to enlarged coverage of Upcycling the Oceans in several provinces across the Spanish borders. Within less than a year, the number of ports involved in the project jumped from 9 to 28 ports. In addition, the project continues to gain participation from other Spanish companies that were willing to share their expertise in recycling different types of debris, such as PET bottles,

fishing nets, used tires, etc. Today, over 200 tons of marine debris are recovered from the bottom of the Mediterranean Sea through Upcycling the Oceans effort. Moreover, the Upcycling the Oceans project is replicated to other parts of the world.

In October 2016, the foundation started the Upcycling the Oceans project in Thailand. With the support of the Tourism Authority of Thailand and PTT Global Chemical Public Company, the “Upcycling the Oceans, Thailand” will run for three years, from 2017 to 2019, to carry out activities, such as collecting, segregating, and transforming plastic waste, as well as educating and promoting the concept of responsible tourism.





INNOVATIVE SOCIAL BUSINESS IDEAS IN THAILAND

Thailand is home to many successful social business operations, ranging from globally recognized efforts of the Mae Fah Luang Foundation under Royal Patronage in converting opium growing region into a prosperous community, to innovative and highly successful population and HIV control campaign by the Population and Community Development Association (PDA), to name a few. Despite these successes, we believe that there is still room for many more social entrepreneurs to step in and tackle current and evolving social and environmental challenges we are facing.

As innovative social business ideas need to be tested and refined before being fully implemented and scaled up, C asean aims to provide venue for social entrepreneurs to showcase their ideas and learn from others. Where possible, C asean also looks to help develop these ideas into pilot and full implementation while grooming the social entrepreneurs to become successful social business owners. From our recent effort in screening these ideas, we have come across numerous noteworthy entrepreneurs, several of which are highlighted in this section.

Able Innovation

Providing new lives for the disabled



Less than 2 years ago, Komron Manoewwan was hit by a drunk driver. From an engineer with bright future, he became someone who needed to rely on others for help. Several months into this life-changing experience, Komron decided that he was not going to spend his life depending on others. He thought of ways that he could make himself and other people like him to be able to take care of themselves again. Deciding to put his knowledge and skills as an electrical engineer to good use, Komron gathered a group of people with disabilities as well as his university classmates to form a working group and social business known as Able Innovation.

Able Innovation focuses on the design and development of orthotic tools and innovations that assist people with disabilities, elderlies as well as their caretakers. Aimed at helping people with reduced mobility to become independently mobile, Komron has designed a full spectrum of orthotic equipments, including automated patient lifting device, electric wheelchairs, towing heads and carts for self-transporting of wheelchair.

The work of Able Innovation revolves around 3 key core strengths: custom design, affordability and job creation.

- Custom designs – every piece of equipment is tailored made to fit the body structure and need of its user
- Affordability – the prices of all products are significantly lower than imported products of similar quality to ensure that more disabled people can afford these solutions.
- Job creation – Able Innovation not only looks to provide the disabled with mobility, but also aims to provide them with jobs and income security. Komron has formed a network of people with disabilities to be his labour force as well as after-sales service partners.

As the brain and passion behind Able Innovation, Komron works unceasingly on new product designs that will fulfill different mobility needs of disabled persons. He hopes that, through Able Innovation, he can help improve the wellbeing of people with disabilities as well as the elderlies. Hence, help transform them from being an economic burden to economic power.



Maimuan Low Cost 3D Printer

Providing a hand to everyone



For over 30 years, Tharapan Kesjamras spent his life living abroad. Now at the age of 63, he has re-turned to Thailand. Tharapan is an architect and inventor with passion of doing good for society.

While living in Japan and the United States, Tharapan had several opportunities getting familiar with many advanced innovations and technologies, one of which was the 3D printing technology. First introduced in 1980s, 3D printers have endless applications, from aerospace and military usages to consumer and medical products. Tharapan's dream is to make 3D printing available widely in Thailand, at a low cost.

