

Key-note speech at 28th Asian Economic Symposium 2018
“Social and Community Enterprises for Sustainable Development Goal”

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Excellencies Ladies and gentlemen,

Dear colleagues and students .

I think today’s topic is interesting for all of us. We live in the twenty-first century that poverty, conflict, refugee crisis, youth unemployment, forced migration and global warming are global challenges. In this era, we can see a world where 1.3 billion people earn less than US\$1 a day; a world where more than 900 million people suffer from hunger, and world where the global population is growing rapidly. We are going to be aging society in the near future. These economic, social and environmental problems affect all of us, regardless of where we live – or how we make a living.

In September 2015, UN and world leaders agreed on the 2030 Agenda for Sustainable Development and its Seventeen Sustainable Development Goals (SDGs). SDGs is a shared vision of humanity for transforming our society and protecting our planet. This vision acknowledges the importance of reducing inequalities, and stress that our aim is to leave no one behind. The 17 goals are interconnected, and many of them require cooperation across national boundaries. We all own these goals – and we can only achieve them together. We must build new and innovative partnerships.

Why topic today is” Social and Community Enterprises for sustainable Development Goals”. May I invite you look at the slide on the ‘Three Economic System’. The diagram shows how social and community enterprises differ from other organizational settings such as business firm and public agencies. Based on this perspective, the social and community enterprises may be seen as the ‘third sector’ in economic system, including cooperatives, social enterprise, foundation, among other. Driven by the objectives, the third sector incorporates business operation with social activities.

Whereas, business firms focus on profit-making activities, and the governmental agencies are focuses on providing public facilities and supports to the overall ecosystem of the society.

There is a good news that, after two years of the Sustainable Development Agenda, World Economic Forum reported that there are many good examples of building SDG ownership, such as the SDG consultation processes with relevant stakeholders around the world. Likewise, the social and community enterprises have been developing business model and collaboration with strategic partners in public and private sectors in order to achieve both business and sustainability objectives, thereby realizing the 17th Agenda of SDG.

Today, I have one example of our research work to share ideas with you. It's an innovative business model which was created as a tool of community enterprise for sustainable development. Let me briefly introduce my organization and our research work related on the topic.

My organization, the Cooperative Academic Institute. CAI is one of an organization under Faculty of Economics, Kasetsart University. CAI's vision is "to develop social innovation to promote co-operative value addition sustainable development. It aims to conduct research, provide academic services and promote networking by engaging faculty members and others who agree on our vision. Since 2004, CAI has conducted the research Program on the title of "The Development of Co-operatives and Fairtrade" (The DC&F) which supported by Thailand Research Fund (TRF).

The DC&F emphasizes on the importance of collaborative arrangement to maximize the benefits of research through an enhanced process of utilization, commercialization and technological transfer. CAI have got the experiences about sustainable practices to create innovative business model for coops /community enterprise. Sampran Community Enterprise is one of our research results under the DC&F.

Let me talk about "The Sampran Community Enterprise". Sampran Business Model may be seen as an innovative business model for community that can realize both business and sustainable development goals. It point out a number of advantages of value chain development in community businesses. The development can obviously add value to farmers' products, enhance the development of various activities balancing the economic, social, and environmental aspects, and bring about business networks supporting and encouraging the integration of the "People-Public-Private Partnership."

Sampran Community Enterprise locate in Sampran District, Nakornpatom Province, It's around 50KMs far from Bangkok. The district that was known as the largest area of chemical cropping in Thailand. For many years that community people have encountered the problem of pollution effected by

industrial waste disposed directly into Tha Chin River. This situation creating negative effects on livelihood of local people, especially organic vegetable farmers.

Beginning in 2010 as a research project under the DC&F programs . The main research question is :how can promote the sustainable practices to improved the agroecology production systems and livelihood of Sampran community . CAI contributed coaching teams for capacities building and creating innovation process through value chain development platform. Platform that brings all parties to share common goals and commitment along the chains from upstream to downstream of the business system.

This picture show the value chain of Sampran Business Model. On supply side of the chain, we focus to create additional value of organic vegetables through farmers groups. The major activities are to improve farm planning, cost reduction, productivity. We employed Participatory Guarantee Systems (PGS) as a tool to develop groups of farmers and prepare them to become IFOAM certified organic farmers. Each of farmer groups were trained to upgrade their post-harvest practice, grading, packaging, branding, and tractability system, as well as new product development.

Meanwhile in the middle of the chain, the Bliss Foundation was established as a managerial unit to formulate strategic plan, business plan, foster inspiration and collaboration among alliance in the business ecosystem to achieve its common goals.

While, in the demand side, we focused to stimulate growing demand from customers. We established farmers' market, organized annual festivals of sustainable produce and agro-tourism, advertising on media channels and Internet platforms.

Sukjai market - as a farmers' market that community' producers sell their green products directly to the ethical consumers.

Patom Organic living cafe as an outlet of green products that located in Bangkok under our concept of organic living.

At present, Sampran Community Enterprise has scaled up in association with the organic farmer groups in the north eastern province. The objective of this partnerships was to promote demand-driven supply network business model where the 5star hotels in Bangkok and conventional centres buy organic rice directly from farmers groups through direct marketing.

Recognized that, there are a wealth of experiences about sustainable practices and linkages to markets that are best adapted to agroecological production systems, TRF in collaboration with CAI has promoted Sampran Community Enterprise as living learning center for knowledge transfer to public interest.

I hope that, CAI's experience and Sampran Community Enterprise could provide us a primary sample of such mechanism of people-public-private partnership for sustainable business development. To me. In many areas, business as usual will not do. Governments, businesses, civil society organisations and academia must work together to find efficient, sustainable solutions locally, nationally and globally, thereby paving the way towards the global sustainability goals.

I hope all of us could enjoy learning and exchanging valuable experiences today. And I am very much confident that we will have an inspiring and fruitful discussion, as well as key take-aways and possible cooperation in near future. I thank you so much for this honor and your attention. Thank you very much. Thank you.