



## SEED Symposium Bangkok 2020

Beyond Exchange: Empowering Green and Inclusive Partnerships to Promote Eco-Inclusive Entrepreneurship for Sustainable Development

21 – 22 January 2020 | True Digital Park (Pegasus Building), Bangkok, Thailand

Sustainable development and green economy agendas have increasingly drawn global attention in recent years. Southeast Asian nations have devoted resources within their private, public and social sectors to shifting policy and cultivating an ecosystem that answers to the international objectives of UN Sustainable Development Goals and Paris Agreement commitments. The Association of Southeast Asian Nations (ASEAN) has attested to the importance of intergovernmental cooperation for climate-smart, sustainable and inclusive regional economic development. In 2019, under the Thai government's chairmanship, ASEAN dedicated itself to "Advancing Partnerships for Sustainability" – thereby acknowledging the importance of collaboration and mirroring the United Nations Sustainable Development Goal 17 around Partnerships for the Goals in transforming our economies and societies. Founded in 2002 as a global partnership for action on sustainable development, SEED offers business development programmes (from incubation to acceleration) that support small and growing eco-inclusive enterprises – offering locally-driven, innovative products and services with positive environmental, social and economic impacts – to start-up and scale-up their contributions to green economies and sustainable development. Alongside SEED's direct enterprise support programmes, SEED facilitates ecosystem building opportunities to mobilise partnerships between private, public and social sector actors and co-create targeted policy and finance-based mechanisms that enable these enterprises to succeed as core drivers and innovators in the transition to green and inclusive economies.

The SEED Symposium Bangkok 2020 from 21 – 22<sup>nd</sup> January brought together around **180+ enterprises, financial institutions, policy-makers, donors, business development service providers** and others to develop innovative approaches and partnerships that promote social and environmental entrepreneurship in sustainable development and green economy agendas.

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## Highlights of SEED Symposium Bangkok 2020

Participants joined together from 21-22<sup>nd</sup> January at [True Digital Park](#) in Bangkok to discuss, collaborate, and co-create through engaging discussions and interactive solution prototyping sessions at the SEED Symposium Bangkok 2020, the first SEED Symposium in Southeast Asia.

The 2020 Symposium was opened with speeches from **Dr. Lewis Akenji**, SEED Executive Director and **Dr. Alexander Raubold**, Counsellor for Economic & Commercial Affairs, German Embassy in Thailand who set the scene for the major themes to be discussed during the next two days. Dr. Lewis Akenji extended a warm welcome to the first Thailand SEED Symposium and shared his excitement for the pivotal role that the SEED Thailand Hub will provide in creating partnerships for eco-inclusive entrepreneurship which contributes toward the SDGs and the Paris Climate Agreement commitments. Dr. Alexander Raubold highlighted SEED tried and tested methods which foster the policy environment needed to support eco-inclusive enterprises; accelerate the financial mechanisms needed to fund eco-inclusive enterprises missing-middle financial gap; and upskill eco-inclusive enterprise stakeholders that collectively contribute to developing a green and inclusive economy and society.



## SEED Low Carbon Awards Celebration, Enterprise Pitches and Exhibition

To celebrate achievements and discover the journeys of the SEED Low Carbon Award Winners 2019, supported by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) through the International Climate Initiative (IKI), the Symposium put the spotlight on our winning enterprises to share their journeys and showcase their successes.

In addition to the Awards Celebration at the SEED Symposium Bangkok, all SEED Low Carbon Award Winners and Finalists from Thailand and Indonesia received a well-deserved recognition at **SEED Awards Ceremony at Embassy of the Federal Republic of Germany**. Mr. H.E. Georg Schmidt, the German Ambassador to Thailand, honoured the [SEED Low Carbon Award Winner 2019](#), with an Awards Ceremony and Reception at his residence in Bangkok. All five exceptional eco-inclusive enterprises from Ghana, India, Indonesia, South Africa, Thailand and Uganda shared their enterprise journeys. They were joined by eight finalists from Thailand and Indonesia who have similarly innovated products and services as climate change adaptation and mitigation responses.