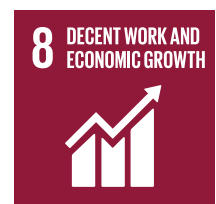
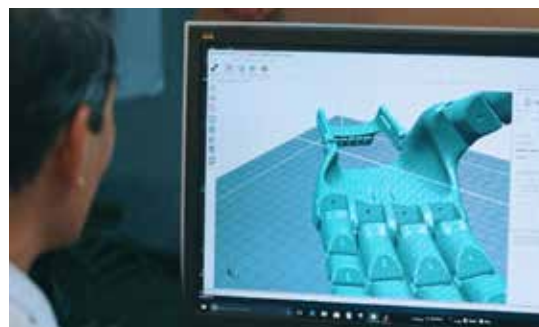
Although 3D printers have been around for a long time, they are relatively new to the Thai market. Re- realizing the importance of 3D printers in fostering innovation and driving research and development, Tharapan aims to supply universities and research institutions with his low-cost 3D printers, which are assembled from imported parts as well as reuse of old electronic parts. In Tharapan's view, operating these printers should not be costly either. Smart phones can be used to scan an object, whose image is then sent to a free software, where it can be reconfigured

and printed once the design is complete. The filament for the 3D printer can be found from anywhere around the world. With a filament extruder, PET bottles can also be turned into excellent filaments.

However, supplying Thailand with low-cost 3D printers is only a part of Tharapan's plan. His other important dream is to use these printers to create tangible impacts to the society.

One day, he stumbled across a Facebook post shared by Sirindhorn Hospital requesting for donations of prosthetics hands. This request gave him an Aha! moment. He is certain that his low-cost 3D printers can make excellent prosthetics hands tailored to specific forms and needs of each patient. Tharapan reached out to the hospital to donate his prototype products.

Going forward, he looks to design other prosthetics body parts, including lower arms and whole arm. Tharapan's aspiration for his company, Maimuan, is to have his technology and products replicated to expand reach across Thailand and neighboring countries. He hopes that, one day, everyone in need can have access to prosthetic body parts that will help them live a better life.



ART for CANCER

Coping with cancer through art therapy and co-caring space



A week before departing the United Kingdom with her master's degree, 27 years-old Ireal Traisamsri was diagnosed with stage-2 breast cancer. Feeling her life falling apart, she repeatedly asked what could have been the cause of her cancer. She had always kept herself healthy and hardly got sick. Finally, realizing that her cancer was not going to go away, Ireal decided to live her life in high-spirit and vowed to take care of her mind, body and soul for the people that she loves.

Later that year, she began receiving treatments. Her frequent visits to the hospital was the most difficult time in her life, but it was where Ireal began to form her inspiration. Ireal and her family have the necessary means to support her treatment. But she often wondered what her life would be like if she had no resources and family to support her. With this haunting question in mind, Ireal was inspired to make the rest of her life worthwhile by helping other cancer patients to live with their disease with hope and dignity. Ireal established her project through a Facebook page called ART for CANCER by Ireal.

Established in 2011, ART for CANCER is a non-profit organization that uses art and creativity as a medium to treating cancer. It also serves as a platform that brings together artists and volunteers to raise funds for cancer patients. ART for CANCER has been well received by volunteers, celebrities and organizations. Within the first 5 years of operations, Ireal had established an ART for CANCER fund for underprivileged cancer patients in 3 public hospitals: Siriraj, Ramathibodi and the National Cancer Institute. She was able to raise nearly 6 million baht. Most of the donation is used to cover patients' treatments and traveling expenses, raise awareness for and fund research on cancer. Parts of the funds were used to organize activities that provide support and inspiration for cancer patients and their relatives.

However, when ART for CANCER reached its sixth year of operation, Ireal was once more diagnosed with lung cancer. This became a turning point for both Ireal and ART for CANCER. She began to think about what would happen to ART for CANCER when she is no longer around. Along the way, she met Sirintip Kudtiyakarn, a former stage-4 Lymphoma patient. Since surviving Lymphoma is a very rare case with only 1% success rate, Sirintip intends to help other cancer patients to survive as well.

