

The logo features the text "Scale 360°" in a bold, black, sans-serif font. The "360" is significantly larger than "Scale". A green circular graphic element, consisting of two curved lines, surrounds the degree symbol.

**Scale 360°**

The background is a vibrant green with white wavy lines. In the bottom left, a dark blue globe is shown with a person in a red hijab sitting on its surface. A tree with a dark green canopy and white roots grows from the globe. A bright orange sun is positioned in the upper left quadrant. The text "SCALE 360° IMPACT REPORT" is centered in the lower right, with "By Global Shaper Bangkok" below it.

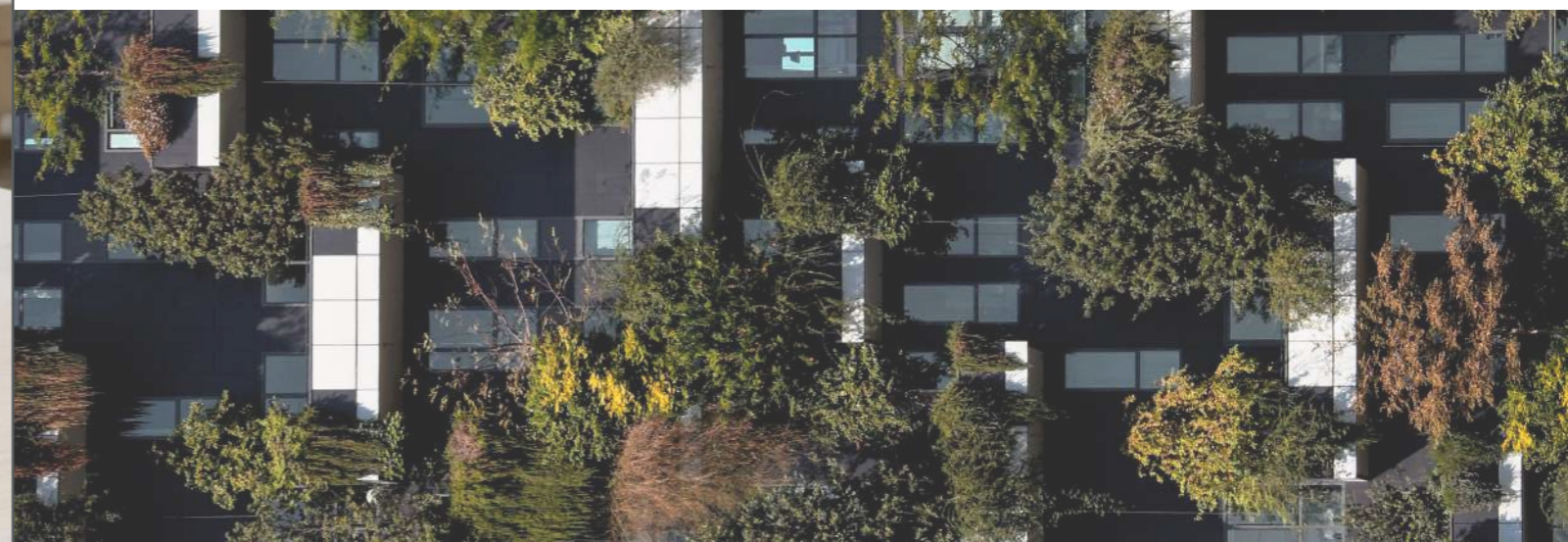
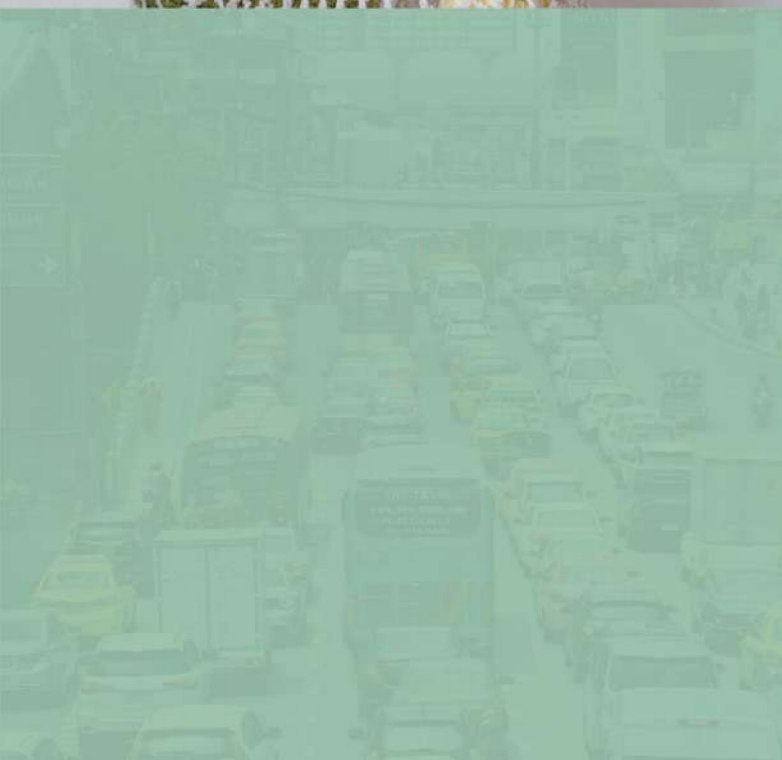
**SCALE 360°  
IMPACT REPORT**

