



Word of Wisdom

**Without a sense of caring,  
there can be no sense of  
community.**

Anthony J. D'Angelo



# CoLIFE Project



The **CoLIFE project** is an ad hoc national collaboration, led by Global Shapers Bangkok Hub, **to support** well-being and sustenance of affected vulnerable families with a **locally sourced produce care packages** and to **help** Thai farmers, whose source of income and livelihood have been severely disrupted due to the **COVID-19 pandemic**.

Right at the outset, the idea took a creative turn by partnering with famous people from all walks of life, including celebrity chef, actors, influencers and singers in Thailand to gather donations. Each care package, which costs 300 Thai Baht (\$10), gives the donor an opportunity to help vulnerable families, support Thai farmer and a chance to win **‘once in a life time experience’** with the donor’s chosen celebrity.

# The Finding

After researching, we discovered 2 main issues posing a major threat to well-being and livelihood of people in Bangkok and they need to be tackled as soon as possible. The finding showed that..

1

Low income households suffer from direct economic impacts and will be facing hunger soon



2

They cannot afford preventive tools or practice social distancing in their living condition



With the national lockdown measure and considerable economic pain expected here in Thailand, many low income households who rely on daily wages have been severely disrupted financially. Their source of income was becoming limited more than ever. Some of them will be facing hunger in a matter of weeks.

Living in closely packed housing units in highly populated community around Bangkok makes social distancing an impossibility for them. This means COVID-19 spread is likely to be highest in our poorest neighbourhoods, posing a considerable threat to the lives of many.

# The Finding

The outbreak of COVID-19 affects not only livelihood of low income household but also **agricultural sector**.  
The finding showed decline in demand for several food products especially fishery products