Key activities of ART for CANCER

- Cancer Friendmacy – knowledge and experience sharing sessions on self-healing among current and former cancer patients, caretakers, volunteers and medical professionals
- Cancer Care Clinic – consultation sessions for cancer patients with medical experts
- Art Therapy Sessions – workshops with art therapists for cancer patients and caretakers
- Art from the Heart Products – products designed and made by cancer patients to raise funds for underprivileged cancer patients



Privé Clinic

Remote health care service for the
3 southern most provinces



Lack of access to high quality healthcare has been a longstanding issue in Thailand, as evidenced by the average doctor to patient ratio of 1:1,292. This ratio is even higher for the three southern provinces of Pattani, Narathiwat and Yala, where the ratios are 1:3,830; 1:4,012 and 1:2,751, respectively. Nadpiya Bheknan, Sirichai Anekbanluekul and Karn Kanlayanasant are three friends looking to solve this problem. Their idea is to develop a telemedical platform known as Privé Clinic to support the increasing number and demand of patients in Thailand's three southern provinces.

Privé Clinic is a mobile phone application which provides four key features: 1) Connecting patient to doctor through use of smart phones for 24/7 consultation; 2) Online medicine prescription; 3) List of pharmacy network and 4) E-wallet solution for patients.

Through Privé Clinic platform, anyone living in or around Pattani, Narathiwat and Yala can gain access to doctors, specialists and medical treatments regardless of their location. Using their smart phones, they can place a

video call to reach a doctor and get preliminary diagnosis and consultation. If they need to go to see the doctor in person, they can set up an appointment through this mobile application. Where no doctor visit is required, medicines can be prescribed on the platform and the patient can search for a nearby pharmacy to buy her medicine. Moreover, since patient's data will be recorded upon each usage, the patient will also have access to their medical history at all time.

From the doctors' point of view, Privé Clinic provides doctors with the increased coverage of patients. The platform enables doctors who live and work anywhere in the country to serve patients in the southernmost provinces. Eventually, local hospitals in these 3 provinces can potentially better manage their resources and lessen the stress of needing more doctors.

Nadpiya, Sirichai and Karn hopes that, in 3-year time, they will be able to raise awareness for and encourage the use of their telemedical platform.





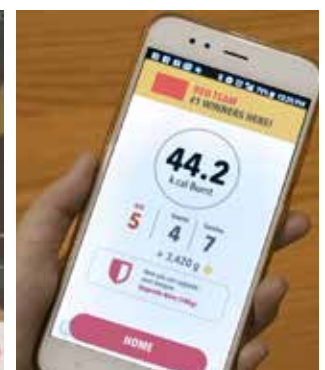
Runster

Gaming yourself into better shape

One day at university, Keerati and a group of friends sat down together and talked about life in general. They discussed about problems they were facing as university students. Among their challenges, weight gain is a prominent issue. Keerati himself put on over 15 kilograms since entering the university. Since that conversation, Keerati and his friends dug deeper into the causes of students' weight gain. They found out that one main factor was the lack of exercise. Back in high school, Keerati often played sports with his friends during lunch and after school. However, as university students, it is more difficult to get together due to different class and activity schedules. All of them have become couch slugs. When they reach home, they would play games or watch television.

Looking further into this matter, Keerati found that 1 in every 3 Thais do not move enough. Statistics say that lack of exercise causes 10,000 deaths among Thai population per year. Keerati, therefore, started to look for a way for everyone to get adequate exercise and still have fun.

Runster is the world's first online exercise game. Requiring only a smartphone and computer, the game lasts 20 minutes and is designed to help its players make necessary movements to whip themselves into shape. It can be played anywhere and anytime. Controlled by the player's body movement, the game asks players to run through a maze to collect points. The player who runs the fastest has the chance of claiming the most territory. Keerati hopes that, with Runster, he can move young people towards a healthier lifestyle, while still enjoying game experience. Moreover, he hopes to change the negative perception against online games and help the society see that games, too, can be a tool to drive social change and achieve social benefits.