*By Global Shaper Bangkok*



# CONTENTS

About Global Shapers Bangkok	5
About Scale360°	6
Scale360° Team	7
Scale360° Impact in Numbers	8
Scale360° Timeline	9
SUP-Free	10
City Hack	12
Clean Air	14
Media Presence	16
Lessons Learned	17
2021 and beyond	20
Impact Partners	21





# ABOUT GLOBAL SHAPERS BANGKOK

The Global Shapers Bangkok comprises of 36 individuals who are passionate in creating positive change and sustainable impact in the communities they live in, be that in Thailand, Southeast Asia or beyond. The Hub is guided by its mission to build a local community of the most outstanding young people committed to improving the lives of the population of Thailand. The Bangkok Shapers Community is a voice for the future in local, regional and global thought processes and a catalyst of entrepreneurship in the global public interest.

The ongoing global COVID-19 pandemic has burdened the Thai economy like never before, widening income and wealth gaps that were already among the highest on the planet. The impacts of climate change and environmental degradation are also becoming more severe, whether in the unhealthy levels of PM 2.5, the hazardous accumulation of microplastics inside fish, or the worst drought in four decades. Given the dire circumstances, circular economy solutions on every possible vantage point are now ever more important in Bangkok and beyond.



Scale360° is an initiative of the World Economic Forum that is led by the Circular Economy team. Designed to help fast-track Fourth Industrial Revolution impact in the circular economy, Scale360° leverages innovation ‘hubs’ to bring together leaders in science, policy and business to trigger circular change. Leaders and collaborators in Global Shaper hub cities will utilize Scale360°’s unique, tested methodology – the Scale360° Circular Innovation Playbook – to fast-track the impact of the Fourth Industrial Revolution.

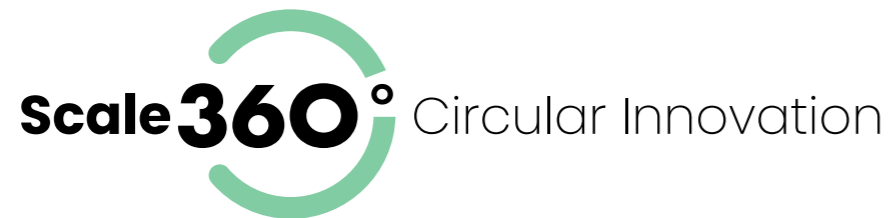
## ABOUT SCALE360°

## WHY SCALE360°

After a thorough and competitive selection process, Global Shapers Bangkok has been appointed to lead and kickoff the Scale360° initiative in Asia. Along with

Brussels Hub, Turin Hub and Mexico City Hub, the Global Shapers Bangkok works together to design, organize, and deliver interventions that support circular economy solutions tailored to local needs.