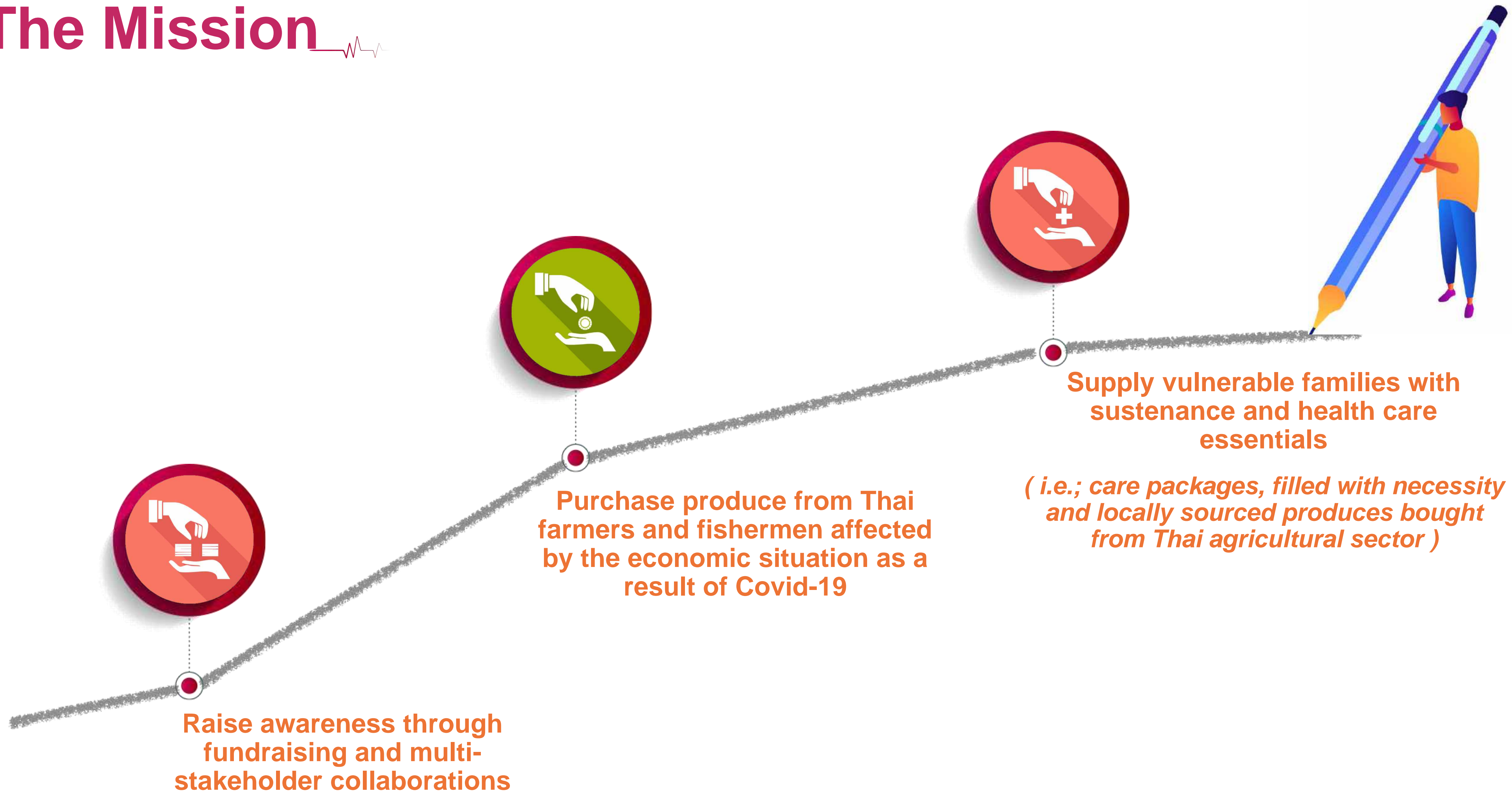
# 3

Both local retailers and fishermen suffered from less domestic demand, plummeted tourism and effects from temporary lockdown measures



The outbreak of COVID-19 led to a decline in domestic demand for several food products especially fishery products. Fishery market got affected due to a disappearing number of in-bound tourists, a closedown of hotels and other hospitality businesses as well as temporary lockdown measures. As the wet market closed for almost 2 months' time, there was no selling channel for fishery produces. Even after the wet markets started to re-open, the impacts of COVID-19 on the local economy was strongly felt due to consumers behaviour change. Some consumers became more conservative in their spending, some avoided shopping physically.