Terra Capsule Zero-Waste Box



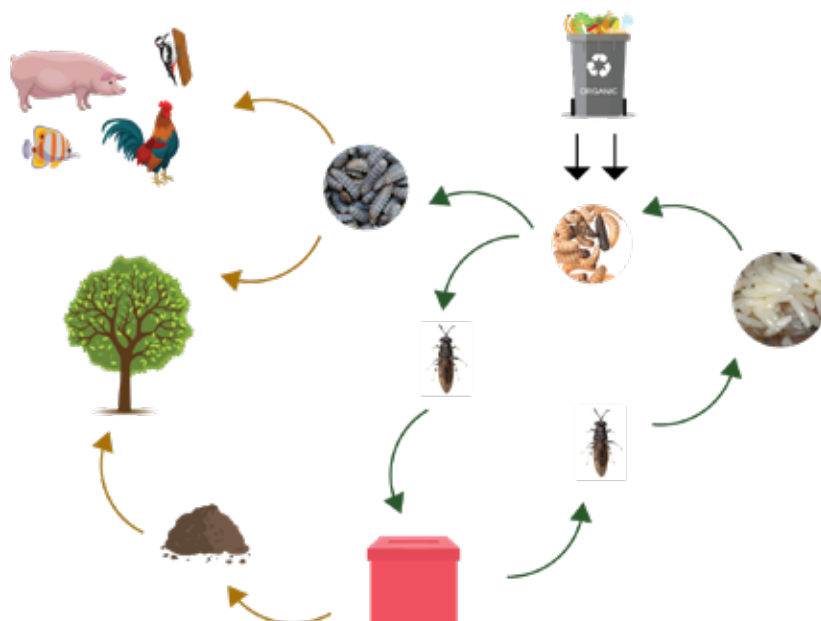
Creating circular economy from organic wastes

Best friends, Pojsawee Liengaroonwong and Dhanach Swasdiburi are former corporate employees who have turned away from the city to live a simple life. They have picked up farming and are now living in Kanchanaburi province. Upon researching for an alternative source of protein for their chickens and ducks due to increasing feed cost, they came across the Black Soldier Flies. Aside from high protein value which makes them great food for chickens, ducks and other animals, the larvae of the Black Soldier Flies are also excellent organic waste disposers. Within a matter of minutes, these larvae can eat up leftover food, fruits and vegetables given to them. With this discovery, Pojsawee and Dhanach came up with an idea, what about using the special skill of these larvae to turn them into household garbage disposers? And that is the origin of Terra Capsule.

Terra Capsule aims to be eco-friendly alternative for waste disposal by using the hands of Mother Nature. Made from plywood, the box produces zero waste. It acts as nursery for Black Soldier Flies to come lay their

eggs. Once the eggs hatch, the owner can begin to feed these larvae with any leftover food. The organic waste is digested by the larvae before it begins to rot. Over a period of days, the larvae grow into pupae, when they can be fed to animals, while their discharge can also be used as fertilizer. Black Soldier Flies do not harm human and they help to drive away house flies.

With Terra Capsule Zero Waste Box, Pojsawee and Dhanach hope to help change the way household waste is managed. They hope to reduce the problems of stinking smells, rodents, cockroaches and house flies, which are common when food wastes are not disposed properly. Pojsawee and Dhanach hope that the Terra Capsule Zero Waste Box will not only help keep the world cleaner, but will also give value to organic wastes, creating a truly circular economy.





Glean

Keeping your clothes AND
the environment clean

Rivers, canals and waterways have long been a part of Thai people's lives and history. However, the water condition of our rivers and canals, especially those in urban areas, has deteriorated dramatically over the years. The sights of black watered canals and their stinking smells are something familiar to urban dwellers.

Having lived near a canal since he was young, Phornchai Loedwuttipron noticed and was troubled by the water pollution problem. Now, grown up, with a bachelor degree in fishery and master's degree in marketing, Phornchai decided to put his knowledge into good use. His approach is to turn the "enemies" of the water into its "friends".

For over a decade, there have been growing concerns about the environmental impact of laundry detergents and the chemicals contained within them. In other words, laundry detergent is seen as one of the major "enemies" of the rivers. In Phornchai's view, turning detergent from being water polluter to water cleanser would be an ideal solution. Hence, he decided to research into the possibility of making bio-detergent

with water cleansing capacity. In his mind, if this innovation works well, every household could contribute to water cleansing process every time they wash their laundry.