The awards were graciously presented by **his excellency Mr. Georg Schmidt**, the German Ambassador to Thailand, and **Lewis Akenji**, SEED Executive Director. Each award winner pitched his/her winning enterprise's innovative climate change mitigation and adaptation response and shared remarks on SEED enterprise development support as well as the enterprise's partnership opportunities and growth plans for generating social, economic, and environmental impacts in their community and beyond.



**Fang Thai** announced its plans to scale-up their biodegradable rice straws paper packaging production through building networks with organizations that want to mitigate rice straw burning pollution and noted how SEED Low Carbon Awards have been supportive through the SEED Catalyser workshop. **Hustlenomics** shared how the SEED Catalyser support that they received as an award winner enabled the enterprise to create a more robust business plan. For **Mycotech**, being a SEED Low Carbon Winner has enabled them to grow through creating more contract agreements with clients internationally. **Nelplast** urged the importance of replicating business models for plastic waste management to other regions in Africa and beyond. **Tusafishe** discussed the sizeable impact that they have had as an enterprise that addresses social and environmental issues by hiring local women to produce, sell and install their automated low-cost waste filters.

The eight Low Carbon Awards finalists from Thailand and Indonesia had also shared their perspectives during the enterprise pitches in between sessions of the Symposium. **Listenfield** is Thai digital platform and information provider that brings in precision farming to support smallholder farms. **Sunnycotton** is an enterprise that produces reusable cloth menstrual pads from locally sourced cloth materials. Solar power systems producer **SunSawang** Company Limited offers combined solar product and service contract that users can pay in instalments which makes solar systems accessible to lower income households. **Yoddoi Organic** sells organic Arabica coffee and employs the Akha hill tribe as coffee growers to generate sustainable income for farmers. Indonesian-based **FAM Organic** is an organic urban farming centre that produces organic products and offers workshops on organic farming. Indonesia's **Komodo Water** produces and sells water and ice blocks for fishermen, fish sellers, and tourist boats. **Rahsa Nusantara** creates healthy and traditional Indonesian spices. Indonesian **Puffer Pure Water** manufactures waste water treatment plants and offers contracts to process brackish and waste water into clean water with a rental system

The Low Carbon Awards winners and finalists exhibition showcased the innovative entrepreneurial approaches to drive sustainable development and the low-carbon economy.



## Panel Discussions & Parallel Sessions

### Day One

SEED Symposium Bangkok 2020 hosted nine diverse discussions in different formats, including high-level panel plenary discussions, participatory parallel sessions, and hand-on workshops. During the two-days, the Symposium served as a platform to link various groups of stakeholders to present current activities and discuss the mobilisation of further efforts to support the role of socially inclusive and environmentally friendly enterprises in green and inclusive economies.

Following the welcoming remarks, the first plenary panel addressed **Empowering Partnerships: Advancing Eco-Inclusive Entrepreneurship for Green and Inclusive ASEAN Development**. The session explored the opportunities to advance partnerships for sustainability in the Association of Southeast Asian Nations ([ASEAN](#)) region by strengthening eco-inclusive entrepreneurship for market-based solutions that empower marginalised populations and contribute towards the green economies. The panel discussed three main topics: Paths to the [Sustainable Development Goals](#), Eco-Inclusive Entrepreneurship as the Means to Sustainability, and Empowering the Roles of International and Regional Actors.

