



Kenan
Institute
Asia

Kenan Institute Asia Annual Report 2017

VISION AND VALUES

Our Vision

Empowering people with the knowledge, technology and skills necessary for a sustainable future.

Our Values

Partnership: We collaborate with our stakeholders to co-create and deliver services and programming that address the real challenges facing the people of the region.

Inspiration: We are passionate about creating a sustainable future and take action to make it happen. Through our actions, we inspire others to act and do the same.

Leadership: We are leaders in the field of social and economic development. We empower courageous, adaptable people to succeed in solving the challenges of globalization and provide opportunities and dignity for everyone.

Integrity: We care deeply about our work and our reputation. We do not compromise our ethics, our values, or our professionalism. We take personal responsibility and use good judgement to drive our values in everything we do.

How we Achieve our Vision

- Leveraging the private sector and our development expertise in order to address key social and economic development challenges.
- Implementing engaging, exciting activities that promote business and economic development, improve public health and education outcomes, and foster inclusive, sustainable communities.
- Establishing boundary spanning partnerships that build collaboration between key stakeholders in government, the private sector, academia and civil society.
- Utilizing proven, international best practices by adapting them to local contexts to help people solve development challenges.
- Empowering people to determine their own definition of success, and providing the knowledge and capacity building, access to technology, and opportunities necessary for them to achieve their goals.

TABLE OF CONTENTS

Message from the Chair.....	2
2017 in Brief.....	3
Executive Committee and Board of Trustees.....	4
Our History.....	5
Small Business Competitiveness	7
21 st Century Education.....	11
Healthier Lives.....	17
Lasting Communities.....	19
Financial Freedom.....	26
2017 Recognition.....	29
Our Partnerships.....	31
Financial Report.....	33
Key Contacts.....	34

MESSAGE FROM THE CHAIR



In my 2014 letter to Kenan Institute Asia’s stakeholders, I acknowledged that it was a year of transformation at Kenan. In the short span of the next three years, Kenan officially opened our first permanent overseas office in Hanoi, Vietnam, greatly expanded our work in key areas such as science, technology, engineering and math (STEM) education with the launch of the Chevron Enjoy Science Project, rolled out a new Vision and Values Statement that more clearly reflects the “what” and “how” of the work we do for society, and grew our team from 53 to 85 development professionals. At the close of 2017, I am pleased to say that with the launch of our new key challenges, we are fully focused on delivering on our vision of **empowering people with the knowledge, technology and skills necessary for a sustainable future**, and that it has been Kenan’s best year ever, seeing a record 625,000 people in Southeast Asia, a truly astounding number, being directly empowered by our work.

To support people in the challenge of **achieving financial freedom**, Kenan partnered with Coca-Cola, the Citi Foundation, sugarcane suppliers, and local community organizations to deliver badly needed financial literacy education. Activities such as training and forming community savings groups helped female farmers forecast their financial flows, which is critical because farmers’ income is seasonal and difficult to predict, as well as community members improve their financial knowhow to achieve long-term financial objectives.

Kenan also worked to help **build lasting communities** across Thailand and Vietnam. Partnering with organizations such as the US Department of State, Chevron, the Ministry of Labour, Invalids and Training in Vietnam, and a host of community level partners, Kenan’s team empowered local leaders to improve their communities, built the capabilities of civil society leaders to deliver better services to their beneficiaries and protect the rights of marginalized groups, and helped protect community assets, while supporting community-based tourism initiatives to raise local incomes.

Working with our key health partners in Thailand, including Pfizer, the Bangkok Metropolitan Administration (BMA), the Ministry of Social Development and Human Security, and the Ministry of Public Health, our team **promoted healthier lives** by empowering health volunteers, pre-senior teachers, and BMA staff through a comprehensive healthy aging project that encompasses a range of assistance to improve seniors’ lives, such as nutrition, elderly services and financial literacy, and helps prevent non-communicable diseases, such as obesity, hypertension and diabetes, among the elderly.

To help **enhance small business competitiveness** across Southeast Asia, Kenan worked closely with Thai government partners, such as the Department of Industrial Promotion (DIP) and the Office of Small and Medium Enterprise Promotion (OSMEP), and the US government through the USAID-funded ASEAN Connectivity through Trade and Investment (ACTI) project. Working with a range of SME owners, entrepreneurs and regional leaders, Kenan helped Siamese fish breeders improve their profit margins, assisted entrepreneurs in building essential skills, such as digital marketing and e-commerce, necessary to launch, operate and grow their businesses, and engaged policymakers across the region to support SME needs.

Finally, in seeking to address one of the biggest challenges faced by our beneficiaries, that of **delivering 21st-century education**, Kenan had a remarkable year. Working with donors such as Chevron, Boeing, Caltex, IBM, and Krung Thai Bank, key government partners such as Thailand’s Ministry of Education, Ministry of Science and Technology, and Ministry of Labour, as well as international and local educational institutions, Kenan successfully developed teachers and school leaders to deliver inquiry-based education to their students, improved worker training to meet the demands of a 21st century workforce, and raised awareness across Thailand as to the importance of STEM and technical vocational education.

As you read this year’s report, you will notice that a much greater emphasis has been placed on telling you the stories of the people we empower, and how our work improves their lives. We have selected these beneficiaries to represent the thousands and thousands just like them we helped this year. If you enjoy reading these inspiring stories, please be sure you are following us on Facebook at “KenanInstituteAsia” and have subscribed to our newsletter through our website at www.kenan-asia.org.

In closing, I would like to extend my heartfelt appreciation to the Kenan community of staff, partners, and supporters for making 2017 our best year ever.

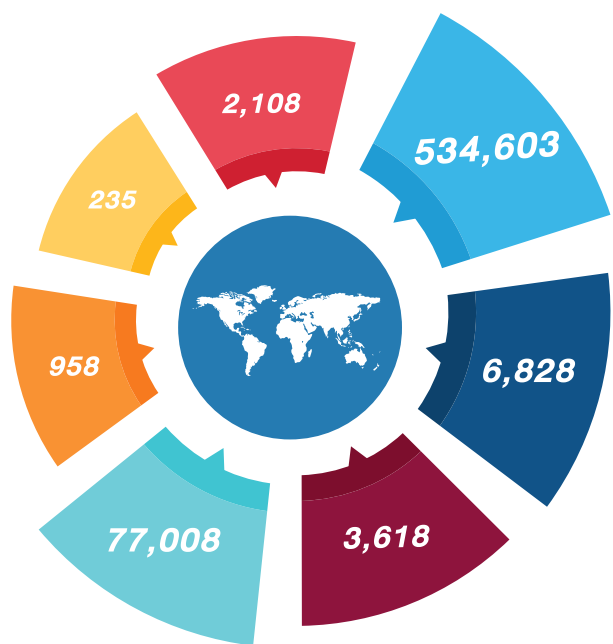
A handwritten signature in black ink, reading "J. Wattanasiritham". The signature is stylized and fluid.

Khunying Jada Wattanasiritham
Chair of Kenan Institute Asia

2017 IN BRIEF

The Number of Direct Beneficiaries Reached in 2017

625,358



- 77,008** Civil Society & Community Members
- 534,603** Students
- 6,828** Workers
- 3,618** Educators
- 2,108** Entrepreneurs & SME Owners
- 958** Government Officials
- 235** Corporate Executives & Staff

MAJOR PROJECT OUTPUTS

Seminars, Workshops,
& Trainings Held

234

Plans Developed for Government
and Provincial Organizations,
Businesses, & SMEs

143

Curriculums
Developed

12

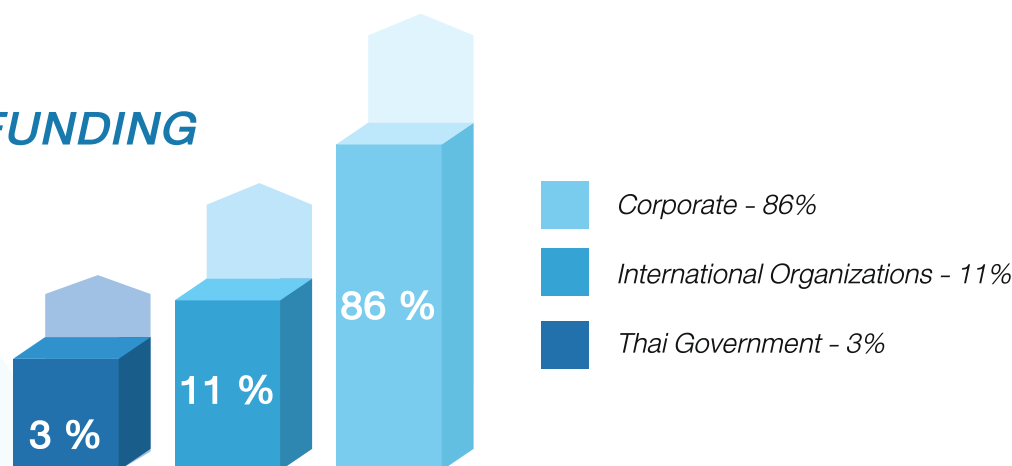
Studies & Research
Papers

14

Community Awareness
Events

105

SOURCES OF FUNDING



EXECUTIVE COMMITTEE



Khunying Jada Wattanasiritham



Mr. Piyabutr Cholvijarn



Dr. Supavud Saicheua



Dr. John D. Kasarda



Khunying Kasama Varavarn



Mr. W. Charles Blocker



Dr. Chadamas Thuvasethakul



Dr. Varakorn Samakoses



Mr. Pradap Pibulsonggram



Mr. Richard Bernhard

BOARD OF TRUSTEES

Mr. Anand Panyarachun
Kenan Founding and Honorary Chairman
Former Prime Minister of Thailand

Khunying Jada Wattanasiritham
Kenan Chairperson
Independent Director, Siam Commercial Bank

Mr. Piyabutr Cholvijarn
Kenan Vice Chair and President
Former Deputy Minister of Industry, Thailand

Dr. Supavud Saicheua
Kenan Treasurer
Managing Director, Phatra Securities PCL

Dr. Varakorn Samakoses
Former Deputy Minister of Education, Thailand

Mr. Isara Vongkusolkrit
Chairman, Mittr Phol Sugar Corporation, Ltd.