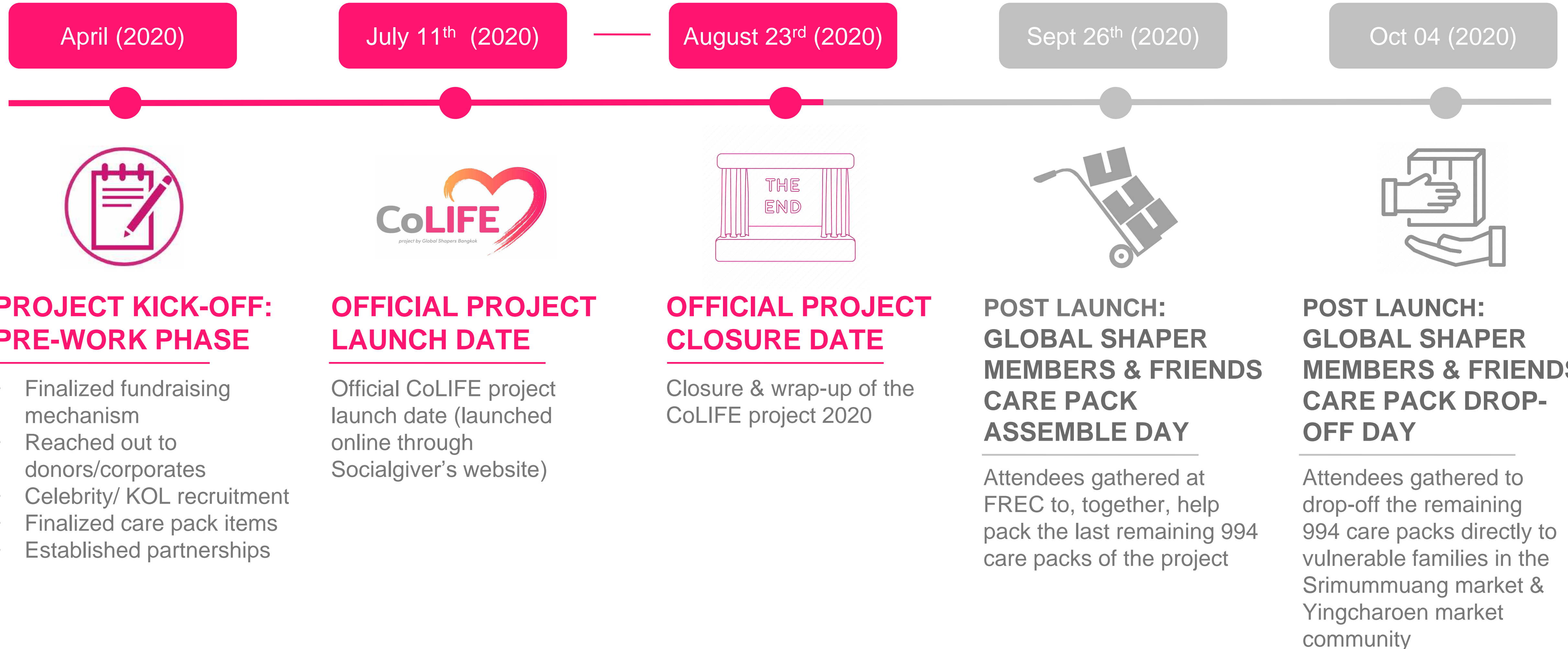
# The Mission



# The Stakeholders

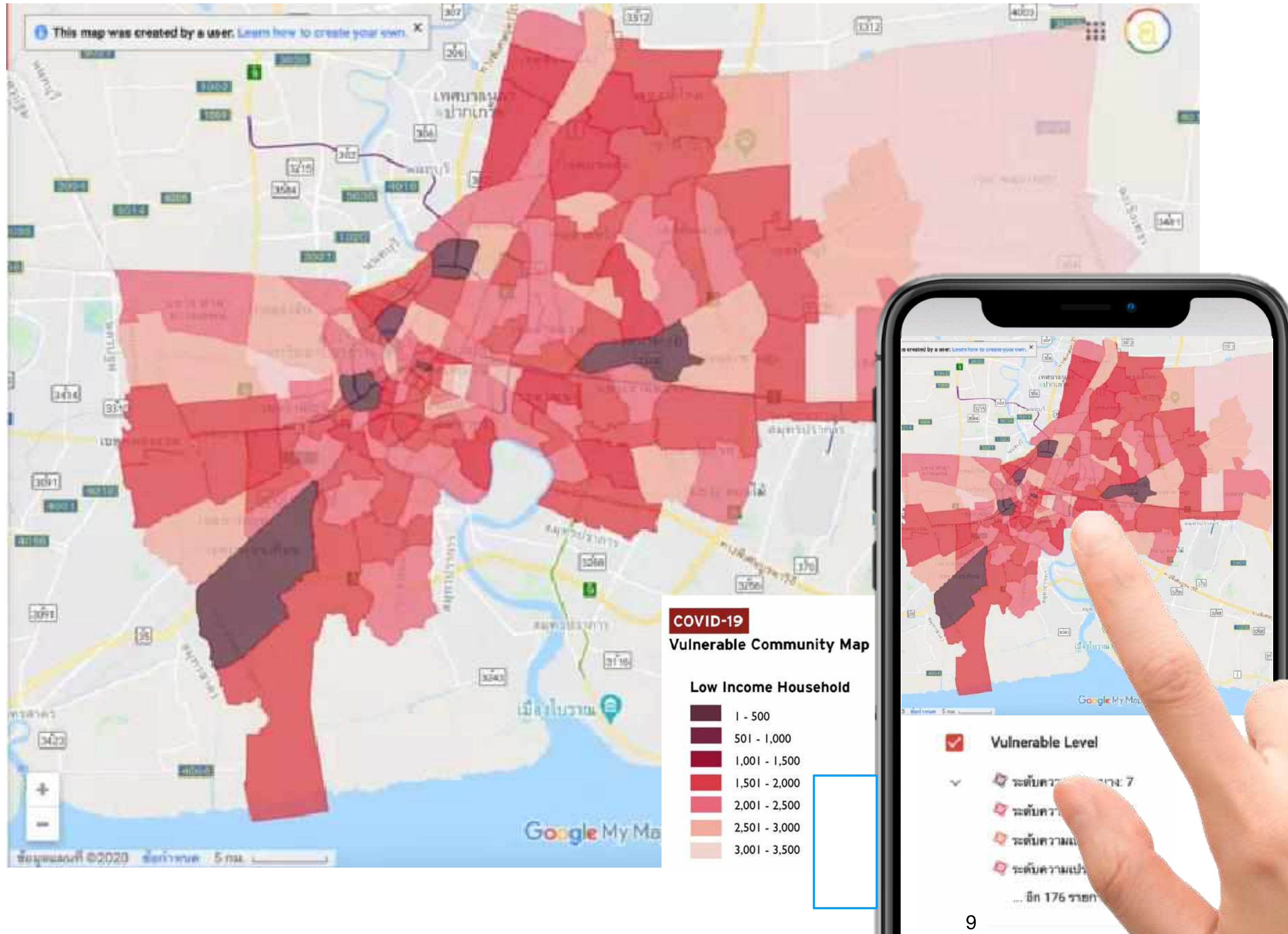


# Timeline





# Vulnerable Community Pin Point



**With helps from Urban Studies Lab,**

*an independent urban knowledge & data management center, we are able to identify and strategically prioritize the relief effort to the most vulnerable communities, using overlapped 7 layers of data including census data, demographic data etc. Moreover, by **working with the public health volunteers** and integrate the data collection process into the system, the map accuracy is improved in every turns. **The map can be viewed real time on Google Map.***



# Distribution Method

With helps from **SATI foundation**, Public health volunteers network, Public health centre and the community leaders, we are able to distribute care packages systematically and hygienically, preventing the further spread of COVID-19.