**Mr. Savinda Ranathunga**, the Regional Youth Project Coordinator of the *United Nations Development Programme (UNDP)* supported SEED's ideas of inclusive employment and prioritized youth entrepreneurship as a way to sustain the green economy. **Mr. Tristan Ace**, the Global Lead of Programme Development, Social Enterprise and Inclusive Economies of the *British Council* expressed the importance of promoting eco-inclusive entrepreneurship through establishing financial and market-based support mechanisms that align with the SDGs and engage the ASEAN community. **Dr. Poonchai Chitanuntavitya**, the Vice Chairman of the *Social Enterprise Thailand Association (SETA)*; and Chief Medical Officer of the *Social Health Enterprise (SHE)* provided insights into the connection between physio-social health of employees to improving their efficacy in work that inevitably contributes to collaboration and sustaining partnerships for the social impact organizations. **Mr. Nhlanhla Ndlovu**, the founder of *Hustlenomics* and a SEED Award Winner in 2019 from South Africa shared his enterprise framework, which provides training to and employs women and youth to build recycled-brick-homes with affordable rental income as an exemplary example of eco-inclusive enterprises' contributions towards the SDGs.

The Symposium proceeded to three parallel sessions after the morning break.

In the first breakout session, **The Rule: Beyond the Policy**, Janet Salem (UN Environment), the session's moderator, heard from key speakers, including **Dr. Warin Ratchananusorn, Director of Digital Startup Institute**, **Dr. Songphon Munkongsujarit, from National Science and Technology Development Agency (NSTDA)**, **Mr. Romy Cahyadi, Founding Partner of Instellar, Indonesia**, **Mr. Radtasiri Wachirapunyanont, Program Manager Thailand of New Energy Nexus** and **Ms. Atiek Puspa Fadhilah from Komodo water, SEED Finalist 2019 Indonesia**.

The main speakers shared their experiences on current policy and good practices. Thailand has a policy that engages digital technology and digital service providers to help local entrepreneurs by directly supporting top-tier companies to create a trigger down effect to smaller entrepreneurs. The good practice example shared from Thailand comes from a programme to incentivise start-ups in Special Economic Zone (SEZ) using tax benefits and control of land prices. While in Indonesia, under the National Development Planning, the government is currently drafting the law in an attempt to mainstream eco-inclusive entrepreneurship as part of SME sector.

The discussion continued to explore the common challenges facing eco-inclusive enterprises. Access to finance was brought up as one of the main challenges for eco-inclusive enterprises as finance

institutions do not consider social enterprise as mainstream business. Lack of a (mature) ecosystem that can support the incubation and scale-up of eco-inclusive enterprises is another challenge which led to the issue of access to new skill sets and new technologies & innovations.

Building on the current policy frameworks and challenges discussed, key actors in the room suggested what should be covered in the policy design process. These recommendations included the development of (1) Creative policy framework to support the entrepreneurial ecosystems; (2) Boost startup funds and attach it to rural –entrepreneurship Development Programmes; (3) Efficient collaboration across different ministries to simplify the support outreach; (4) Tax penalty on use of resources (Raw Materials) or single use of plastic; (6) Creative financing/funding source, e.g. from pollution tax; (7) Create awareness on sustainability and public participation policy dialogues; (8) Decentralize energy and encourage renewable energies; and (9) Education systems that support eco-inclusive entrepreneurship. As next steps, the stakeholders recommended possible collaboration on: (1) Encouraging participation of enterprises in policy dialogues to ensure that the enterprise perspective is incorporated in future policy drafting; and, (2) Creating synergies between government and intermediaries to work on policy inputs. There are already some good practices for this in NESDB's policy labs and SEED's Policy Prototyping Labs, and (3) Greening supply chains through incubating small eco-inclusive enterprises in big business supply-chains.

The second session, **The Intermediary: Social Enterprise Landscape Survey Thailand – Methodology Development Workshop** was by special invitation. Hosted by the British Council, Social Enterprise Thailand Association (SETH), Social Enterprise UK and Thailand Development Research Institution (TDRI), the session engaged key intermediary actors to design and develop a methodology for the 'state of social enterprise' survey in Thailand. The Survey, as part of the series conducted globally, aims to provide a summary of the current size, scale and scope of the social enterprise sector.