Going forward, we view Scale360° as one of our long-term hub projects. All activities pertaining to sustainability, circular economy and the Fourth Industrial Revolution will be brought together under the Scale360° umbrella, creating a vibrant synergy among the initiatives. Given the breadth of possibilities, we would like to leverage Scale360° not only as an opportunity for joint effort as a hub, but also to seek and to foster long-term partnerships with organizations that we could collaborate with, thereby expanding the circle and the reach of Global Shapers Bangkok.



## THE THREE INTERVENTIONS

Bangkok Hub decided to channel the Scale360° initiative through 3 sub-projects (“interventions”):

- (1) **CITY HACK**: a collaboration with the public sector to inspire young generations to design with circularity in mind,
- (2) **CLEAN AIR ACT**: action-oriented, citizen-driven campaign to collect 10,000 signatures towards cleaner air in Thailand, and
- (3) **SUP-FREE**: an ecosystem mapping experiment to test the demand and supply of circular solution in Thailand. In mobilizing Scale360°, Bangkok Hub is directly supported by the Global Shapers Community HQ, the World Economic Forum, and several leading experts in Circular Economy in Southeast Asia. The Bangkok Hub has also been involved in several pivotal milestones of the pilot, including the branding workshop of Scale360°.



## SCALE360° TEAM

### Project Lead



Charinthip (Flukke)



Kawin



Liepa

### Core Team



Irvan



Omar



Carlo

### Mentor

### Scale360°



Adithya (Addy)



Tippayaporn (Anns)

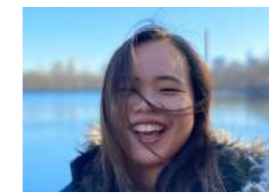


Chutipon (Ong)



Porntawan (Pear)

### SUP-Free



Prima (Fair)



Nareegarn (Ice)



Nicha (JJ)



Korakot (Bua)



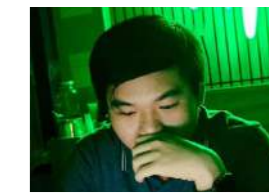
Maluli (Bua)



Piet



Rakshina (Sheena)



Tanchat (Tan)



Jitsai (Tata)

### City Hack



Siripa (Nan)



Fonthip (Rainy)



Weerapol (Wee)



Stunchat (Nala)

# SCALE360° IMPACT IN NUMBERS



## TIMELINE 2021



<h3>2 FEBRUARY</h3> <ul style="list-style-type: none"> <li>● Internal Scale360 Workshop</li> </ul> <p><i>Impact : Engaged 20+ hub members, set out project objectives, scoped potential partners and interventions</i></p>		
<h3>3 MARCH</h3> <ul style="list-style-type: none"> <li>● Telscore Showcase</li> </ul> <p><i>Introduced Scale360° project to an audience of 200, including famous micro-influencers, other startups in the social impact space</i></p>		
<h3>4 APRIL</h3> <ul style="list-style-type: none"> <li>● Moving Towards Circular Economy</li> </ul> <p><i>Introduce GSBKK and Scale360° interventions to an audience of investors, policymakers and entrepreneurs. 104 live attendees, 220 views of replay</i></p>		
<h3>5 MAY</h3> <ul style="list-style-type: none"> <li>● Scale360 Brand Identity Workshop</li> <li>● Davos Lab Dialogue Plastic Circularity</li> </ul> <p><i>Initiated and co-created the foundations of Scale360° brand identity with World Economic Forum (WEF) team and Shapers from other Hubs</i></p> <p><i>62 webinar attendees</i></p>		
<h3>6 JUNE</h3>	<h3>7 JULY</h3>	<h3>8 AUGUST</h3>