68 public health centres across Bangkok are the entities which are working with the local public health volunteers to foster healthier livelihood of local community. The local public health volunteer are trained and equipped with basic healthcare knowledge. They are the ones who work on the ground and have the connection and real knowledge about their local neighborhoods. With these networks and insight, we are able to set up the supply distribution station as well as able to send care packages right to the door of vulnerable families.



# Care packages



\*30 meals per a care package ( calculated from food calories )

# Educational Pamphlet

The purpose of this pamphlet is to improve their well-being by equipping them with knowledge, providing clear and actionable guidance for safe operations through the prevention, early detection and control of COVID-19.

## เรื่องควรรู้... COVID-19

### วิธีการแพร่กระจาย

จากสัมผัสคนสู่คน    อยู่ในอากาศ    อยู่ตามสิ่งของ

ระยะเวลาในการฟักตัว: 5-14 วัน

### 5 อาการสัญญาณเสี่ยง\*

มีไข้    ไอ    ขาดประสาทการรับรสและได้กลิ่น    ปวดหัว    หายใจลำบากเหนื่อยหอบ

\*บางคนอาจจะไม่ได้แสดงอาการนี้ก็ตามข้างต้น

### กลุ่มเสี่ยง

ผู้สูงอายุ    สตรีมีครรภ์    ผู้ที่มาจากต่างประเทศ    ผู้ที่ทำงานที่ต้องเจอคนเยอะ

## ป้องกันได้ โดย...

ล้างมือบ่อยๆ    หลีกเลี่ยงการสัมผัสใบหน้า    กินร้อน ช้อนเรา    ใช้กระดาษทิชชูทุกครั้งเวลาไอ/จาม

ยืนห่างกัน 2 ม.    หลีกเลี่ยงพื้นที่ที่มีผู้คนหนาแน่น    ใส่หน้ากากอนามัยตลอดเวลา

### การทำความสะอาด

แอลกอฮอล์ 70% เหมาะสำหรับการเช็ดผ้าเช็ดที่พื้นและสิ่งของ

เจลล้างมือแอลกอฮอล์ ควรใช้เพื่อทำความสะอาดมือในช่วงเวลาที่ไม่สามารถล้างมือและน้ำยาฆ่าเชื้อได้

น้ำยาฟอกขาว ไอโซเตอร์ โคลอร์ 1 ช้อนโต๊ะ + น้ำ 1 ลิตร เช็ดตามพื้น หรือสิ่งของที่มีสารสังเคราะห์ทุกชนิดที่สัมผัสได้ และเช็ดออกด้วยน้ำสะอาด \*ห้ามทานน้ำยา\*

ผงซักฟอก เหมาะสำหรับวัสดุที่เป็นผ้า

## หน้ากากอนามัย ใช้อย่างไรให้ถูกต้อง

### ประเภทของหน้ากากอนามัย

**หน้ากาก N95** เหมาะสำหรับการบุคลากรทางการแพทย์

**หน้ากากอนามัย การแพทย์** เหมาะสำหรับการแพทย์ หรือผู้ป่วยที่มีอาการไอ จาม เพื่อป้องกันการแพร่กระจาย \*ไม่ควรใช้ซ้ำ\*

**หน้ากากผ้า** เหมาะสำหรับบุคคลทั่วไปที่ยังไม่ป่วย \*สามารถซักได้\*

### การทำความสะอาด หน้ากากผ้า

- ซักด้วยน้ำสบู่อ่อนๆ, น้ำยาซักผ้าเด็ก หรือ ผงซักฟอก
- ควรซักด้วยมือ
- ตากในที่ที่มีอากาศถ่ายเท

## วิธีใส่หน้ากากอนามัยให้ถูกต้อง

ล้างมือให้สะอาดก่อนสวมใส่หน้ากากอนามัย

จับสายคล้องหู (หน้ากากอนามัยแบบใช้แล้วทิ้ง ให้ใส่เข็มอยู่ด้านบน)

สวมหน้ากากให้คลุมทั้งจมูกและปาก (หากมีเชลลวด กดให้แนบกับจมูก)

อย่าจับด้านในของหน้ากากอนามัย

### วิธีทิ้งหน้ากากอนามัยที่ใช้แล้ว

ถอดหน้ากากอนามัยโดยไม่สัมผัสบริเวณหน้ากาก (กรณีหน้ากากผ้า ต้องซักทุกครั้ง)