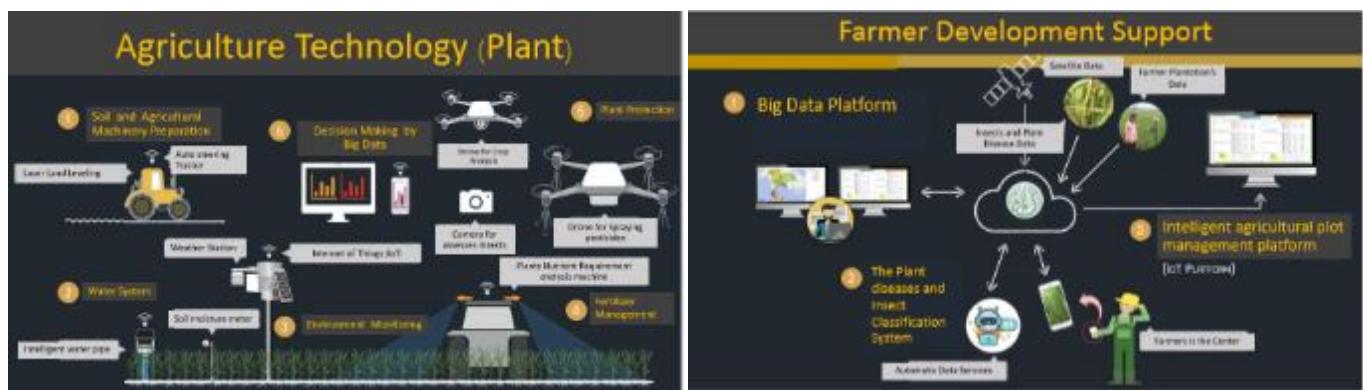
For Thailand, this will be the first survey of SEs since the passing of the new Social Enterprise Promotion Act. Mr. Tristan Ace commenced the workshop by giving the background history of the [Global Social Enterprise programme](#) with Social Enterprise UK then an explanation of the survey methodology by TDRI. The discussion covered four key questions: 1) How can we "intermediaries or supporters" reach out Social Enterprises operating in remote parts of Thailand in order to ensure the study is as inclusive as possible? 2) How can we ensure that we are engaging beyond the 'usual suspects' in reaching out to potential respondents (e.g. to Enterprises that may meet the criteria of being a social enterprise, but not know that they are)? 3) What are the key challenges anticipated in the data gathering process? 4) How can the stakeholders in the room support the process?

The workshop resulted in several key points to keep in mind while conducting the survey. First, the definition of Social Enterprise in this survey is broader than that of the Social Enterprise Promotion Act. Aimed at making the survey as inclusive as possible, the definition of SE in this survey includes 1) SEs certified under the SE Act; 2) SEs that have not been legally certified (or are in the process); 3) other SEs 4) business units set up by non-profit organizations; 5) community enterprises; 6) cooperatives; and 7) SEs which are subsidiaries of corporates. Key stakeholders in the room as/with potential informants will be contacted once the survey form is complete. The expected roles include 1) the distribution of the survey to target organizations/SEs; 2) providing comments during the development of the survey to yield the most useful results that reflect an accurate estimation of the number of SEs, as well as other information for better understanding of the current situation and trends; and, 3) to serve as database that will in turn benefit intermediaries to achieve their goal in advancing SE development. SETH will take up the coordinating role for survey development and next steps after this workshop. The timeline of a complete report is the fourth quarter of 2020.

The third parallel session, **The Money: Beyond the Cash**, was moderated by **Mr. Mirko Zuerker**, the Head of SEED Asia. **Ms. Ada Hua**, Head of Inclusive Business ASEAN of Covestro made a point that there needs to be a deeper understanding on which funding mechanisms matches with which enterprise