Phornchai has come a long way and has now established his own brand of bio-detergent, called "Glean". Using the tagline 'Make It Clean, Make It Green', Glean comes from two words: green and clean. It is a bio-detergent formula with specific mixture of several organic agents which are capable of digesting pollution in the water. Phornchai strongly believes that his invention can serve as a turning point in solving urban water pollution. He has started working with several academic institutions to verify the effectiveness of his product, as well as applying for a patent registration for his detergent formula.





Unjisue Biogas

Harnessing clean energy from human waste

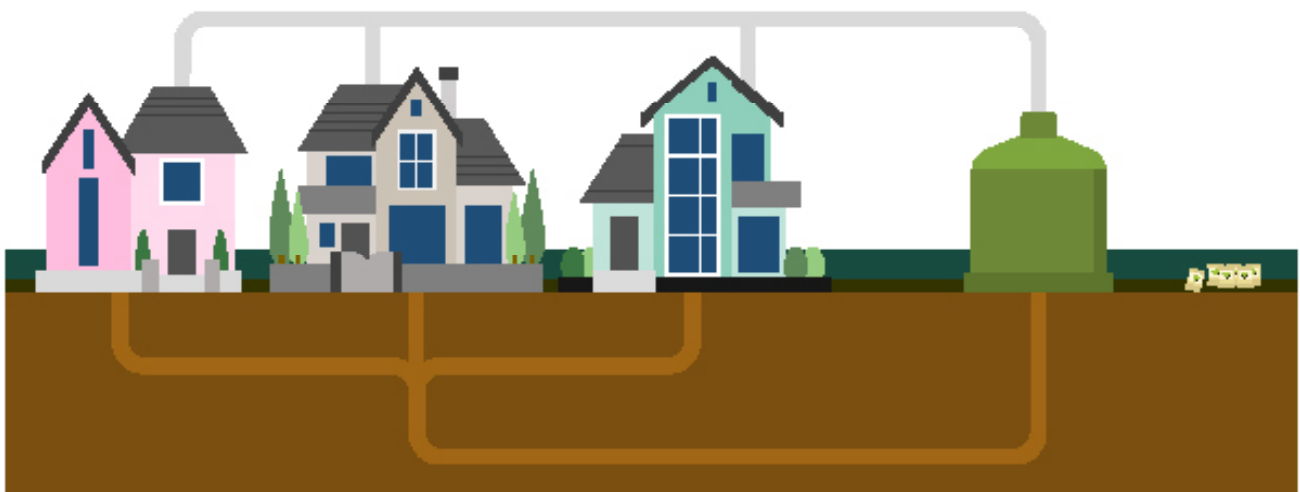
Ever since he was young, Surasak Fält has been a curious boy with fascination for inventions. He had always wondered where human waste goes after we flush them down the toilet drain. As he looked further, he discovered that the wastes are usually kept in a tank buried underground, where large amount of methane gas is released. Surasak kept this curiosity in mind, not doing anything with it, until he started his career as a teacher at the Song Hong Pittayakhom School where he met Patipat Sonaka, a local expert in alternative energy.

Surasak's idea is to make cooking gas from human wastes. Research from local and overseas institutions suggest that it is possible. Human wastes can be an effective material for producing energy. Hence, Surasak has started to work with Patipat to build prototype of this system.

Surasak's dream is to build a small power plant in rural communities. The plant will be used to accumulate

human wastes from households and leave them to decompose. Through decomposition process, methane gas will be sucked out to a different container through a clean pipe and is kept for future use. The decomposed wastes can later be removed and used as fertilizer.

Surasak believes that biogas made from human wastes has a potential to help rural household reduce their expenses. If each community can produce their own cooking gas, each household can potentially avoid paying for it and save at least 200 baht/household/month.





Organic Rice Straws

Reducing plastic straws while increasing farmers' income

Green initiatives are being taken seriously around the world. The use of plastics and Styrofoam are being discouraged and replaced with other alternatives. While some plastic-based products can be recycled, others, such as plastic bags and drinking straws, are more difficult to manage. For drinking straws, the only way to rid of them is to send them to the furnace. If not collected and disposed properly, plastic straws usually end up in the ocean and become hazardous to marine life.