Khunying Kasama Varavarn
Executive Board Member,
National Research Council

Dr. Chadamas Thuvasethakul
Executive Vice President, National Science and
Technology Development Agency

Dr. Woraphat Arthayukti
Chairman, Northern Gulf Petroleum Pte. Ltd.

Mr. Aidan ST. P. Walsh
Partner in Charge - International, KPMG LLP

Mr. Pala Sookawesh
Chairman, Petroleum Institute of Thailand (PTIT)

Mr. Pradap Pibulsonggram
Thai Representative, ASEAN Connectivity
Coordinating Committee (ACCC)

Dr. John D. Kasarda
Director, Center for Air Commerce, Kenan-Flagler
Business School, University of North Carolina
at Chapel Hill

Ambassador William H. Itoh
Former U.S. Ambassador to Thailand

Ms. Joan Gillings
Consultant to the UNC Gillings
School of Global Public Health

Mr. W. Charles Blocker
Director, InVision Hospitality

Mr. Owen Gwyn
Chairman, GEOCORP

Dr. Peter Coclanis
Director, Global Research Institute,
University of North Carolina at Chapel Hill

Mr. Gregory W. Brown
Director of the Frank Hawkins Kenan
Institute of Private Enterprise, University
of North Carolina at Chapel Hill

Ms. Suphatra Srimaitreephithak (EX OFFICIO)
Director General, Thailand International
Cooperation Agency

Mr. Richard Bernhard (EX OFFICIO)
Executive Director, Kenan Institute Asia

HISTORY

Kenan Institute Asia's donors and partners



Kenan
Institute
Asia

The history of Kenan Institute Asia dates back to a chance encounter during the 1920s, when H.R.H. Prince Prajadhipok, the future King of Thailand, and Charles Grey, a member of the prosperous Kenan family, met at a gift shop near the Grand Canyon in Arizona. With their long history of philanthropy and public service, the Kenan family has been active in Thailand ever since.

Kenan was established in 1996 as an independent, Thailand-registered organization with the belief that long-term development can best be achieved through free enterprise mechanisms, boundary-spanning partnerships, and practical expertise. With former Prime Minister Anand Panyarachun serving as founding chairman, Kenan began by fostering development partnerships between U.S. and Thai organizations.

Today, Kenan is a thriving international non-profit organization employing over 85 full-time staff at our offices in Bangkok, Thailand and Hanoi, Vietnam. While Kenan's focus has shifted over the years, in response to Southeast Asia's transformations, as well as natural and economic disasters, Kenan maintains the same commitment to driving regional sustainable social and economic development. In 2017, Kenan partnered with a wide variety of organizations, including the Thailand Ministry of Education, the Thailand Ministry of Science and Technology, the US Department of State, USAID, Boeing, the Citi Foundation, Chevron, Coca-Cola, Pfizer and IBM, to help fulfill our vision.

KEY MILESTONES

1996

Kenan is registered as a Thai non-profit development foundation with support from the Thai government, USAID, the William R. Kenan Jr. Charitable Trust, and the Frank Hawkins Kenan Institute of Private Enterprise at the University of North Carolina at Chapel Hill.

1996

2002 - 2005

2002: Kenan begins new regional projects under AERA to increase business competitiveness in Cambodia and Vietnam.

2005: After the devastating 2004 tsunami, Kenan launched the Tsunami Recovery Action Initiative (TRAI), a five-year program to develop a model for community-based tourism to improve the livelihoods of people in the tsunami-affected areas of southern Thailand.

1998

2002

1998 - 1999

1998: Kenan launches the American Corporations for Thailand (ACT) initiative, in which Kenan worked closely with US-based companies to retrain workers left unemployed following the 1997 Asian Financial Crisis.

1999: USAID selects Kenan to manage the Thailand-portion of the Accelerating Economic Recovery in Asia (AERA) program, which would evolve into a 10-year, US \$23 million economic recovery and reform initiative.

2006

2010 - 2011

2010: USAID awards Kenan with a major grant to conduct a cross-border, public health initiative to combat the spread of infectious diseases in Cambodia, Lao PDR, Thailand, China, and Vietnam.

2011: Kenan begins the four-year Lao Encouraging and Applying Democracy (LEAD) project, the first ever United Nations Democracy Fund project in Lao PDR. LEAD enhanced the enabling environment for CSOs to operate effectively by increasing engagement between Lao government officials and CSOs.

2010

2006 - 2009

2006: Kenan pilots the Inquiry-based Science and Technology Education Program (INSTEP), its first STEM education project, in Phang-nga province.

2009: Kenan partners with Microsoft to implement an ICT skills training program to improve the employment prospects of disadvantaged, low-skilled workers that were disproportionately affected by the 2008 global financial crisis.

2013

2015 - 2017

2015: Kenan partners with Chevron to launch the Chevron Enjoy Science Project, a US \$30 million, five-year public-private partnership to strengthen Thailand's competitiveness and innovation by improving STEM education and technical vocational education and training (TVET) across the country.

2017: Kenan, with funding from the U.S. Department of State, begins working with CSOs, trade unions, and factory management to improve awareness and application of international labor standards within industrial zones in Vietnam.

2015

2013 - 2014

2013: In partnership with the Citi Foundation, Kenan starts implementing the three-year Literacy Improvements for Better Finance in Thailand (LIFT) project that promoted the importance of financial literacy and helped the government focus its policies on reducing household debt.

2014: Kenan opens an office in Hanoi, Vietnam to strengthen its commitment to sustainable development in the region. Soon after, Kenan launches the Vietnam Women Improving Lives and Leadership (WILL) project to build the capacity of CSOs and public agencies that serve the needs of women in Vietnam.

SMALL BUSINESS COMPETITIVENESS



Small businesses form the backbone of communities across Southeast Asia and are key engines for sustainable economic development. In 2017, we worked closely with Thai government agencies, such as the Department of Industrial Promotion (DIP) and the Office of Small and Medium Enterprise Promotion (OSMEP), to enhance the competitiveness of small businesses and entrepreneurs. For the 12th consecutive year, Kenan led the New Entrepreneurs Creation (NEC) program that provides aspiring entrepreneurs with the essential skills necessary to launch, operate and grow their business. In a new project, Kenan supplied entrepreneurs who breed and sell Siamese “fighting” fish with business and marketing skills training, emphasizing digital marketing and e-commerce capabilities in order to reach new audiences and grow their businesses online.

In 2017, Kenan conducted research for the Asia-Pacific Economic Cooperation (APEC) SME Working Group about the financial literacy of small business owners in APEC economies. The study surveyed the financial aptitude of SME owners and operators and made strategic recommendations to improve the financial literacy of entrepreneurs in APEC economies, helping policymakers maximize the impact of government services for small businesses. Also at the regional level, Kenan continued leading the SME component of USAID’s ASEAN Connectivity through Trade and Investment (ACTI) project. Under ACTI, Kenan trained nearly 300 entrepreneurs and engaged more than 240 policymakers in order to strengthen the enabling environment for SMEs across Southeast Asia.

Our efforts in 2017 empowered more than 2,000 entrepreneurs across Southeast Asia to develop competitive and sustainable businesses.

THE BUSINESS OF SIAMESE FIGHTING FISH

People enter the world of Siamese fighting fish for diverse reasons. For Thongphol Malisorn and his wife Pissamai Limcharoen, who live in Nakhon Prathom, Thailand, they dreamed about turning a passion into a business. Together, they have extensive knowledge about the fish, though they lacked the business and marketing knowhow to make their passion profitable.

Although Siamese fighting fish, sometimes known as Betta, will instinctively tussle when they come into contact, Thongphol and Pissamai have no interest in that element of the fish's nature. Instead, their passion stems from the fish's unique beauty and swimming technique, which Pissamai calls the "charm" of Bettas. The couple's admiration for the beauty of the fish led them to begin breeding, but they quickly discovered that the business is challenging.

"I thought that it was as simple as breeding fish and then selling them," said Thongphol, who added that "It's not easy." They have been Siamese fighting fish farmers for eight months, yet their journey creates the impression that it has been longer. They have been steadily growing their business by investing gradually. Their operation is a two-person show, which creates a challenge. They are required to spend time breeding one generation in order to optimize the process of breeding the next generation. This is essential to cultivate more beautiful fish and to have the best chance in the marketplace. While they understand breeding, they needed support and marketing guidance, which led them to attend Kenan's workshop funded by OSMEP.

Joining the workshop helped them visualize that there are several ways to sell the fish and that it is not necessary to trade wholesale, which decreases the unit price and profit margin significantly. As a result of the workshop, Thongphol and Pissamai have new marketing skills and are able to sell online. "Some of the entrepreneurs in Nakhon Prathom were only selling wholesale, at a very low price. Now, they know that Betta have more value and have started to retail themselves, allowing them to earn more income. If we hadn't joined the workshop, we would have still been selling fish wholesale."

Project Name

Betta - Siam Fighting Fish Entrepreneur Empowerment Project

Funder: Office of Small and Medium Enterprise Promotion (OSMEP)

Amount: THB 1,189,150

Length: 5 months

Location: Nakhon Pathom and Ratchaburi, Thailand

Beneficiaries: 100 entrepreneurs



TAKING THE SECRET OF THAI HERBS WORLDWIDE

Mrs. Thanika Boonwattanaporn is the owner of the ROBECA brand, which has been producing Thai herbal cosmetics for five years in Nakhon Pathom, Thailand. One of her products is a lightweight moisturizer with a soft texture. Thanika is one of many Thai producers aiming to take her brand global.