development stage and to take advantage of replication (not only scaling up) of business models via corporate value chains. **Mr. Adi Reza**, founder of *Mycotech* and SEED Award Winner in 2019 from Indonesia shared his experience with seizing multiple financing sources such as an academic research fund for his prototypes and development finance institutions for scaling up his international brand collaboration. Mr. Reza urged the need for partnerships to create opportunities to access finance for eco-inclusive enterprises and to rely not purely on equity since finding impact investors with the right risk appetite are difficult to find in Southeast Asia. **Ms. Ada Chirapaisarnkul**, who is the founder of the *Thai Young Philanthropist Network (TYPN)/Taejai*, discussed the importance of finding innovative finance platforms to assist with people from the least privileged socio-economic backgrounds in Thailand. She highlighted the need for collaboration between corporates, SMEs, and research institutes to help bring investors on board. **Mr. Ittiporn Intravitisit**, the First Vice President of the Corporate Credit Product Management Department of the Kasikorn Bank Thailand (KBank), talked about how mainstream banks such as KBank are not equipped to fund eco-inclusive enterprises because they do not have mechanisms to evaluate social and environmental enterprise financial plans. In addition, he stated that most banks view eco-inclusive enterprises as a financial risk as eco-SMEs typically do not have collateral to access commercial bank loans. The session panellists agreed to the value of the term “relationship-based financing”, whereby stakeholders need to have partners and work across sectors. This is a concept that can developed further by all stakeholders in advancing access to finance for eco-inclusive SMEs in Southeast Asia.

The second plenary discussion of day one **Innovating Partnership Approaches: Towards Public Private Partnerships for Thai Agriculture advancement** was hosted by SEED in collaboration with the Puay Ungpakorn Institution of Economic Research, Bank of Thailand. This session showcased the ongoing projects led by the public sector to integrate the government's rich database and private sector's technology, in particular to engage agri-tech startups. **Dr. Dares Kittiyopas, Inspector-General, Ministry of Agriculture and Cooperatives**, shared Thailand's Agriculture 4.0 Policy that aims at leveraging the government's big data to steer a smart agriculture development throughout a farming process from seed selection and soil preparation, water-land-environment management and climate-resilient precision.



**Mr. Nopadol Srisun, Executive Vice President, Bank for Agriculture and Agricultural Cooperatives (BAAC)** shared BAAC's vision 2020 “High Integrated Value Chain for Agri-Tech Finance” which aims to promote the use of innovation and technology to enhance the efficiency of agriculture and food supply chain, from farming to processing and marketing. He showcased 21 current farmer networks in Chantaburi and Phetchaboon Province of Thailand.



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**Ms. Thanika Chintanapan, Founder and CEO of Biomatlink** represented her startup that partnered with government agencies including BAAC to provide smart farming application added the specific case of cassava farming. Biomatlink mobile farming application links supports from all involved stakeholders (farmers, agricultural cooperatives, banks, supporting government agencies, academic institutions, farming equipment service providers and buyers) in a systematic, collaborative model. The benefits of the systematic linkage range from farmer network empowerment and negotiation power, quality control and product improvement, to downstream marketing management and data collection. **Mr. Hien Huynh, Co-Founder, Talad App** seconded Ms. Thanika's opinion on the mutual gain of all stakeholders with the use of technology.

The session proceeded with survey questions to the audience on the challenges and enabling factors posed by digital technology applications in agricultural development. The results revealed that **Access to Finance, Access to Markets and Skills & Talents were voted as top priority challenges** whereas **Research and Development was perceived as the number one enabling factor** to the sector's advancement.

The discussion continued with **Dr. Sommarat Chantarat, Head of Research Unit, Puey Ungphakorn Institute for Economic Research, Bank of Thailand** on PIER Sandbox for Public Private Partnerships for the development of sustainable agricultural insurance and credit for Thai farmers. The project creates a sandbox demo area to develop sustainable agricultural insurance and credit for Thai Farmer. Using technology platform provided by startup social enterprises, PIER aims at gathering information from relevant government agencies such as climate information from the Geo-Informatics and Space Technology Development Agency (GISTDA), credit transactions from BAAC and farmer registration from Department of Agriculture Extension (DOAE) to analyse and design appropriate roles of government, as well as develop price and credit scorings mechanisms for loan and insurance products that target farmers. **Dr. Rassarin Chinnachodteeranun CEO of Listenfield, SEED Award Finalist 2019, Thailand** and **Mr. Aukrit Unahalekhaka, Co-Founder and CEO, Ricult** explained the engagement and contributions from eco-inclusive enterprises especially in bringing in new technology as a tool to manage farming and analyse risk from climate and location specific weather. This, in the end, helps farmers' precision to assess risks based on the type of crops, timing of the year and even how much and what type of care a specific farm plot needs in order to yield the best harvest. By knowing this more accurately, collected and analysed data can inform the design of innovative insurance products or credit scores.