Having previously worked in a company that manufactures automated garbage separator, Angkul Burinjati realizes that plastic waste is a rising problem in Thailand. According to Angkul's research, Thailand uses over 13.5 tons of straws daily, half of which are discarded into the ocean. He, therefore, takes this problem as a personal challenge to search for a solution.

Angkul has seen drinking straws made of various organic materials such as paper and bamboo. He has also seen straws made from rice stubbles when he travelled to a resort down south. However, most of these organic straws are not easily transportable, have short shelf

life, and cost much higher than plastic alternative. To popularize organic straws, Angkul needs to address these shortfalls.

As Thailand is one of the world's largest rice growing countries, with 50% of arable land being rice fields, Angkul is particularly interested in using rice stubbles as a solution to the world's plastic straw problem. Naturally protected by thin layers of fibre and safe for consumption, rice stubbles are the vegetative part of a rice plant. Currently, Thai farmers usually burn these stubbles, mow them down, and plough them into the ground after each harvest. Angkul sees these organic "waste" as an immense pool of raw materials for his product. He uses his engineering background to design a cleansing and heating process to make them safe for consumption, easier to transport, and extend their shelf life.

In the near future, Angkul hopes that straws made from rice stubbles will not only be a viable organic alternative to plastic straws for consumers, but will also be a new source of income for Thai organic rice farmers.





Sandee for Good

Digital platform for charity donation

Irawadee Thawornbut is a girl with a heart of gold. Despite being only 15, Irawadee does not see age as any barrier for doing good. Knowing that there are those less fortunate-- be them orphans, children without access to education, homeless or disabled persons-- Irawadee wants to help them all. Hence, it is not a surprise that she develops a donation platform call Sandee for Good.

Meaning 'so good' in Thai, Sandee looks to connect non-profit organizations and foundations with their prospect donors. Her inspiration for Sandee came from noticing the kind-heartedness of Thai people, who are always ready to help others in need, but may not know how. Irawadee sought after a more convenient way for Thai people and others around the world to make good on this quality, anytime and anywhere.

Developed as a website as well as mobile phone application, Sandee will be a hub for compiling donation requests of foundations in Thailand. Prospective donor can browse through lists of foundations categorized by

their social goals. Once a foundation is selected, donor will see list of items that the foundation currently needs. This list will be updated in real-time to avoid mismatch of needs and donations.

Donors can choose to donate money or specific items on Sandee platform. If a prospective donor chooses to donate items on the foundations' wish list, he can select and purchase them on the e-commerce platform that is attached to Sandee. These items will then be transported to the destination foundation, with receipt and photo record being sent back to the donor. The foundation's request list will also be updated to show that it no longer needs these items.

Irawadee hopes that Sandee will enable smaller foundations in remote areas or dangerous zones, such as Thailand's southernmost provinces, to reach out to a much wider pool of donors. The platform will also help make donations more effective and specific to the needs of each establishment.



One for One Padthai by Noppamas

Amplifying the power of giving



Since she was young, Sonchat Chanthawarang often joined her mother and grandmother on making merits and food donations at orphanages, temples and charities around her hometown. Now, as an owner of a boutique hotel in Sukhothai province, she looks to spread the joy and amplify the power of giving.

Sonchat has an idea that there should be an everyday life place, where donors and recipients can share the joy of giving. Using her love for cooking and a family recipe, Sonchat plans on opening a “one for one” padthai restaurant, where every serving purchased, leads to one being donated by the restaurant. However, not all the free servings of padthai will be given out right away. For instance, if 100 servings of padthai are sold on a given

day, 50 servings will be given away the next day in the restaurant, while the remaining 50 will be donated to an establishment in need, such as an orphanage or a temple, at an event held at the end of each month. Currently, One for One Padthai by Noppamas plans to offer 5 different flavors of padthai.

At Sonchat’s restaurant, everyone will be treated as equal. No restriction will be placed to determine who should receive the free servings of padthai. Any customer walking into the restaurant can choose to buy or eat for free. Sonchat hopes that one day, her model of “One for One Padthai by Noppamas” will be developed into a franchise to maximize the impact and spread out the spirit of giving.





Plant :D

Transforming silver population to become an economic power

Thanan Ratanachote is the founder and CEO of a social enterprise, Plant :D.