She previously outsourced production, until one day a shipment arrived with a rancid smell coming from the oil inside. This incident, along with her husband graduating from the School of Cosmetic Science at Mae Fah Luang University, encouraged Thanika to take on product development.

Project Name

DIP Cosmetic Network 2017

Funder: Department of Industrial Promotion (DIP), Ministry of Industry

Amount: THB 747,663

Length: 8 months

Location: Bangkok, Thailand

Beneficiaries: 20 cluster members



With an abundance of enthusiasm and product knowledge, she was unaware of how to convert this into a successful business. She had not been able to find a way to reach her target market. Furthermore, Thanika was struggling in managing her budget. She recognized that she needed support. Despite Thailand's rapid economic growth and entrepreneurial spirit, many small business owners are ill-equipped and lacking skills necessary to manage their business, often leading them to mismanage funds and enter a cycle of debt. In late 2016, she heard about Kenan's DIP Cosmetic Network project, funded by DIP, and eagerly joined Kenan's workshops from November 2016 to June 2017. Through the workshops, Thanika learned how to cost-effectively market her products online. For example, by setting up a website and promoting through social media. Thanika also had the chance to attend the Top Thai Brands 2017 event in Vientiane, Laos, where she was able to learn more about the cosmetic market in Laos and adopt local marketing techniques. Thanika used this opportunity to connect with local distributors and is now selling online in Laos.

SWEET SUCCESS FOR ASPIRING BUSINESSMAN

Mr. Thunyaphat Tangthanyawong was determined to create local products from natural honey, but, despite his business education, he was short on practical experience in running a business and lacked the confidence to get started. After earning his master's degree in business administration, he worked for 10 years in the sales and retail sector, with a focus on household products and groceries. His work fueled his passion for natural products, in line with the growing trend in Thailand for organic products that support healthy lifestyles. Understanding that honey can be substituted for sugar and is available in abundance across Thailand piqued his interest in starting a business.

However, Thunyaphat lacked practical marketing knowhow and was unaware of the channels available to promote the product. He realized that he needed some support and guidance, yet he could not find training opportunities available to him. Fortuitously, he received an invitation to attend the New Entrepreneurs Creation project in 2016. During the training, he learned the essentials of building a business, including how to formulate a business plan and effectively market his product. The program improved his business knowledge and gave him the confidence to start production and launch his own honey product to serve the market. Following the training, he prepared a business plan in order to effectively bring his product to market. Consumer considerations were taken into account, such as confirming its 100% authenticity and including a honeycomb inside every bottle to support its legitimacy and to add to the beautiful packaging design. His business has successfully developed the "Honey Home" brand and his products are now available at major retailers such as Central Embassy, Central Chidlom and Yodpiman River Walk.

Project Name

New Entrepreneur Creation

Funder: Department of Industrial Promotion (DIP), Ministry of Industry

Amount: THB 981,308

Length: 7 months

Location: Bangkok, Thailand

Beneficiaries: 70 entrepreneurs



BUILDING ESSENTIAL BUSINESS SKILLS FOR ENTREPRENEURS TO SUCCEED

Project Name

BAAC Community Enterprise Creation

Funder: Bank for Agriculture and Agricultural Co-operatives (BAAC)

Amount: THB 2,450,000

Length: 10 months

Location: Bangkok, Thailand

Beneficiaries: 30 entrepreneurs and 20 government officials



Mariam Kongma, village head of Ban Chai Talay Rangjun, Samut Sakhon province, owns a small shrimp paste factory. Her business helped local people access market produced shrimp paste, called 'Kapi,' by selling products as raw material to food processing factories. Large volume buyers, however, pressured Mariam to lower her selling price, which substantially decreased Mariam's profit margin.

Like so many local entrepreneurs, her lack of business training held her back. Upon hearing about Kenan's community entrepreneurs training project funded by BAAC, she decided to join to fill her knowledge gaps. Kenan's consultants trained her on essential business skills, such as marketing and new product development, that proved effective in growing her business.

Over the course of the project, Kenan worked with Mariam to design attractive packaging for her shrimp paste in anticipation of the critical New Year's holiday period. The rebranding and new packaging resulted in the products selling at a price three times higher they were previously able to on the wholesale market. Furthermore, she started selling a new product as a souvenir to tourists and sent her products to compete for OTOP five-star standard.

DEVELOPING THAILAND AS THE ORGANIC HUB OF SOUTHEAST ASIA

For generations, most Thai people have worked in agriculture. Because of its prodigious production, Thailand has long emphasized exporting its food outputs, but the country has struggled to adjust to changing consumer habits, which now emphasize organic and healthy food. Thai farmers and entrepreneurs in the organic sector struggle to produce food that meets the standards of international markets and earn sufficient profits to sustain their businesses.

To support organic farmers and entrepreneurs, the Office of Small and Medium Enterprise Promotion (OSMEP) partnered with Kenan to study international organic standards, generate a strategy to make Thailand ASEAN's organic hub and connect Thai organic businesses to foreign markets. Through its study, Kenan found that farmers and SME entrepreneurs in the organic sector are slow to adopt new technology, struggle to access finance and are unable to access new markets. The study provided policymakers with specific strategies to spur growth in Thailand's organic market. In addition, Kenan organized a business matching event for Thai organic entrepreneurs with ASEAN counterparts that generated a total of THB 1.53 million in revenue.

Project Name

OSMEP Upgrading Organic Agro-Entrepreneur 2017

Funder: The Office of Small Medium Enterprise Promotion (OSMEP)

Amount: THB 1,841,121

Length: 7 months

Location: Thailand

Beneficiaries: 30 entrepreneurs and 20 government officials



INSPIRING ENTREPRENEURS ACROSS SOUTHEAST ASIA

Under the USAID-funded ASEAN Connectivity through Trade and Investment (ACTI) project, Kenan leads the SME component. In this role, Kenan guides entrepreneurs and SME owners on how to build a strong foundation on which to launch and grow their businesses. At a recent entrepreneurship workshop in the Philippines, the project trained 50 women from the Overseas Foreign Worker (OFW) Pavvurulunan Association who were interested in opening businesses. During the training, participants learned the necessary steps to set-up a business. The training paid immediate dividends. For example, one group of women decided to band together to raise capital to open a meat processing business. Each member of the group applied for and was awarded a grant of 10,000 pesos, which provided the necessary funding for them to successfully establish their business.

Now in its fourth year, the ACTI-SME component continues working closely with the ASEAN Women Entrepreneurs Network and the US-ASEAN Business Council to support SMEs in Southeast Asia with an emphasis on women in Cambodia, Laos, Myanmar and Vietnam. The project has benefitted thousands of entrepreneurs through workshops delivered across the region. Furthermore, the project and its partners established the ASEAN Online SME Academy, which now features 52 courses developed by major, multinational companies that entrepreneurs can access to learn about key business areas, such as marketing, logistics and accounting.

Project Name

ASEAN Connectivity through Trade and Investment (ACTI)

Funder: USAID, sub-contract from Nathan Associates

Amount: US \$1,064,585

Length: 5 years (2013-18)

Location: All ASEAN Countries

Beneficiaries: 63 business leaders, 287 entrepreneurs, 231 community members and 242 government officials



21ST CENTURY EDUCATION



Kenan
Institute
Asia

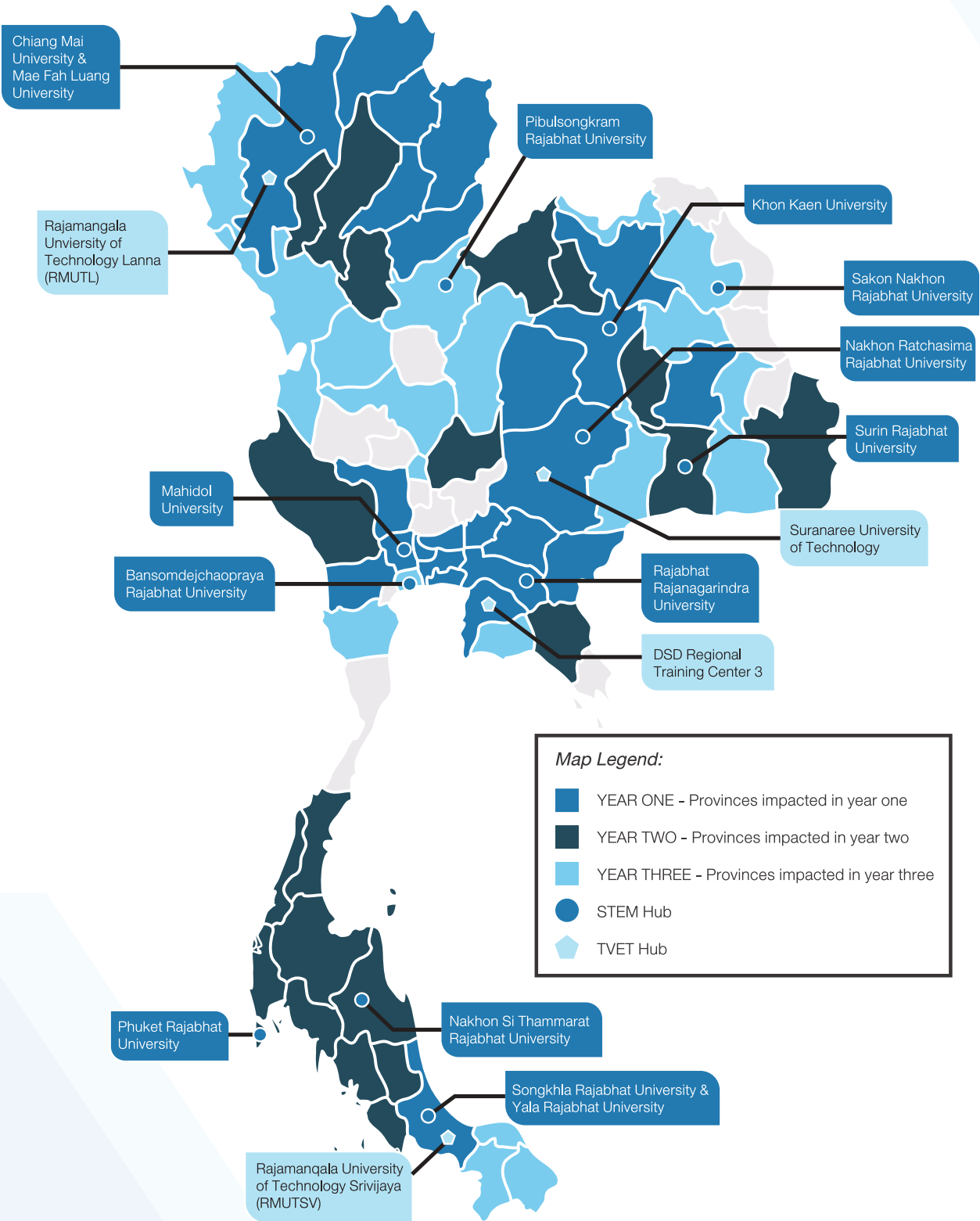
In what was a banner year, Kenan strengthened the education of 534,603 students, trained 3,618 teachers and principals, and provided job-enhancing skills to 6,828 workers. These numbers only underscore the transformative work Kenan is doing to upgrade educational practices across Thailand. Traditionally, teachers have relied upon rote memorization to instruct students, but for more than a decade Kenan has been introducing student-centered pedagogies, such as project and inquiry-based learning, as well as an integrated STEM approach into the Thai education system. These initiatives are building the 21st century skills of students and preparing them for careers in the modern workplace.