พับแล้วใส่ถุงที่ปิดสนิท

ล้างมือให้สะอาดหลังจับหน้ากากอนามัย

## วิธีการล้างมือด้วยสบู่

ระยะเวลาในการล้าง: 40-60 วินาที

- ฝ่ามือทั้งสองข้าง สบู่ให้เปียกชุ่ม
- สอดสบู่ให้ทั่ว มือทั้งสองข้าง
- ถูฝ่ามือทั้งสองข้างเข้าด้วยกัน
- ถูฝ่ามือ และประคบน้ำนิ้วเข้าไปถูงอนิ้วที่สัมผัสกับที่ สองข้าง
- ถูฝ่ามือและข้อนิ้วที่ทับในฝ่ามือด้วยนิ้วที่ประคองกับ
- กำมือข้างหนึ่งและใช้หลังนิ้วถูฝ่ามืออีกข้างหนึ่ง
- ถูนิ้วหัวแม่มือ โดยใช้นิ้วมืออีกข้างวนไปทั้งข้างหลังและข้างหน้า ทำติดกับนิ้วที่สองข้าง
- ฝ่ามือทั้งสองข้าง ให้น้ำสะอาด
- เช็ดมือทั้งสองข้างให้แห้งสนิท ด้วยกระดาษเช็ดมือแบบใช้ครั้งเดียวทิ้ง
- ปิดก๊อกน้ำด้วยกระดาษเช็ดมือ
- เมื่อมือจะแห้งสะอาด จะลดความเสี่ยงในการติดเชื้อโรค

- What are the symptoms of COVID-19?
- How does COVID-19 spread?
- Who is most at risk?
- How can the spread of COVID-19 be prevented?
- Educate about different kinds of mask
- How to wear the mask properly?
- How to dispose the mask properly?
- How to sanitise your hands properly?

# Fundraising Concept and Communication

# 19 Celebrities

Invite you to make double good deed to help affected vulnerable

# fight COVID-19

and a chance to win “Once in a lifetime” experience with them !!



**Every 300 Baht (10 \$) donation**

=



Sending 1 care package to 1 family



Help buying produces from Thai Farmer

+












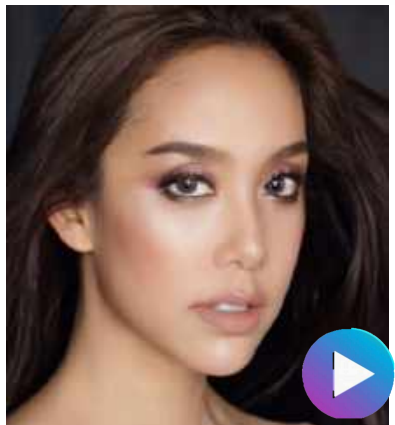







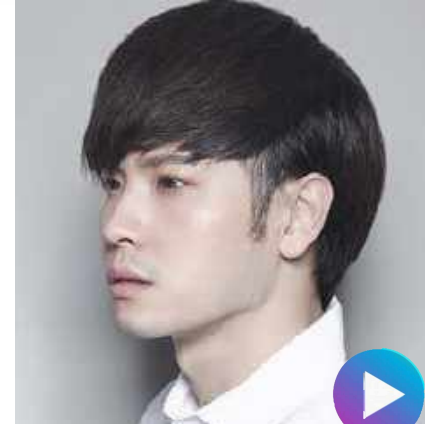


A chance to win “Once in a lifetime” experience with your chosen celebrity

# The Celebrities : Pro Bono

Potential exposure to more than

# 57.5M

Followers / Subscribers

						
<b>Mario</b> Actor 19.7M	<b>Lalita</b> Actress 20K	<b>Khemanit</b> Actress 12.2M	<b>Cherry</b> Actress/Activist 58.4K	<b>Saksit</b> Singer/Pianist 1.9M	<b>Maria</b> Beauty Queen 718K	<b>Tony</b> Hair stylist/Actor 1.6M
						
<b>Jay</b> Football Player 2.5M	<b>Kejmanee</b> Actress 1.3M	<b>Aerin</b> Actress 720K	<b>Twopee</b> Rapper/Singer 1.9M	<b>Chudaree</b> Top Chef 86K	<b>Ticha</b> Model/Actress 1.4M	<b>Mutmee</b> Singer/ Actress 252K
						
<b>Richy</b> Actress 659K	<b>Ittiphat</b> Actor 1.3M	<b>Mint I Roam Alone</b> Youtuber/Traveler 5.1M*	<b>Kong</b> Hair Stylist/Entrepreneur 330K	<b>Nont Chat</b> Make up artist 2M	<b>Little Monster Family</b> Youtuber 3.7M*	