Prior to its founding, Thanan's mother suffered a hemorrhagic stroke. After her return from the hospital, her conditions kept her from engaging in her favorite hobby, gardening. Seeing how sad she became, Thanan wondered if there is any kind of plant that requires little effort, takes up little space, and can be grown indoor. He came up with the solution of planting vegetables on table tops. Within a matter of weeks after he tried this idea with his mother, she became happy once more. This experience made Thanan realize that vegetable planting could bring a source of joy and liveliness to senior citizens. Hence, he recommended the practice to his friends, and through their feedbacks he continues to develop the model until it became a business known today as Plant :D.

Plant :D is a social enterprise that promotes urban farming and distributes organic vegetables from these farms. Operating at community level, Plant :D encourages and trains retired individuals to plant organic vegetables in

their homes, using vertical farming method. It also helps sell the produce from these tiny farms to consumers in the same area, providing organic vegetables to consumers while generating income for the elderly growers.

Currently, there are over 12 million senior citizens in Thailand, a million of which live in urban areas. Around 50% of the one million urban elderly have insufficient funds to cover their daily expenses. They are also lonely and yearn for something to do. Thanan hopes that Plant :D can serve as a small part to turnaround this situation, giving the elderly a hobby as well as a source of income.

Plant :D's urban farming communities currently operate in 4 areas surrounding Bangkok. Each member earns an average 4,500 baht per month. Going forward, Thanan plans to use the lessons he has learned from these pilot sites to establish a guideline that can be used to replicate and scale up Plant :D's model to various other communities Thailand. Above all, Thanan hopes that Plant :D can help transform Thailand's aging population from an economic burden to an economic power.





ALIVE for Life

Ensuring proper emergency life-saving practice

As a rescue volunteer, Salid Joollamusik's key mission is to save lives. On various occasions, he succeeds in performing cardiopulmonary resuscitation (CPR) on strangers who have suffered cardiac arrests. However, there are also cases where he was unsuccessful. Salid knows very well that, for a CPR procedure to yield good result, the rescuer needs to perform the pushes at the right spot on the victim's body, with an adequate speed and strength. However, in real life emergency situation, this may not be the case. Therefore, Salid wants to look for ways that that he can help ensure that lifesaving rescue is not left up to chances.

Hence, Salid and his fellow students from the University of Phayao have designed and developed a device called ALIVE for Life. To be used in actual life saving situations as well as during training sessions of CPR, ALIVE for Life is a device made to help set the rhythm and depth of chest compressions in accordance with international standard by using sound and light. It aims to help ensure that CPR is done correctly and effectively regardless of who performs it.

Salid hopes that, in the near future, ALIVE for Life will be used by rescuer squads to help the increase the rate of success. He also foresees them being available in public locations such as schools and shopping malls to provide peace of mind to its users that the next time CPR is performed on someone, it will be done properly.





Insurkey

Protecting women from harm's way

According to the National Sexual Violence Resource Center, one in every 5 women faces with sexual assault at some point in their lives. Having experienced something similar when she was young, Thawanrat Siriwattanalerd wondered if there was anything that could have been done.

In many countries around the world, women can carry personal defense items like pepper spray and stun gun to protect themselves from crimes like theft, physical and/or sexual assaults. Women in Thailand, however, are not as fortunate since possession of these defense items is currently prohibited by law.

Wanting to keep fellow women safe, Thawanrat is developing an instrument that allows women to call for help when in danger. Named it "Insurkey", the gadget

is designed to look like a decorative pin that will be convenient for its wearer to carry around and easily concealable in plain sight.

Linked to a smart phone application, the wearer of an Insurkey can list up to 5 emergency contacts. When facing danger, all she has to do is to press the gadget which will send out real time location to all the contacts listed on the application. If none of them responds to the signal within one minute, Insurkey's call center will automatically notify the nearest police station to come to the rescue.

Thawanrat hopes that her Insurkey product will help keep women from harm's way. In the future, she also sees the potential for Insurkey to be applied to other uses, such as patient, child and elderly care.





Banana Land

Sustainable community-based tourism

Luckhana Sanbungko is local hero in the province of Loei. When talking about her inspiration behind Banana Land, she tells the story of the youth council in her hometown that originated from a brainstorming session.