In 2017, Kenan worked with private sector partners, such as Chevron, Caltex, IBM and Boeing, key Thai government ministries, including the Ministry of Education, the Ministry of Science and Technology, and the Ministry of Labour, and leading international education institutions, namely Columbia University's Teachers College, the Chisholm Institute, and the New York Hall of Science, to deliver empowering formal and informal education programming in more than 50 provinces in Thailand. Importantly, the Chevron Enjoy Science Project's independent, external evaluator completed its preliminary assessment and found that the project is already delivering a tangible impact after only two-and-a-half years. Furthermore, H.R.H. Princess Maha Chakri Sirindhorn honored the project for its contributions to improving education in Thailand this past June.

Kenan continues to work with a range of partners to introduce evidence-based educational practices to Thailand and Southeast Asia. These efforts are critical to building a more competitive and sustainable society in the 21st century.

The Chevron Enjoy Science Project

Mapping our impact across Thailand, by province



THE EMERGENCE OF A YOUNG SCIENTIST

Ding! Ding! The bell sounds, and Nopparat and her peers settle into their rocklike chairs. She spends the next hour staring sleepily at her teacher who steadily copies bewildering physics formulas on an aging blackboard. The teacher tells the students to memorize half-a-dozen formulas. Why? Because they're important. Why? Because they are on the test.

Suffice to say Nopparat loathed science class. As she says, "It was boring and pointless. The teacher would tell us to open the book, read it, and memorize some formulas. I learned nothing and found no practical application to real life."

She's right, and yet we wonder why not enough kids want to become scientists, engineers, or mathematicians!

For children like Nopparat who attend disadvantaged schools in Thailand, rote learning and sluggish classrooms are the norm. In 2016, however, Nopparat's fortune changed when Kenan began transforming the learning methods at Wat Laem Fah Pah School in Samut Prakan province as part of the Chevron Enjoy Science Project. Like the hundreds of other lower-secondary (7-9 grade) schools in Kenan's nationwide STEM network, Wat Laem Fah Pah's principals and teachers now undergo continuous professional development training in which they learn innovative teaching techniques, such as inquiry-based learning, and receive world-class equipment for their students to use as they bring theory into practice.

Kenan's blueprint for success is simple. Based on our fundamental belief that Thai students and teachers are capable of producing great outcomes, we build teachers pedagogical knowledge and confidence to deliver high-impact, student-centered lessons. As we have proven in schools across the country, when you transform a teacher-centered classroom into a student-centered classroom, amazing results follow quickly.

Today, rather than staring at her teacher, Nopparat works with her fellow ninth-grade students to perform experiments, solve real-world problems, and challenge preconceived notions about the physical world. Her teacher advises and guides instead of asserts and insists.

Project Name

Chevron Enjoy Science Project

Funder: Chevron

Amount: US \$30,000,000

Length: 5 years (2015-20)

Location: Across Thailand

Beneficiaries: 425,000 students, 10,000 teachers, 3,000 school leaders, 30,000 workers, and 300 government officials



"After our teacher began using the new teaching methods and materials, the classroom atmosphere changed completely," expressed Nopparat. "We spend our time conducting science experiments, having group discussions about what we learned, and presenting our ideas and assumptions to the class."



Remember those tricky formulas? A funny thing happens when students are actively engaged; they finally learn the very formulas that old-fashioned pedagogies dictate must be drilled into students' heads. Nopparat remarked that "I now find that I learn and actually understand those formulas that I used to find so dull."

EMBEDDING INQUIRY-BASED LEARNING IN VOCATIONAL SCHOOLS

As a vocational school science teacher in Trang province for 15 years, Ms. Aomjai Kwannimit had long struggled to spark her students' enthusiasm and interest in the classroom. However, after participating in four weeks of Chevron Enjoy Science's intensive professional development training in October 2016 and March 2017, where she was introduced to an inquiry-based program called Active Physics, she developed the tools to make learning science meaningful and enjoyable for students.

Trainers from It's About Time, the company that developed Active Physics, and Kenan administered the workshops where vocational teachers were introduced to proven pedagogies and advanced educational materials. After attending the workshops, Ms. Aomjai eagerly began deploying her new, high-impact teaching techniques to enhance her students' understanding and application of science. Since bringing Active Physics into the classroom, her students' interest in science has surged and they have become more active when conducting experiments. Ms. Aomjai said that "project-based learning is helping my students build critical thinking skills, resulting in them exploring solutions to their own questions."

The Active Physics program is improving the quality of secondary technical and vocational education by providing high-quality learning materials and professional development for teachers like Aomjai. Reflecting on her experience, Ms. Aomjai remarked that "I would like to thank Chevron Enjoy Science for helping to improve educational opportunities for the next generation of Thai students."



STUDENT'S INNOVATION SOLVES ONE SCHOOL'S TRASH WOES

Denisa steps to the elevated stage confidently, microphone in hand. Sandwiched between two conspicuous bouquets, rich with a cornucopia of florid flowers, Denisa describes the purpose of her invention, a meter-long, sky blue pipe with an odd, claw-like contraption at one end. Before a panel of judges, teachers, and scores of fellow students, Denisa articulates how this ordinary object has transformed the rubbish-filled canal surrounding her school into a point of pride among classmates, staff, and community members.

Upon joining Caltex Fuel-Your-School, a Kenan-led program that promotes project-based learning among disadvantaged middle schools in Ayutthaya, Denisa and her teammates set out to tackle an enduring irritant of theirs: the fact that the canal resembled a garbage dump more than a waterway. Watching the trash float lazily down the canal had long been an eyesore on the grounds surrounding Watsukantaram (Sukantawittayakan) School for staff and students alike. The problem was that the canal was too wide for an individual to clean by hand without getting submerged into the water and the maintenance staff's metal poles were rusty and inefficient. Alas, trash found a home in the canal.

Denisa discovered her group's solution not by looking down at the water, but rather up at the trees. "I noticed our school gardener using long sheers to reach up and snip tall branches that were out of reach," explained Denisa. "I thought we could borrow the design and apply it to collecting garbage that is far out in the canal."

With an idea in mind, Denisa followed her teacher's advice of using the scientific method to test her hypothesis. After creating prototypes and much trial and error, Denisa and her teammates constructed a device that was up to the task. The simple, yet brilliant tool used only a long PVC pipe with a bicycle brake on one end connected by a wire to the claw-like structure on the other end. When you clamp down on the brake, the claws close and snatch up out-of-reach debris in the canal.

Because of Denisa's device, the once unsightly canal is now an asset to the school's environment, much to the delight of all those who walk by it on a daily basis. On an individual level, Kenan's project showed Denisa the power of an innovative 21st century education, because it "allowed me to think outside the box and use a hands-on approach to create something useful," Denisa said. "It really inspired me."

Project Name

Caltex Fuel-Your-School

Funder: Caltex

Amount: US \$62,000

Length: 14 months

Location: Ayutthaya, Thailand

Beneficiaries: 2,250 students and 30 educators



EXPLORATIONS THE KEY TO MAKING STEM FUN AND INFORMATIVE

Pongsapak’s fingers tingle as he draws back the rubber band tighter and tighter. After a lung-filling breath, he releases, and the salmon-colored ping pong ball rotates briskly towards the target. Pongsapak’s eyes widen. Boink! It’s a hit! High-fives all around. Pongsapak’s nervous energy has converted to a joyful smile.

Rewind a few hours, and you’ll find Pongsapak wondering why he’s giving up a valuable vacation day to go to school. For most kids, the classroom is the last place they want to be during summer break. And yet, on a humid August morning, Pongsapak found himself joining 74 other middle schoolers in a packed gymnasium at Bangkok’s Intaram School for an IBM STEM Caravan event run by Kenan. Now fast-forward, after a day filled with designing prototypes, building robots, and launching projectiles, Pongsapak realized something that previously seemed impossible: science can be *fun*.

Project Name

Thai Teachers TryScience

Funder: IBM

Amount: US \$42,000

Length: 9 months

Location: Samut Prakan and Bangkok, Thailand

Beneficiaries: 33,975 students and 323 educators



Pongsapak’s revelation arose because the event’s teaching methodologies departed immensely from the standard Thai classroom that he had experienced day-after-day for nine years running. Rather than watching and listening to a teacher for eight straight hours, Pongsapak and his peers brainstormed, developed hypotheses and tested solutions to interesting problems. In other words, they were active participants in the learning, a key factor in developing 21st century skills. As Pongsapak said of the Caravan, “There were many challenges for us to work on as a team, and the activities gave us the chance to practice our creativity, ingenuity, and decision making.”