As conclusion, **Dr. Nipon Poapongsakorn, Distinguished Fellow, Thailand Development Research Institute (TDRI)** framed some elements of what a new partnership approach should be. He suggested a four-prong partnership where 1) government takes the role of facilitator, funder and data provider; 2) academia serves as a source of innovation (for knowledge, science and technology, R&D); 3) the private sector, including social enterprises, operates as extension agents to provide solutions using technology and innovations; and 4) farmer groups work together in a mixed top-down, bottom-up and market-based model.

All sessions' content were summarised and synergised during the **Consolidating Action: Building Momentum around Eco-Inclusive Entrepreneurship Promotion and Development moderated by Dr. Arab Hoballah, Team Leader, SWITCH-Asia Sustainable Consumption and Production Facility**. This synthesis session reflected on takeaways from all sessions and identified the next steps for collaboration. **Dr. Lewis Akenji** emphasised the key points from the Empowering Partnership session about the framework and opportunity to address climate change. He suggested more involvement of SMEs in building partnerships for sustainable, inclusive development. However, the enterprises alone cannot tackle and mitigate Climate Change problem. Therefore, a greater role for government is envisaged in aligning policy and regulations to support and generate positive environmental impacts. On that note, during The Rule parallel session, **Ms. Janet Salem** summarised the governmental policy interests/mandates discussed. There has been a continuous attempt to collaborate through innovative government policies such as water treatment, innovation policy 4.0 and education policy. Thai Government has indeed already realised the role of policy and policy-makers in enabling eco-inclusive enterprises to start and scale up their positive environmental, social and economic impacts. However, **Mr. Mirko Zuerker** made a point that in order to enable eco-inclusive enterprises, we must understand the roots of problems that SMEs are facing, one of which is financing. SMEs are still facing barriers to access finance and especially early stage SMEs are not understood by financiers. This can be addressed through partnership or partnership based financing. From The Intermediary perspective, **Ms. Tarlapraporn Punyarin** urged the community of supporters to contribute to the design of the methodology specific for Thailand to reach out and connect social enterprises in the ecosystem to ensure inclusive support for everyone. She also urged intermediaries to create a clear pathway or roadmap to work together. **Dr. Rassarin Chinnachodteeranun** then highlighted the significance of partnerships as the next step to advance eco-inclusive enterprises, especially Innovative Public and Private Partnerships. She also added her entrepreneurial perspective that enterprises need to find a collective comfort zone where they can work together, regardless of whether or not they are competitors in the market. There should be room where all parties can get involved and integrate partnerships to push toward sustainability.

## Panel Discussions & Parallel Sessions

### Day Two

The SEED Symposium started again on day two directly with three parallel discussion sessions.

**The Investor: Beyond the Profit workshop** was moderated by **Mr. Itty Varugis** who is the Asia Regional Coordinator of *Private Financing Advisory Network (PFAN)* and was co-facilitated by **Mr. Amarnath Munnolimath**, the Head of *SEED Enterprise Support programmes*. The panellists included **Ms. Martina Estrely** from *Kinara Indonesia*; **Ms. Caroline McLaughlin** from *Asian Venture Philanthropy Network*; **Ms. Hong Sin Kwek**, who is the CEO and Founder of Phoenixict Co., Ltd and *Sinwattana Crowdfunding*; and **Mr. Nelson Boateng**, the founder of *Nelplast*, SEED Low Carbon Awards 2019 Winner. The panel discussed the three readiness issues faced by enterprises: 1) financial readiness, 2) business model readiness, and 3) other non-financial readiness. The discussion aimed to pinpoint the gap in understanding between enterprises and investor of investment criteria. The discussion started by differentiating between impact investors and commercial banking and venture capital investors. Besides the common knowledge that impact investors value social and environmental impact, the discussion on business model readiness also raised the point that impact investors are interested in enterprise' mission and alignment with the Sustainable Development Goals (SDGs). Other non-financial readiness issues identified included enterprises' inability to evaluate and document their impact to attract investors who understand enterprises with social and environmental impacts. In addition to banks and venture capitalist, intermediaries must understand the challenges that eco-inclusive businesses face to assist businesses in creating better business models as a step towards financial readiness.