Back when she was the council president, Luckhana had the opportunity to discuss with many youngsters about the issues faced by her community. One of the commonly raised issues is the estranged families where parents having to relocate away from homes to find decent jobs. With the hope to correct this phenomenon, the children established as a group called Chuan Nong Aom Tawai Por Luang, with 4 guiding principles: Save money, Save home, Save children, and Save time. They also tried to find ways they can help bring in more income to their community. From looking at available resources, they noticed a large supply of bananas. Hence, they came up with the idea of healthy snacks made from bananas, which they called Banana Stick and Banana Snack under the Banana Family brand.

Through developing the brand Banana Family, Luckhana began establishing many networks. People from across the country began providing support to her cause. Realizing that she could expand impact to bring in income to the larger community, Luckhana wants to develop an inclusive and sustainable tourism to transform the Phu Luang district of Loei to become an eco-tourism destination based on the concept of Banana Land. Tourists visiting Banana Land will not only experience the freshness of Phu Luang's open fields, but will also learn about local way of life, including local dishes and customs related to bananas. But beyond these touristic features, the key strength of Luckhana's model is centered on community management system where every household in the area actively participates in welcoming the tourists and income is shared among all.





Para

Adding value to rubber through contemporary design

Orakarn Sayatanan received a master's degree in Product Design from Domus Academy in Milan, Italy and a Bachelor of Industrial Design from King Mongkut's Institute of Technology Ladkrabang (KMITL) in Bangkok, Thailand. She is a designer and young social entrepreneur looking to add value to one of Thailand's top commodity: natural rubber.

Although Thailand is one of the largest producers and exporters of natural rubber in the world, most of our rubber production is exported as unprocessed raw material. As such, Thai rubber growers frequently face large price swings due to global economic cycles. Orakarn believes that the only way out of commodity cycle is through adding value to these rubber products. Hence, she began her journey to design lifestyle products made of natural rubber, under the brand Para. Her goal is to produce these products and add value to them, through design and communication,

before they are exported. Her current product range includes "Tree-in-One", a rubber based vacuum stopper which can be placed on any bottle and serves as a smart funnel and a perfect pourer.

Looking to magnify the impact of adding value to Thai rubber, Orakarn aims to create a movement for young designers to use natural rubber as key raw material for their product designs. Established as a website, the Para Story will serve as a knowledge sharing platform for young designers, rubber tappers and manufacturers looking to also add value to natural rubber. Together, she believes that this network can create a new image of rubber from Thailand, establish a country of origin for rubber designer products and elevate Thai natural rubber to global fame. Orakarn hopes that her model will be replicated, so that Para Story's cause and impact can be magnified.



1 NO POVERTY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
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GOING FORWARD



From the examples presented, there are no shortages of ideas and individuals looking to create positive changes for our society. However, to translate these ideas into tangible impacts will require collaboration from multiple parties. To provide a supportive ecosystem for social innovation, several elements are essential:

- **Capacity Building** – Incubators, mentorship and coaching are invaluable resources to groom great ideas into practices. Advices from those with more experience can serve as great sounding board for young social entrepreneurs.
- **Financial support** – Availability of and access to funds for social enterprises is a crucial factor since these businesses do not usually generate high financial return for its investors. Crowdfunding as well as philanthropists and social impact investment funds can serve as additional funding sources for the new social ventures.
- **Network & Partnerships** – No social innovation can be achieved by a single person. As mentioned earlier, successful and sustainable social changes can only happen with active participation from relevant stakeholders and beneficiaries. Hence, partnerships and networks
- **Research & Knowledge** – Data, research, publications, and institutes focusing on building knowledge on social innovation.
- **Government support** – Government recognition and support for social innovation in the form of policies, incentives, incubation and acceleration services, funding.

Government agencies, such National Innovation Agency (NIA) and National Science and Technology Development Agency (NSTDA) that are providing funds to ideas for social innovations.

Hence, we at C asean believe that accesses to the aforementioned resources and the seamless collaboration between all involved parties will lay a pathway for fostering social innovation and social entrepreneurship and will help bring us closer to achieving sustainability.



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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