Critically, instead of a teacher dully explaining physics, IBM staff and Kenan trainers provided guidance and advice to students, while granting students the freedom to explore and dig into high-level concepts in way that is fun and informative. The approach fosters the development of critical thinking, teamwork and STEM content knowledge all at once. The one-day STEM Caravan event made a real impression on participants. At the end of the day, Pongsapak said that “STEM is very important for us. I wish other students had the same chance to join this kind of event.”



WANT ENGAGED STUDENTS? ENABLE STUDENT CREATIVITY AND **WONDER TO FLOURISH**

The sun beams brightly on the banks of the Nakhon Nayok River where a group of students gather to fill beakers with tawny water. Curiosity is in the air as students debate the water's characteristics. Laughter abounds and fingers point out the distinctive features of the water. Welcome to Ms. Orawan Chuenjitra's "classroom."

The students explore the water, and Ms. Orawan poses simple, open-ended questions. They agree that the water is dirty, but how can they clean it up? The question would become the basis for the group's project, aptly named Sai Jaew (Filtering Cloudy Water).

Ms. Orawan hasn't always employed a project-based learning approach, but through Kenan's Technology Enhanced Learning (TEL) project, supported by Boeing, she mastered the art of harnessing the curiosity of students to carry out inquisitive projects.



To help her students clean the water, Ms. Orawan taught them the science behind water purification and then let them loose. Applying Ms. Orawan's lesson, the students collected natural materials, such as papyrus leaves, banana tree fibers and small rocks, found in the schoolyard. By packing these items into recycled water bottles, the students created a sponge-like system. After pouring the river water into the bottle, the students gazed with antsy-anticipation as the water meandered at snails-pace through the tiny fissures in the system. And then, viola! Crystal-clear water slowly dripped out of the bottle much to the amazement of the onlookers.

Today, Sai Jaew is only one of the fascinating activities Ms. Orwan's 4-6 graders at Wat Pak Khlong Phra Ajarn School undertake. For Ms. Orawan, project-based learning is a game changer because it promotes key STEM content knowledge and 21st century skills simultaneously. Beyond knowledge alone, Ms. Orawan has found that students develop a genuine interest in STEM.

Project Name

Technology Enhanced Learning (TEL)

Funder: Boeing

Amount: US \$100,000

Length: 12 months

Location: Nakhon Nayok, Nontaburi, and Samut Prakan, Thailand

Beneficiaries: 10,499 students and 99 educators



"Most importantly, project-based learning makes learning enjoyable for students. Once they start to take charge of the learning process, they have fun and want to learn more," Ms. Orawan delighted. "Students feel like they're playing, but actually they are learning the very things that we as teachers want them to develop."



HEALTHIER LIVES



In 2017, Kenan made meaningful strides to prepare Thailand for the “super-aged society” it is fast becoming. Currently, seniors account for about 15% of the population, but this group is expected to exceed 30% within the next 15 years. Such a rapidly aging population is creating new public health challenges for Thai society that must be remedied for seniors to maintain fulfilling lifestyles and keep healthcare costs down. In particular, non-infectious health conditions, including hypertension, obesity and diabetes, are becoming an increasing concern.

Over the past year under the Pfizer Healthy Aging Society project, Kenan built a network of key stakeholders that includes the Bangkok Metropolitan Administration (BMA), the Ministry of Social Development and Human Security, and the Ministry of Public Health, who have come together to promote healthy aging. As well, 111 health volunteers, pre-senior teachers, and BMA staff completed Kenan’s comprehensive training program on holistic aging that encompasses a range of topics, such as nutrition, elderly services and financial literacy. Kenan awarded small grants to seven groups of trained health volunteers and teachers to lead activities to promote physical and mental health, diet and exercise, and non-communicable disease prevention in Bangkok’s Bangkhuntien and Klongtoey communities. Building off its success in Bangkok, Kenan and the Pfizer Thailand Foundation are now expanding the model to Ubon Ratchathani in northeast Thailand.

STRENGTHENING HEALTH AND COMMUNITY IN KLONG TOEY

Ms. Lamiad wades through a dimly lit alley in Klong Toey’s PhattanaMai neighborhood. The ramshackle concrete walls of homes adorn her on both sides of the meter-wide path. Although the weather is hot and humid, and Lamiad is already feeling tired from a morning of delivering health and wellness visitations to the elderly citizens of her neighborhood, she is pressing on as she knows she is providing a vital service for her community. Lamiad herself is 60 years old and has dealt with her own health scares, and yet rather than turning inward, she strives to not only overcome her own challenges, but also to support fellow community members in making their twilight years their most healthy and rewarding years yet.

Since completing training on Kenan’s holistic approach to healthcare under the Pfizer Healthy Aging Society project, Lamiad applied for and received a grant from the project to launch a support group to promote mental and physical wellbeing in Bangkok’s Klong Toey community. Applying the project’s holistic model, Lamiad leads an exercise class three times per week, organizes regular meditation sessions and raises awareness for non-communicable disease prevention strategies. Advances in medicine have enabled people to live longer but not necessarily better. The project’s model works because it both reduces the risk of developing non-infectious conditions and promotes mental and social wellbeing, enabling seniors to maintain active and fulfilling lifestyles as they age.

Project Name

Healthy Aging Society

Funder: Pfizer

Amount: US \$505,000

Length: 3 years (2016-18)

Location: Bangkok and Ubon Ratchathani, Thailand

Beneficiaries: 252 community members and 22 government officials



Through the project, Lamiad has discovered that quality aging involves much more than knowledge and exercise alone. Because many group members feel dejected after battling illness or facing financial upheaval, Lamiad ensures that each meeting is energetic, positive and welcoming. Lamiad emphasizes that “we provide chitchat, happiness and a friendly time” to build a sense of community and belonging among group members. The community element that Lamiad added to her initiative has enabled the critical knowledge and habits about health and wellness to take root.



LASTING COMMUNITIES



Kenan
Institute
Asia



Whether it was building trust between Muslims and Buddhists in the conflict zone in Thailand's Deep South or improving the operating environment for civic groups representing the rights of women in Vietnam, Kenan's holistic approach to community development proved effective in multiple contexts in 2017. With funding from Chevron, in Surat Thani, Thailand, Kenan helped mainland communities that are often overshadowed by the province's much publicized islands develop a community-based tourism (CBT) model that protects the environment while generating local economic growth. Over the two years that Kenan worked in Surat Thani, tourism inflows to the mainland rose by 75%, leading to the CBT groups generating 123.5% more revenue and adding 147 jobs. In 2017, the three-year Vietnam Women Improving Lives and Leadership (WILL) project, funded by the U.S. Department of State, concluded, but its impact will reverberate in communities across Vietnam for years to come. Under WILL, Kenan built the organizational capacity of 23 civil society organizations (CSOs) and service providers that focus on ending gender inequality and discrimination as well as opening up economic opportunities for women in Vietnam. While achieving true equality in Vietnam remains a challenge, these groups now have the capacity to be sustainable forces for progress in the country.

For the third consecutive year, USAID provided funding to Kenan to study the strengths and viability of CSOs in Thailand, as part of a broader evaluation of the status of CSOs in countries around the world. Through a panel discussion with CSO practitioners and experts, Kenan assessed the environment for CSOs with regard to organizational capacity, public image, financial viability and other important factors that shape CSOs' ability to contribute to community and societal development.

Constructing self-reliant, lasting communities requires empowering individual community members to take charge of their community's development by identifying, prioritizing and addressing local challenges through community action. To this end in 2017, Kenan empowered hundreds of respected community members, religious leaders and local government officials with the tools to take control of their community's future.

FISHING FOR A SUSTAINABLE FUTURE

Jarin Cheicheichom is a fisherman in Phum Raing Bay, who has also been leading the Baan Phum Rieng Conservation Group for many years to protect marine life and natural resources in the area. Although the group’s work had begun to bring back marine life to Phum Raing Bay, in the villagers’ eyes, they were considered to be outliers, a peculiar group of fishermen. As a result, the group was unable to gain support from local authorities.

Two years ago, Jarin and his group decided to join nine other community-based tourism (CBT) groups as participants in Kenan’s project to build a sustainable tourism model in mainland Surat Thani. The project, through financial support from Chevron, built the capacity of CBT groups to manage tourism enterprises and develop their own communities.

Project Name

Sustainable Tourism in Mainland Surat Thani Communities

Funder: Chevron

Amount: 9,266,020 THB

Length: 3 years (2015-17)

Location: Surat Thani, Thailand

Beneficiaries: 791 community members



After receiving training from Kenan, Jarin succeeded in gaining the support he had been seeking for many years. Together with other CBT groups and local institutions, Jarin organized an environmental event for local children to plant mangroves and collect trash from the beach. Attracting nearly 100 participants to the event, Jarin was delighted to see communities working together and inspired by the initiative that he and his group had started.

Because of the project, Jarin has begun collaborating with conservation officers and was able to acquire their support for his group’s efforts. In addition, he successfully raised awareness for environmental problems among local children, especially regarding the importance of marine conservation and sustainability. Jarin now believes there will be a positive future for Phum Rieng Bay with an abundance of marine life to support his local community. Rare species such as manatee and dolphin will come back, and, with this, there will be an increase in visitor numbers. Jarin feels confident that Baan Phum Rieng community is on the road to becoming a prosperous and pleasant place for its residents.

POSITIVE COMMUNICATION PIVOTAL TO COMMUNITY DEVELOPMENT

On a damp October morning, Mr. Boonlue Yooyun, a man in his mid-fifties with earnest eyes and salt and pepper-colored hair, converses with a shopkeeper in Bang Kuwat. In 2007, after 12 years of service in the municipal government, Mr. Boonlue made the unusual decision to move down a rung in the governmental ladder to become the local village head, because he felt that this new position would enable him to better serve the people that matter to him most: the shopkeepers, the farmers and the youth of his village.