The number shows followers from Facebook and Instagram combined

\* including Youtube subscriber

# Official Channels



The CoLIFE project was launched through Socialgiver's website



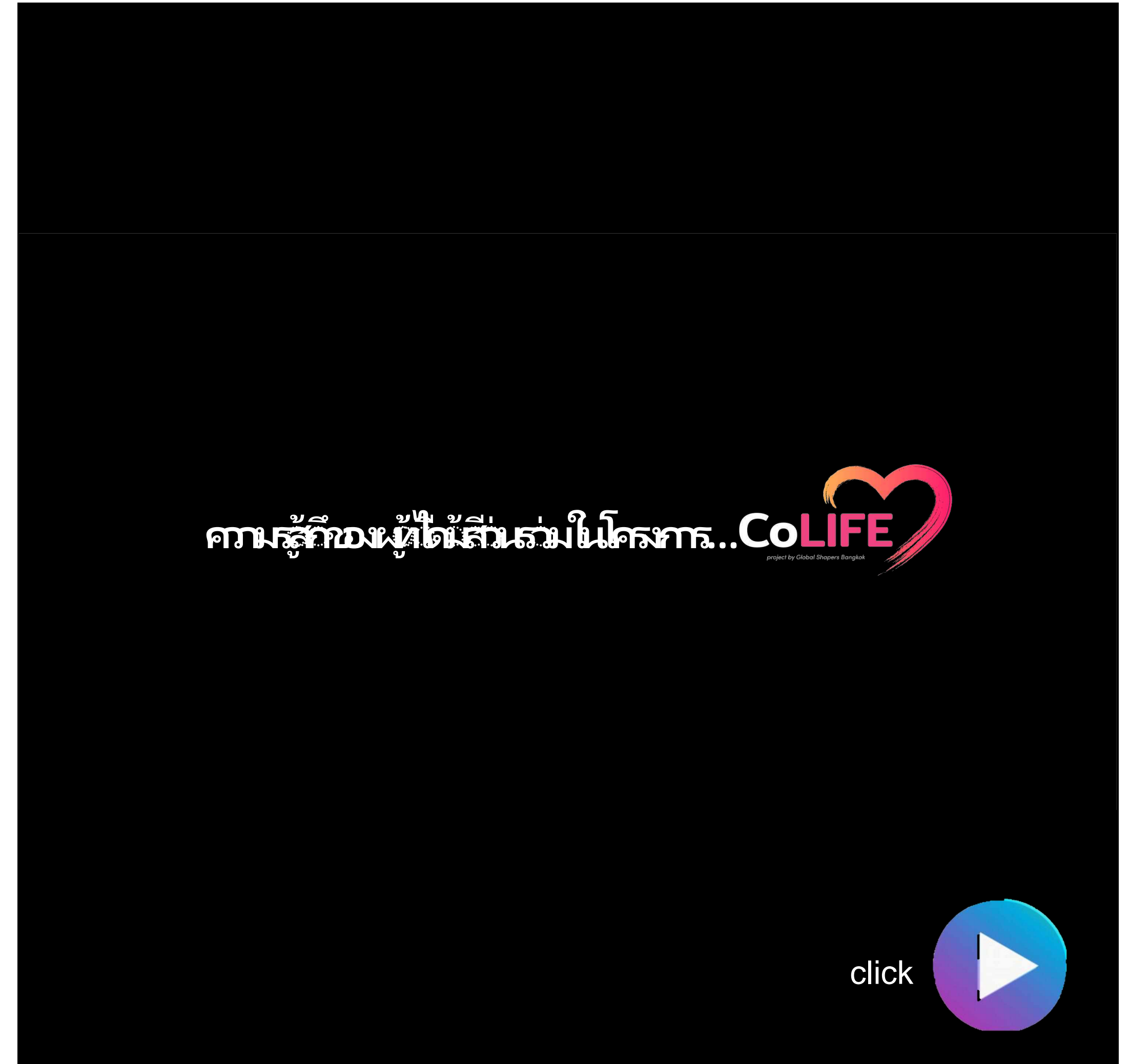
Socialgiver “is a lifestyle Social Enterprise Startup on a mission to change the world.”

The platform aims to solve some of the world's most pressing social and environmental issue by converting spare service capacity in the hospitality and travel sector

(hotels, restaurants, activities, event) into social impact.

This is made possible by connecting people, businesses and projects in a unique way that creates shared value

# Sneak Peek of the Winners





# Impact Highlights

**1,925,463**

Baht in value raised  
( Approximately USD 67,000 )

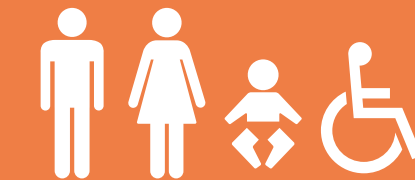
includes financial and in-kind donation value