**The Impact: Beyond the Outcome** workshop was hosted by **Aspen Network for Development Entrepreneurship (ANDE)**. It showcased four impact measurement tools and then opened the floor up into four co-creation break-out tables where participants discuss each tools' challenges, recommendations, and gaps. **Ms. Haidy Leung**, Business Development Specialist of *Change Fusion* presented their *ChangeVentures Co., Ltd. Impact Bento*; **Ms. Visit-orn Rajatanarvin**, the Director of Knowledge Centre of *Mae Fah Luang Foundation* shared her community-based three Ss indicator development model towards sustainability; **Ms. Kajarin Yotdam**, co-founder and COO of *Groots*; and **Mr. Mirko Zuerker**, Head of *SEED Asia*, were present.

Ms. Leung spoke about the *ImpactBento* which is a collection of user-friendly impact management tools for impact planning, measurement, reporting and internal improvement, developed to align with the standards of the European Commission and G8 Social Impact Investment Task force. Ms. Rajatanarvin shared *Mae Fah Luang Foundation's* three Ss (survival, sufficiency, and sustainability) model towards sustainability that surveys Thai rural communities by using economic, social, and environmental indicators to measure their development. At *Groots*, Ms. Yotdam has developed an impact measurement system that is user-centred to make available the local community level information in Southeast Asia. From *SEED*, Mr. Zuerker presented the *Impact Simplifier* which is a free online tool that works like a digital questionnaire for enterprise to easily assess and visualise their enterprise triple bottom line impacts based on researched outputs. Most of the tools received recommendations from session contributors, including the proposal to include qualitative data into their measurement tools and to integrate their tools into larger frameworks such as research institutions and other national or global frameworks. The gap identified across all four tools was the ability to make the tools accessible and understandable for users with low literacy and numeracy rates.

**The Corporate–Community Partnerships: Beyond Responsibility** session hosted by **Yunus Thailand** started with a roundtable discussion of experience and perspective sharing on new roles for business CSR that moves beyond only philanthropists but also looks at longer term contributions to sustainable development, community engagement and sustainable financing. To determine and analyse the need

and demand for enabling actions that will empower corporates, the session used a focus group workshop approach for participants to explore ideas for the promotion of more impactful and inclusive corporate sustainability strategies, especially through Social Business partnerships with communities. Yunus Thailand will carry forward the initial results and incorporate them into its CCP programme to be developed.

**The Co-Creation Lab: Engaging Policy-Makers to Multiply the Impacts of Small and Growing Environmental and Social Enterprises** collected insights from the interactive two-day Symposium on the potential to stakeholders to co-create policy and financial instruments that enable eco-inclusive enterprises to realise their potential and successfully scale.

Dr. Lewis Akenji, SEED Executive Director, moderated the session. He emphasized that national and international (such as ASEAN) policies can potentially multiply impacts in neighbouring environments by influencing various actors across private, public and social sectors. Dr. Akenji then initiated the policy prototyping process by consulting the audience to identify the priority sectors within the Thai eco-inclusive enterprises ecosystem. The priority sectors that selected were Agriculture, Urban Waste, and the Digitalized Economy 4.0. Based on this selection, groups formed to discuss challenges, existing policy solutions, potential solutions and the potential stakeholders/sectors (i.e. private sector, finance, intermediaries, and policy makers) to address the core needs of the chosen sector.