Project Name

ThaiBev Leadership for a Better Quality of Life

Funder: ThaiBev

Amount: 15,000,000 THB

Length: 3 years (2015-17)

Location: Bang Kuwat, Thailand

Beneficiaries: 763 community members, 14 government officials and 160 business leaders and staff



As the village head, however, Mr. Boonlue would have to play an important role in resolving the mountain-sized challenge of unifying a community rife with antipathy and dissatisfaction. There were problems at multiple levels and between different stakeholders. Notably, the 12 villages of Bang Kuwat struggled to communicate with each other, resulting in disjointed local development strategies, and the community as a whole had a complicated relationship with ThaiBev, the area's major employer. Moreover, on an individual level, Mr. Boonlue admitted that he had insufficient communication skills, which made it difficult for him to raise the concerns of his village with stakeholders in the broader community.

Despite efforts on all sides to mend fences in Bang Kuwat, the problems persisted. Frustrated by the lack of progress, ThaiBev called on Kenan in 2014 to implement the ThaiBev Leadership for a Better Quality of Life project that addressed the challenges of Bang Kuwat. Under the project, Kenan utilized its innovative community development model that centers on empowering community leaders to implement initiatives that improve local life. With a particular focus on youth development, the initiatives become connectors that bridge divides in the community as all stakeholders come together to promote local development.

After entering Bang Kuwat, Kenan's community development experts identified the lack of communication between stakeholders as a root cause of the problems. During previous resolution attempts, ThaiBev conducted outreach through the larger municipal government that didn't fully grasp the situation at the village level. Eschewing the top-down strategy, Kenan utilized an inclusive approach that actively sought input from village heads, religious leaders, teachers, and other well-respected community members. In addition, the community leaders and ThaiBev employees completed Kenan's UNITY training that built essential skills of effective leadership, such as problem solving, cultural awareness and communication.



Building off the connections made through the youth program, Kenan opened dialogue channels for community leaders to address issues with ThaiBev, larger government bodies and other communities in Bang Kuwat. Armed with the tools to lead effectively, Mr. Boonlue felt empowered because he was finally able to communicate the concerns of his constituents in a way that drove action. For example, Mr. Boonlue had long expressed dissatisfaction with environmental degradation in the village. The positive communication between Mr. Boonlue and ThaiBev management resulted in the two sides co-creating an environmental restoration campaign.

Today, Bang Kuwat is a far more unified place than it was only a few years ago. Now, when Mr. Boonlue or a member of the village has a complaint, rather than fuming about the issue, he simply scrolls through his cell phone contacts and calls one of the many ThaiBev employees he now knows and trusts, and the two work in partnership to resolve the issue.

BUILDING A KNOWLEDGE-BASED ECONOMY IN LAMPANG CITY

Lampang City has emerged as one of the most strategically located provinces in the north of Thailand. Despite its richness in natural and cultural resources, the city has struggled to harness the local knowledge, wisdom and internal systems necessary to drive the city's economy. The city's economy lags behind the country's average and neighboring cities such as Chiang Mai. In contrast to the rest of the country, where the GDP has risen, the city's GDP has been falling in recent years.

Project Name

Knowledge-Based Lampang City 2017

Funder: Office of Knowledge Management and Development (OKMD)

Amount: THB 1,616,822

Length: 5 months

Location: Lampang, Thailand

Beneficiaries: 62 entrepreneurs, 51 community members and 62 government officials



In order to create a healthy economy in Lampang City, the Office of Knowledge Management and Development (OKMD) called on Kenan to conduct a research study on knowledge demand and supply in Lampang and develop long-term strategic plans for the city. Given the characteristics of Lampang City in terms of culture and heritage as well as its policies for urban, economic and social development, Kenan emphasized positioning Lampang as a “knowledge city” that leverages its local wisdom and resources as a means to grow its economy.

During the project, Kenan consultants created linkages among key stakeholders from the local government, community, private sector and universities in Lampang. Based on research and discussion with local experts, Kenan assessed the city’s strengths, the local government’s initiatives and resources and the ability of the population to develop a knowledge-sharing culture.

Based on its assessment, Kenan recommended that the city focus on the tourism and ceramics industries. In addition to the assessment, Kenan developed one, five and 20 year strategic plans for policymakers to follow to spur sustainable economic growth in Lampang.



KENAN FACILITATES LIFE-LONG LEARNING COMMUNITY IN THAILAND

Improving human resources is at the heart of Thailand’s strategy to enhance its global competitiveness. As part of this strategy, the government would like to expand access to public learning centers, such as museums and libraries. The vast majority of public learning centers are located in urban areas, inhibiting rural citizens’ ability to access valuable knowledge and exacerbating rural-urban divides.

To contribute to the government’s strategy of human resources development, the Office of Knowledge Management and Development (OKMD), partnered with Kenan to study Thailand’s public learning centers, create a public learning center database and develop recommendations for national standards. Kenan consultants identified 1,666 public learning centers and connected all of them through an online database that enables visitors to access information from all centers. The online database makes accessing resources convenient for information seekers no matter where they reside. Furthermore, Kenan created the first national standards for managing public learning centers. These standards are based on international best practices as well as inputs from public learning center management, experts and academics. These efforts helped to facilitate a true “life-long learning” society in Thailand.

Project Name
Learning Center Database 2017

Funder: Office of Knowledge Management and Development (OKMD)

Amount: THB 3,177,570

Length: 9 months

Location: Thailand

Beneficiaries: 150 community members and 332 government officials

A photograph showing two individuals, a woman and a man, seated at a table during a meeting or presentation. The woman is on the left, looking towards the right, and the man is on the right, looking towards the camera. There are microphones and a laptop on the table.

SECONDARY STUDENT PUTS THE KING’S SUFFICIENCY ECONOMY PHILOSOPHY INTO ACTION TO DEVELOP HER COMMUNITY

Project Name

KTB Community Hero

Funder: Krungthai Bank (KTB)

Amount: THB 1,777,270

Length: 6 months

Location: Thailand

Beneficiaries: 150 students, 30 educators and 50 community members



Duangrudee Wongthanu, or “Aim,” is a grade 11 student and leader of the Chik Kala Team at Kanthararom School in Sisaket province, one of the poorest areas of Thailand. Growing up and witnessing the suffering of her community, Aim desperately wanted to help. Life is harsh for many in her village, whose subsistence comes from seasonal agriculture with few other opportunities to make money.

Presented with the opportunity and resources to help her community under the Kenan-led KTB Community Hero program, Aim initiated a project called “Chik Kala Project – A Sufficiency Life Model,” which applied the late King’s sufficiency economy philosophy and raised awareness of sufficiency living in order to help villagers in Chik Kala. The KTB Community Hero gives Thai high school students the opportunity to develop their communities, while demonstrating business ethics and the late King’s sufficiency economy philosophy. Kenan’s experts mentor the students throughout the project cycle.

With guidance from Kenan, Aim designed strategies and activities that aligned with the local context and could become sustainable. Aim’s project proved successful in promoting Chik Kala village as a model of organic agriculture (using *Trichoderma* spp., a bioextract and polymer absorbing soil), sufficiency agriculture (an edible vegetable garden fence, communal fish breeding and communal duck breeding) and household budgeting. The project benefitted 60 households, surpassing the target of 30. Within seven months, her project was recognized by five different government bodies and seven agriculture networks; 12 activities were implemented throughout the project timeline and the scheme was also expanded to two nearby villages. Aim’s project won first prize and secured the popular vote at KTB’s Community Hero Awards, earning her a scholarship of 350,000 Baht and a trophy from Her Royal Highness Princess Maha Chakri Sirindhorn.



ONE YOUNG LEADER’S QUEST TO MAKE THE WORLD A BETTER PLACE THROUGH TOURISM

As a 19-year-old university student, Ms. Nguyen Thi Huong Lien recognized a need to empower young women in Vietnam. While most young people feel trepidation about tackling such a challenge, Lien chose to address it head-on.

Possessing only \$100, some marketing knowhow and passion for helping others, Lien launched I Love Hue Tour, an all-female owned and operated tourism social enterprise in Hue, Vietnam. Three years later, I Love Hue has proven to be a huge success, and Lien, always looking to make the world a better place, is in the process of expanding the enterprise and using it as a mechanism to tackle a host of societal issues. Unlike other tour groups, I Love Hue empowers female students to lead all tours, and the social enterprise uses its proceeds to support a range of disadvantaged groups, such as people with disabilities and orphans. Like its trailblazing founder, I Love Hue’s staff can effectively communicate in sign language, making it the first and only tourism company in Vietnam that offers tours using sign language.

In an effort to improve her business acumen and economic knowledge, Lien applied for and was selected to participate in the YSEALI Generation: ECommunity! workshop, which is part of the U.S. Government’s Young Southeast Asian Leaders Initiative (YSEALI) program. From August 1-4, the workshop brought together 80 high-achieving youth, aged 18-25, from across the region to explore the ASEAN Economic Community (AEC) and regional policy development process. Kenan designed and implemented the workshop in collaboration with the U.S. Embassy in Hanoi, the U.S. Department of State and the Centre for Sustainable Development Studies.

Kenan and its partners developed an action-packed four-day agenda where the young leaders discussed and grappled with the most pressing issues facing the region. Guided by economists, policymakers and NGO leaders the young leaders worked together to develop strategies to induce sustainable economic development in ASEAN. The process inspired the youth to continue striving to make the region a more united, equal and prosperous place.

The workshop propelled the young leaders’ closer to achieving their dreams. For Lien, this means continuing to grow her social enterprise into a driver of community development and social good across Asia.