**3,883**

Care packages distributed 

**15,532**

Lives affected



**2,288**

Fish were bought from fishermen 

**22** Shapers joined 

**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**17** PARTNERSHIPS FOR THE GOALS



**116,490**

Meals provided 

**14** Tons of rice



were bought from farmers

**50+** Volunteers joined

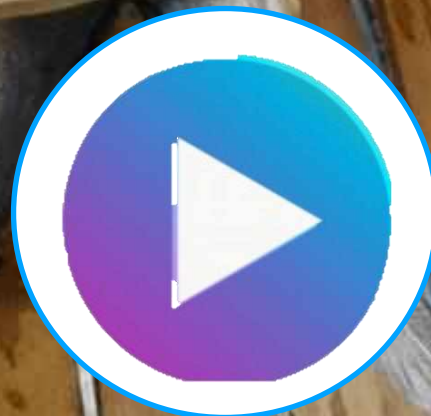
**6** Partners

**6** Sponsors secured

**26** 

Most famous celebrities of Thailand join the campaign  
(pro bono support from top Thai celebrities & influencers)

# Impact Highlights



**We** made it a mission to support local communities/producers as best as we could. One of the key items we have selected to be part of our care pack assemble is dried fish from Krabi province, Baan Prutrid community.

This group of local producers consists of housewives who take on extra jobs to earn additional income for their families. This community of local producers were directly affected by Covid-19.

- As the **wet market closed** for almost 2 months' time, which meant there was no selling channel for their dried fish.
- Even after the wet markets started to re-open, the impacts of Covid-19 on the local economy was strongly felt as **consumers became more conservative in their spending.**

The CoLIFE project sought to support this community of dried fish producers by **purchasing a total of 2,288 dried fish ( a good source of nutrition) as part of the CoLIFE care pack relief given to vulnerable families.**

# Social Media Performance



**55%**

**Organic growth  
in total follower**

*(on Global Shapers Bangkok Facebook page from July-October 2020)*

**69,329%**

Increase in reach  
at the peak of campaign

**4,701%**

Increase in engagement  
at the peak of campaign

# Media Coverage

## Mainstream Media



TV and Radio interview

[See video](#)

## Online Social Media

### Owned Media



Global Shapers Bangkok

- Official website
- Facebook
- instagram

[Visit page](#)

### Earned Media



Mentioned and promoted through digital publishers, famous reality show and various influencers

[See video](#)

Potential Reach to 57.4 M followers from celebrities social media

# Lessons learned

## CHALLENGE

**Numerous tasks to complete in a short time span coupled with the physical limitations of the Covid-10 lockdown + resource limitations of the hub**

*(some examples include: campaign launch, official financial account for donations to be made, Public relations for the campaign, identifying the key target vulnerable communities, care pack packing space, etc)*



## SOLUTION

**Instead of trying to do everything ourselves, partnership and collaboration is KEY to optimal results**

*“put the right man to the right job”. We focused on our key strengths & maximized the resources we had and decided to collaborate with those who can fulfill tasks/skills/know-hows we lacked of.*

## KEY TAKE-AWAY

**Be opened to collaboration and align with the RIGHT partnerships**

*Choosing to collaborate & finding the right partnerships are key to a good working process and achieving the desired end goal (alignment of goals/purpose, professionalism in working standards, etc)*

**Issue of identifying, targeting, and prioritizing the beneficiaries**

*We started out by just wanting to help those who are in vulnerable conditions (laid off, daily wage earners, elderly communities, etc), but initially were not able to systematically identify & prioritize who get the help first (due to limitations in resources of the members in the project – no specialists in this field)*



**Work based on facts and data.**

*We partnered with Urban Studies Lab (an independent urban studies laboratory, urban think-tank, knowledge & data management center and community engagement facilitator), using their demographics data, to transparently identify communities most in need, based on age, income and pre-existing conditions to ensure we prioritize and give to those most in need.*

**Maximize good intentions with insight, information and knowledge**

*For strategic accuracy and credibility to donors, it is best to work based on proven facts & data to help substantiate decisions made.*

# Lessons learned

## CHALLENGE

**Lack of “Global Shapers Bangkok” presence in the local community , made it difficult to establish to identify ourselves for collaborations**

*In addition to the lack of visibility/presence in the community, the concept of the Global Shapers hub is quite abstract for the local Thais, which made it a struggle to establish ourselves with potential partners & collaborators. (ex: when pitching ourselves to Thai celebrities, some were skeptical to say yes, as they have never heard of Global Shapers)*



## SOLUTION

**Leveraged off the “World Economic Forum” as a credential stamp and personal accountability**

*We had to be resourceful and use any tangible credentials we could to give a peace-of-mind t our partners/collaborates that we were legitimate.*

## KEY TAKE-AWAY

**Collaboration with partners/third parties will be much easier to establish if the hub had a clear brand presence**

*Clear communication tagline for the hub (in Thai), visible brand presence, etc.*

# Our Partners



SATI

[Read More](#)