In the **Agriculture** sector, the challenges identified included access to business development support and services, ageing farmers, low income levels, deforestation, soil erosion, crop burning, insufficient access to equipment and technology for small farmers, climate change, land ownership and water management. With some common gaps in the existing policy solutions, including a top-down approach that is not inclusive of all groups, the current policies do not effectively respond to these challenges. The group, hence, suggested several alternative solutions and committed to looking further at tackling land ownership issues through agri-tourism support and services for farmers without formal land ownership. The possible ecosystem actors to develop this proposed policy solution further include from the **private sector**: Airbnb, Community Development Department (Pracharatraksamakkee), GreenNet, Local Alike; **intermediaries**: Chiangmai University, Social Science Institute, TDRI; **public sector**: MoAC, DoAE, Agriculture Land Reform, Royal Forest Department, MSDHS, TAT, Ministry of Tourism (Eco-Tourism) and OSMEP, and for the **financial/funding sector**: Sinwatthana, [Taejai.com](#), and BAAC.

On the topic of **Urban Waste** policy co-creation, the challenges identified were lack of access to markets or incentives for recycling, lack of innovation in waste collection, insufficient access to technology, disincentives of waste prices for entrepreneurs. Whereas, existing policy solutions merely include broad framework on Thai waste management policy with a partial ban on single use plastics and support from the Social Enterprise Promotion Act. The group discussing this sector proposed a more holistic approach to phase out of single use plastic such as educational programmes, research funds for innovation and sustainable waste recycling. The group proposed the Standardization of Packaging Act as a potential policy instrument to address difficulties in waste collection by regulating bottle sizes and shapes and establishing a mandate for biodegradable plastics or alternative products. The possible ecosystem actors to be targeted include from the **private sector**: Unilever, Singha (Beverage Co.), ThaiBev, Family Mart, SCG Cement group, Grab, FangThai, 7-11, and Food Panda; **intermediaies**: Universities, science parks, SEED, Change Fusions, and NSTDA; **public sector**: Ministry of Environment, Municipalities, Ministry of Industry, and the Stock Exchange of Thailand; **financial/funding sector**: NIA, DEPA, WorldBank, ADB, and EU.

Within the co-creation discussion on the **Digital/Technology** sector, the challenges identified in the current semi-digital economy included unclear beneficiary groups, overlapping programmes that do not address people's needs, and support programmes which focus only corporate players. While there are existing solutions such as BOI incentives and support programmes for corporates and urban centres,

digitalization would still leave rural marginalized populations behind without inclusive policy reform. A solution titled “Digital OTOP Social Impact Bond” arose as a public-private partnership policy instrument to tackle these challenges. The Bond will leverage private investment and taxation to deliver social outcomes. The key players in this ecosystem comprise: **private sector**: AIS, True, Ed-Tech enterprises, University Training Extension (AIT), SCG, PTT, SCB, Bangchack, and Bangkok Bank; **intermediaries**: Monitoring & Evaluation Agency (Yunus); **public sector**: BAAC, BoT, DEPA, Ministry of Agriculture, STI, and Education, as well as the private sector and government as the primary **financial/funding** sources.

## Building Momentum as Ecosystem Supporters

At SEED, we would like to thank media correspondents ranging from mass media, newspapers, magazines, and broadcasting television who amplified SEED-supported enterprises impacts through their coverage of our activities, and more importantly all SEED Symposium Bangkok 2020 partners and supporters who look forward to continuing to collaborate with as we jointly promote entrepreneurship for economically and socially inclusive and environmentally sustainable economies – through advancing and empowering partnerships and other mechanisms that involve the entire ecosystem of enterprise champions.

### Samples of Media Coverage

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ข่าวทั่วไป

## ไทยเจ็งค์วาระงวลดิลกภัณฑ์เป็นมิตรต่อสิ่งแวดล้อมจากฟางข้าว

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