Project Name
YSEALI Generation: ECommunity Regional Workshop

Funder: US Department of State

Amount: US \$250,000

Length: 12 months

Location: Hanoi

Beneficiaries: 80 youth leaders from 10 ASEAN countries



DEVELOPING LEADERS TO ADVANCE WOMEN’S RIGHTS IN VIETNAM

As soon as she graduated from secondary school, Ms. Bui Thi Boi joined the Center for Environment and Community Assets Development (CECAD) as a field officer in Hoa Binh province to pursue her passion of helping rural, marginalized women improve their livelihoods. As a member of the Muong ethnic minority, she personally understands the problems that women living in the rural, mountainous communities of northern Vietnam face. Still, despite her background and passion, Ms. Boi long felt that her limited education and skills hindered her ability to support her constituents.

Project Name

Vietnam Women Improving Lives and Leadership (WILL)

Funder: US Department of State

Amount: US \$430,000

Length: 3 years (2014-17)

Location: Hanoi and Hoa Binh, Vietnam

Beneficiaries: 87 CSO leaders and staff and 10 government officials



Ms. Boi’s limitations are common among CSO workers in Vietnam and contribute to Vietnamese society’s slow progress to address the deep-rooted disparities and obstacles that women confront. To speed up progress towards gender equality, it is critical for local CSO workers like Ms. Boi to have the ability to unify rural women so that they can work together to identify root causes, develop solutions and advocate with policymakers to address women’s and girls’ issues. Recognizing the insufficient capacity of CSOs, Kenan launched the WILL project in October 2014. Under the project, Kenan trained Ms. Boi and 64 other staff from 23 CSOs and service providers on essential skills, such as communication, facilitation and negotiation, and provided continuous mentorship support as they applied the skills to help women in Hanoi and Hoa Binh.



Kenan’s training and mentorship proved transformative for Ms. Boi. After being confined to back office roles for her first six years with CECAD, the skills learned under WILL enabled Ms. Boi to meet with constituents in the field and provide direct support to the people she longed to help. Her newfound facilitation skills were on full display in July 2016 when she conducted a community-based consultancy with 30 local farmers and commune authorities to analyze the barriers of land accessibility for local women. During the consultancy, she successfully motivated the women to speak openly to the local authorities about their problems to spur actions to address their grievances.



The project empowered Ms. Boi to fulfill her dream of helping improve the lives of vulnerable women in Hoa Binh.

FINANCIAL FREEDOM



Possessing sound financial knowledge is a gateway to freedom for individuals. In 2017, as we have done for 15 years, Kenan delivered financial literacy training to over 2,000 individuals that are at risk of falling into debt. In Uthai Thani and Petchabun, Thailand, with funding support from Coca-Cola, Kenan's programming helped female farmers forecast their financial flows, which is critical because farmers' income is seasonal and difficult to predict. As a result of the training, the farmers developed the ability to accurately plan their finances and make smart investments that can improve the productivity of their farms and capture more income for their families.

In 2017, Kenan and its long-time partner the Citi Foundation implemented a new project to empower 20 community savings groups with the financial knowhow to manage their money to achieve long-term financial objectives. Community groups play an important role in helping vulnerable populations accumulate savings that can be used to assist individual members who are unable to access traditional banking services in times of need. As well, Kenan formed a new partnership with the Government Savings Bank to deliver financial literacy training to teachers, a profession that does not garner compensation that matches its value to society. The training enables teachers to attain the financial security necessary to continue their essential work in the classroom.

Household debt is a pervasive and growing problem in Thailand that has an outsized impact on low-income earners and vulnerable groups. To support individuals and communities, Kenan advocates for policy change and more efficient resource allocation to those in need, as well as provides direct training on financial literacy. This year, we worked with both the government and private sector to increase individuals' financial freedom.

EMPOWERING FEMALE FARMERS TO SUPPORT SUSTAINABLE ECONOMIC DEVELOPMENT

Last year, Rojana Boonpetch, or Jeed, was deep in debt and struggling to find a way out, much like other sugarcane farmers in Thailand. To remedy her financial situation, Jeed joined 625 other female sugarcane growers from Phetchabun and Uthai Thani provinces in a Kenan-led financial literacy program.

Project Name

Sustainable Business with Coca-Cola for Female Sugar Cane Growers

Funder: Coca-Cola

Amount: US \$91,000

Length: 12 months

Location: Uthai Thani and Petchabun, Thailand

Beneficiaries: 1,366 farmers and 108 workers



She had attended other personal financial management trainings, but this time she felt the exercises were relevant to her life. The day-long training provided Jeed with knowledge in five areas: financial planning, spending, debt management, saving and investment and entrepreneurship finance. Kenan adapted its successful financial curriculum to meet the specific needs of female sugarcane farmers based on an assessment it conducted in 2016. Central to Kenan's successful efforts is a highly targeted, gamified training that is light on theory, but heavy on real life examples that participants can relate to, as well as on-going follow-up to remind the participants of the importance of saving and paying down debt.



As a result of the training, Jeed discovered that the root cause of the family's financial problems was poor financial management. The training, however, gave her the tools to address the problems. She reflected that the high cost of sugarcane farming requires careful planning, and so she began setting life and financial goals to cut down expenses, reduce debt and save more to start investing in land.

Today, Jeed demonstrates real purpose in achieving her goals. She plans to expand her farmland to increase productivity. After her debt issue is fully resolved, she will have enough funds to invest in new agricultural equipment. Jeed has also taken on the position of Assistant Village Headman and uses this platform to spread her newfound financial management knowledge to community members, with the desire to inspire others to "find a new way to survive."



HOW ONE WORKSHOP CHANGED A LOCAL BUSINESSWOMAN'S LIFE

It wasn't long ago that Ms. Ladda Singgham was making a tidy sum from her coffee shop in Mahyadthai, Bangkok. Far away from the overflowing rows of affluent condominiums and hotels of central Bangkok sits Soi Mahyadthai, a bustling section of Lat Phrao district, where small business commerce dominates the scene. However, as more and more people became attracted to the vibrant district, the cost of living and doing business shot up, leading to a host of financial troubles for long-time small business owners like Ladda. In Ladda's case, she spent more than she could afford and purchased, in her words, "unnecessary items."

Eventually, she hit rock bottom, and turned to Kenan through the Citi Financial Skills Building for a Secure Financial Future project, in a last-ditch effort to deal with her mounting money problems. "I didn't expect much, as I had been to many financial workshops already." During the workshop, Ladda was guided on how to analyze business costs, such as raw materials, to help to reduce expenditure.

With the help from Kenan and Citi Foundation, she is now debt-free and budgeting her daily spending effectively. "I managed to reduce my household expenses by 50%. My family and I now think carefully before we spend. This workshop has changed my life."

Project Name

Community Financial Skills Building for a Secure Financial Future

Funder: Citi Foundation

Amount: US \$180,000

Length: 12 months

Location: Bangkok, Thailand

Beneficiaries: 632 community members and 12 government officials



A TEACHER'S STORY OF GETTING OUT OF DEBT

Ms. Piyaporn Siripreechaphan, a fifth-grade teacher in Kalasin province, struggled to manage her money and found herself at risk of spiraling into a cycle of debt, a situation that affects too many people in Thailand. Like most teachers, she is paid far less than many other professional positions. Ever the optimist though, Piyaporn was determined to climb out of debt and attain financial freedom.

The best teachers have the ability to inspire students and help them grow. Piyaporn, of course, knows this well, and so when she learned about Kenan's Government Savings Bank project, she eagerly put on her student shoes and started on a journey of growth. She confessed that she "had no idea about saving money or budgeting" at that time, but in a few short months she would become well-versed about key financial skills, such as accounting, saving and investing.

As a result of participating in the GSB project, Piyaporn is ready to take on financial challenges to improve her and her family's life for the better. "I feel lucky to have participated in this project," she said. "I believe that this knowledge can improve my family's life and the people surrounding me." Since completing the project, Piyaporn has begun applying the knowledge into her own life and advocating for members of her community to do the same. "I have improved my financial literacy knowledge. I have also continued searching for information to ensure that I can pass on advice to others."

Project Name

GSB Financial Literacy

Funder: Government Savings Bank (GSB)

Amount: THB 1,392,579

Length: 6 months

Location: Bangkok, Thailand

Beneficiaries: 154 teachers



RECOGNITION IN 2017

With support from government and corporate partners, Kenan works tirelessly to drive sustainable development in Southeast Asia. Our organization, staff, and knowledge and capacity building services are regularly recognized for excellence by leading organizations.

RECOGNITION AWARDS

Chevron Enjoy Science Project



Thailand Children's University Award from
**H.R.H Princess Maha Chakri
Sirindhorn**



National Science Museum
Friends of the Museum Award



Department of Skills Development
Partnership Award

Kenan Institute Asia



AMCHAM

The American Chamber of Commerce in Thailand

CSR Excellence Recognition Award – Gold Level

IBM Thai Teachers TryScience



AMCHAM

The American Chamber of Commerce in Thailand

Excellence in CSR Projects Award Winner

Pfizer Healthy Aging Society



AMCHAM

The American Chamber of Commerce in Thailand

Excellence in Promoting Thailand 4.0 Finalist

KENAN RECOGNITION AWARDS

Suvipha Chaladkid, Staff of Kenan Institute Asia



U.S. Department of the State's Bureau of Educational and Cultural Affairs

Young Southeast Asian Leaders Initiative Professional Fellows Program (YSEALI PFP)

Young Southeast Asian Leaders Initiative Professional Fellows Program

The American Councils for International Education, under the DOS' YSEALI PFP, selected Suvipha for a six-week fellowship at the University of Indiana Bloomington to exchange knowledge and best practices with other financial education professionals.

STAFF RECOGNITION AWARDS

In order to honor outstanding staff members, Kenan has established four Staff Recognition Awards. Congratulations to this year's winners for their exemplary performance and dedication.