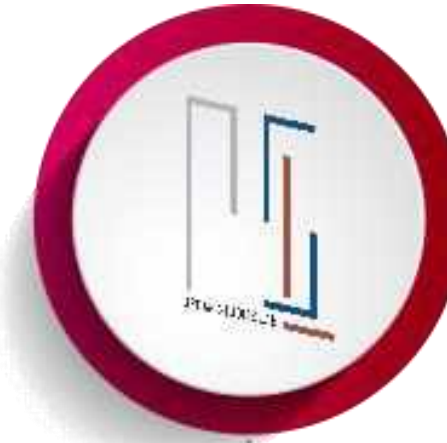
SCHOLARS OF  
SUSTENANCE

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SOCIAL GIVER

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# Our Sponsor









Project Leader : Namtan

Project Leader : Bua

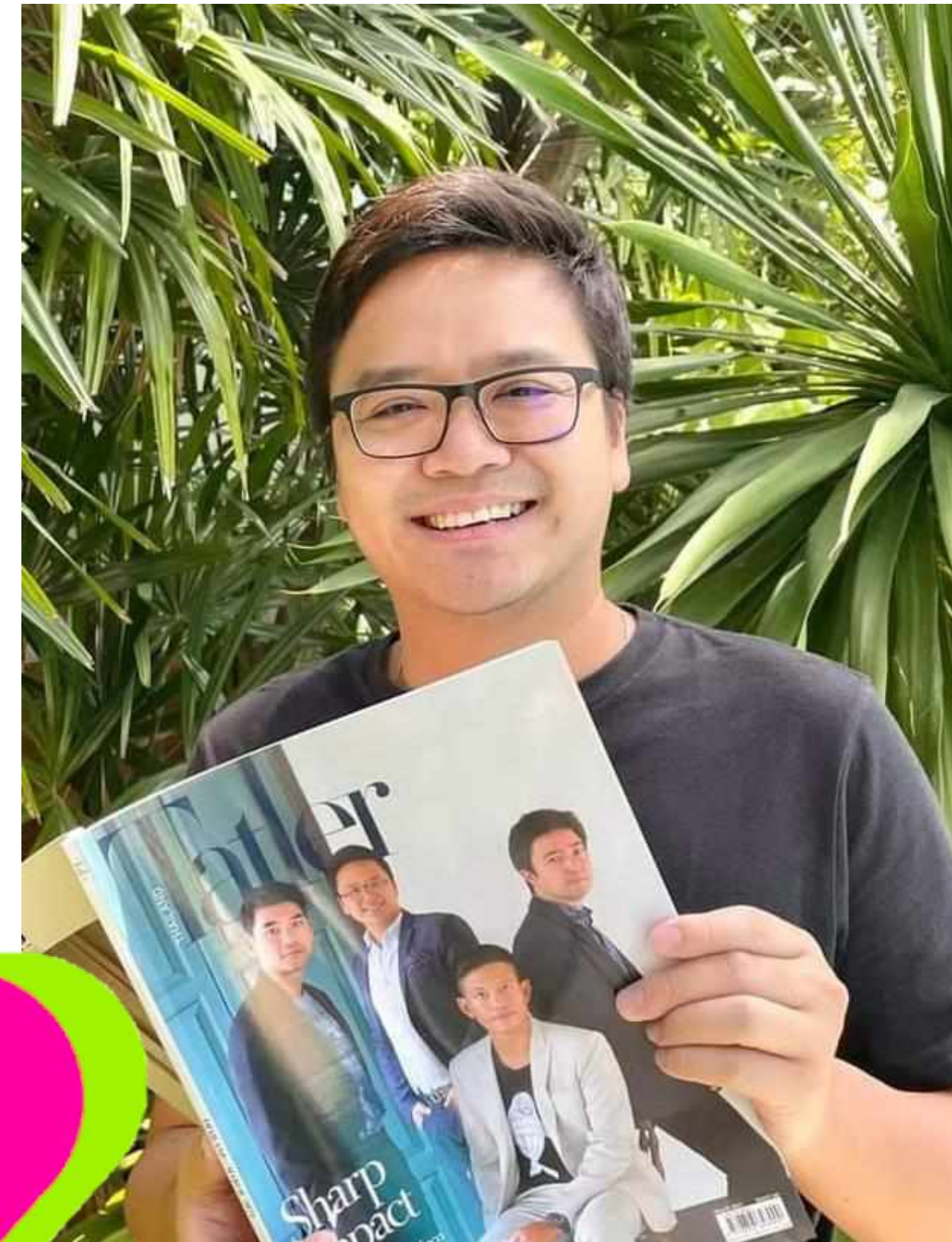


# Last but not least..

## BIG thanks to our Amazing Alumni for all your support



**M.L. Dispanadda Diskul**  
CEO of the Mae Fah Luang Foundation and  
chairman of the Social Enterprise Thailand  
Association



**Arch Wongchindawest**  
CEO and Founder of Socialgivers, Thailand's  
leading social enterprise