Nuntawut Pimpaeng
High Achievement Award



Natinee Kulpijit
Project Manager of the Year



Varangkana Krobprachya
Kenan's Spirit Award



Alex Coclans
Young Talent Award

LONG SERVICE AWARDS

Kenan's Long Service Awards marks and celebrates the long-term commitment and loyalty of employees with significant milestone years of service.

20 Years of Service



Orachat Prechatanasak
Accounting Manager

15 Years of Service



Chitvimol Krishnamara
Senior Coordinator

5 Years of Service



Nattaya Thitiadisai
Accountant

5 Years of Service



Piyabutr Cholvijarn
President

PARTNERSHIPS

FOUNDING DONORS



USAID
FROM THE AMERICAN PEOPLE

United States Agency for International Development



Kenan Family Foundation



Thailand International Cooperation Agency



UNC
FRANK HAWKINS KENAN
INSTITUTE OF
PRIVATE ENTERPRISE

Kenan Institute of Private Enterprise

PARTNERS

- American Bar Association
- Arizona State University
- ASEAN Women Entrepreneurs Network
- Bank for Agriculture and Agricultural Cooperatives
- Bansomdejchaopraya Rajabhat University
- Boeing
- Caltex
- Center for Sustainable Development Studies, Vietnam
- Chevron
- Chiang Mai University
- Chisholm Institute, Australia
- Citibank / Citi Foundation
- Coca-Cola
- Hoa Binh Provincial People's Committee, Vietnam
- IBM
- Inclusive Development Action, Vietnam
- It's About Time, USA
- Khon Kaen University
- King Mongkut's University of Technology Thonburi
- Krungthai Bank
- LUMA Center Finland, Finland
- Mae Fah Luang University
- Mahidol University
- Management Systems International (MSI), USA
- Ministry of Education and Training, Vietnam
- Ministry of Health, Vietnam
- Ministry of Labour, Invalids and Social Affairs, Vietnam
- Nakhon Ratchasima Rajabhat University
- Nakhon Si Thammarat Rajabhat University
- Nathan and Associates, Inc.
- New York Hall of Science, USA
- Office of Knowledge Management and Development, Thailand
- Office of Small and Medium Enterprises Promotion, Thailand
- Pfizer / Pfizer Foundation
- Phuket Rajabhat University
- Pibulsongkram Rajabhat University
- Rajabhat Rajanagarindra University
- Rajamangala University of Technology Lanna
- Rajamangala University of Technology Srivijaya
- Sakon Nakhon Rajabhat University
- Songkhla Rajabhat University
- Srinakharinwirot University
- Suranaree University of Technology
- Surindra Rajabhat University
- Teachers College, Columbia University, USA
- Thai Beverage
- Thailand Department of Foreign Trade, Ministry of Commerce
- Thailand Department of Industrial Promotion, Ministry of Industry
- Thailand Department of Skill Development, Ministry of Labour
- Thailand Institute for the Promotion of Teaching Science and Technology
- Thailand International Cooperation Agency, Ministry of Foreign Affairs
- Thailand Ministry of Education
- Thailand Ministry of Public Health
- Tokyo Shoseki, Japan
- United States Agency for International Development
- United States Department of State
- University of North Carolina at Chapel Hill
- US-ASEAN Business Council
- Vietnam Chamber of Commerce and Industry
- Vietnam Union of Science and Technology Associations
- University of North Carolina at Chapel Hill
- William R. Kenan Jr. Charitable Trust
- Yala Rajabhat University

PARTNERSHIPS

MAJOR DONORS



Citi Foundation



2 MISSIONS : 1 GOAL



FINANCIAL REPORT

KENAN FOUNDATION ASIA STATEMENT OF FINANCIAL POSITION AS AT 30 SEPTEMBER 2017

	2017 Baht	2016 Baht
Assets		
Current assets		
Cash and cash equivalents	107,687,738	64,566,558
Accounts receivable and other current assets	10,086,294	6,039,523
	<u>117,774,032</u>	<u>70,606,081</u>
Non-current assets		
Restrited fund	74,926,327	72,496,607
Long-term investment	109,023,867	103,347,379
Property and equipment	3,929,442	4,664,435
Other non-current assets	2,242,340	2,808,577
	<u>190,121,976</u>	<u>183,316,998</u>
Total assets	<u>307,896,008</u>	<u>253,923,079</u>
Liabilities		
Current liabilities		
Accounts payable and other current liabilities	38,857,963	15,469,063
	<u>38,857,963</u>	<u>15,469,063</u>
Non-current assets		
Employment benefits	1,891,628	1,235,001
	<u>1,891,628</u>	<u>1,235,001</u>
Total liabilities	<u>40,749,591</u>	<u>16,704,064</u>
Fund balance		
Initial donation	500,000	500,000
Endorsement fund	74,926,327	72,496,607
Accumulated excess of income over expenditures	186,664,123	162,779,990
Fair value changes on investments	5,055,967	1,442,418
	<u>267,146,417</u>	<u>237,219,015</u>
Total fund balance	<u>267,146,417</u>	<u>237,219,015</u>
Total liabilities and equity	<u>307,896,008</u>	<u>253,923,079</u>

KENAN FOUNDATION ASIA INCOME STATEMENT FOR THE YEAR ENDED 30 SEPTEMBER 2017

	2017 Baht
Income	
Donation income	345,889,745
Other income	32,024,544
Total income	<u>377,914,289</u>
Expenditures	
Program expenses	291,446,503
Administrative expenses	60,854,316
	<u>352,300,819</u>
Income over expenditures	<u>25,613,470</u>
	2016
	Baht
Income	
Donation income	245,436,133
Other income	19,687,293
Total income	<u>265,123,426</u>
Expenditures	
Program expenses	212,741,246
Administrative expenses	55,009,894
	<u>267,751,140</u>
Income over expenditures	<u>(2,627,714)</u>

KENAN FOUNDATION ASIA STATEMENT OF CHANGE IN FUND BALANCE FOR THE YEAR ENDED 30 SEPTEMBER 2017

	Initial donation Baht	Restricted Fund Baht	General unrestricted fund Baht	Unrealised gain/(loss) of fair value changes Baht	Total Baht
As at 1 October 2015	500,000	-	237,904,311	(4,383,154)	234,021,157
Unrealised loss of fair value changes in available-for-sale investments	-	-	-	3,824,607	3,824,607
Transfer to income statement upon the sale of investments (note 13)	-	-	-	-	-
Transfer realise Gain/(loss) on investment to endorsement fund	-	72,496,607	(72,496,607)	2,000,965	2,000,965
Income over expenditures	-	-	(2,627,714)	-	(2,627,714)
At 30 September 2016	<u>500,000</u>	<u>72,496,607</u>	<u>162,779,990</u>	<u>1,442,418</u>	<u>237,219,015</u>
As at 1 October 2016	500,000	72,496,607	162,779,990	1,442,418	237,219,015
Unrealised loss of fair value changes in available-for-sale investments	-	700,383	-	2,869,884	3,570,267
Transfer to income statement upon the sale of investments (note 13)	-	-	-	743,665	743,665
Transfer realise Gain/(loss) on investment to endorsement fund	-	1,729,337	(1,729,337)	-	-
Income over expenditures	-	-	25,613,470	-	25,613,470
At 30 September 2017	<u>500,000</u>	<u>74,926,327</u>	<u>186,664,123</u>	<u>5,055,967</u>	<u>267,146,417</u>

KEY CONTACTS

EXECUTIVE MANAGEMENT

Mr. Piyabutr Cholvijarn

- Vice Chair and President
- PiyabutrC@kenan-asia.org

Mr. Richard Bernhard

- Executive Director
- RichardB@kenan-asia.org

Mr. John DaSilva

- Director, Corporate Engagement and Head of Marketing
- JohnD@kenan-asia.org

SENIOR MANAGERS

Mr. Paiboon Suttisirikul

- Senior Manager, Finance and Accounting
- PaiboonS@kenan-asia.org

Mr. Alexander Duke

- Senior Manager, International Practices
- AlexanderD@kenan-asia.org

Mr. Narain Chutijirawong, PhD

- Senior Manager, Thai Government Practices
- NarainC@kenan-asia.org

MANAGERS

Mr. Sarit Sanguanwongse

- Regional Technical Manager
- SaritS@kenan-asia.org

Ms. Phan Kieu Anh

- Program Manager, Kenan Vietnam
- KieuAnh@kenan-asia.org

Ms. Peeranun Panyavaranant

- Community Partnerships Manager
- PeeranunP@kenan-asia.org

Mr. Wichai Limpitkranon, PhD

- Business and Economic Development Manager
- WichaiL@kenan-asia.org

Mr. Chodok Panyavaranant, PhD

- Business Process Manager
- ChodokP@kenan-asia.org

Ms. Pornluck Chantajitpreecha

- Human Resource and Administration Manager
- PornluckC@kenan-asia.org

CHEVRON ENJOY SCIENCE PROJECT MANAGEMENT

Mr. Ara Barsam, PhD

- Chief of Party
- Ara_Barsam@kenan-asia.org

Ms. Kessara Amornvuthivorn, PhD

- STEM Lead
- KessaraA@kenan-asia.org

Ms. Jarusri Jiravisitkul

- TVET Lead
- jarusrij@kenan-asia.org

Ms. Natinee Kulpijit

- Awareness and Partnership Lead
- NatineeK@kenan-asia.org

Ms. Orachat Prechatnasak

- Accounting Manager
- OrachatP@kenan-asia.org



Kenan
Institute
Asia

Main Office

Queen Sirikit National Convention Center
2 nd Floor, Zone D, Room 201/2
60 New Ratchadapisek Road Klongtoey,
Bangkok 10110 Thailand

E: development@kenan-asia.org
T: +662-229-3131
F: +662-229-3130

www.kenan-asia.org

Vietnam Office

Unit M-03, M Floor
Pan Pacific Hanoi
No. 1, Thanh Nien Street
Ba Dinh District, Hanoi, Vietnam

E: development@kenan-asia.org
T: +844-3715-1777
F: +844-3715-1777