# SUP - FREE



SUP-Free is an intervention under Scale360° that aims to address plastic pollution issue in Thailand by sourcing and promoting circular alternatives to single-use plastic (SUP). From March 2021, the Hub partnered with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Thailand Environmental Institute and the eco-INSTITUT Germany GmbH to map startups in Thailand that offer working solutions to SUP in the food sector and to conduct research on food vendors while identifying the non-price barriers to transition to circular alternatives. Thus far, we have listed 30 startups that offer circular alternatives to SUP. These startups were then screened by eco-INSTITUT, and, of 30 projects, 15 of them were shortlisted as less harmful than the readily available SUP plastic. After contacting all 15 suppliers, 8 of them agreed to be part of the SUP-Free catalogue. The catalogue is in development and will list not only supplier profile/background,

contact details, product/service portfolio but also minimum order quantities (MOQs) and unit costs. The launch of the catalogue is scheduled for July 30, 2021, where it will be shared with key stakeholders in Phuket. Given the scope of the initiative, the spectrum of stakeholders is exceptionally broad; the stakeholders range from SMEs such as street food vendors and independent restaurants to large organizations, including the Phuket Municipality and Phuket Hotels Association. Moving ahead, the next action will be to conduct a focus group (dependent on Covid and travel restrictions) as per project pillar #2 to research on their barriers to transition to circular alternatives. The Hub believes that this pilot SUP prevention project is just the start of a long-term collaboration with the private and public sector - one that will allow us to grow the demand for circular solutions in Thailand.



# SUP - FREE

Project Timeline	Key Event	Impact
February 2021		
March 2021	- Intervention Scoping Workshop with GIZ, Shapers and members of a local startup	- Engaged 15 Hub Shapers, established partnership with GIZ and identified one key idea for the pilot intervention
April 2021	- Working Meeting with GIZ	- Finalised intervention design and set out project milestones
May 2021	- Research Stage	- Finalised startup mapping approach and focus group research design as well as listed 35+ startups for the SUP Free catalogue
June 2021	- Implement Stage	- Finalised SUP Free catalogue
July 2021	- SUP Free Catalogue Launch in Phuket	- Exposure to 40+ key stakeholders (representatives of the Phuket Municipality, Hotel Associations, Food Vendors, Restaurants, and Delivery Service providers)
August 2021	- SUP Free Catalogue Promotion	- Social media exposure



# CITY HACK



City Hack is a collaboration between different organizations and companies including UNDP, UNHABITAT, BUTTERFLY22X with the support from the Royal Thai Government. Through this project, the Hub aims to achieve intervention #3 on Circular Economy & Innovation Training with an ambitious 72-hour hackathon. The Hackathon will involve urbanplanners, policy makers, start-up accelerators and deep tech innovators - essentially bringing together the great minds behind



“Bangkok of the Future.” The event will allow the Hub to introduce the idea of Circular Economy and explain the concept of the Scale360° initiatives to all participants. We hope to inspire all the key stakeholders participating in the event to have a ‘circular mind’ - from start (product design) to finish (finalization and implementation) by creating solutions which support circular economy and sustainability in Thailand.



# CITY HACK

Project Timeline	Key Event	Impact
February 2021		
March 2021	- Tellscore Showcase	- Introduced Scale360° initiative and City Hack to an audience of 200, including famous micro-influencers, other startups in the social impact space
April 2021	- City Hack Working Group Meeting	- Introduction of Scale360° and City Hack overview to 16 participants including representatives from the Royal Thai Government
May 2021	- Research Stage	- Scale360° leads recorded video for City Hack Campaign, this will be show on City Hack channels.
June 2021	- City Hack Introduction to new members	- two members from the hub will join in City Hack to support in preparation of Circular Economy guidebook that we plan to release during the period of City Hackathon.
July 2021	- Circular Economy Guidebook for City hack participants	- Research and reaching out to knowledge partner to create this guidebook to city hack participants and promote this into Hub Social media
August 2021	- City Hackathon	- Bangkok Hub and Scale360° will be one of the speaker during the orientation with 100+ participants expected + social media exposure



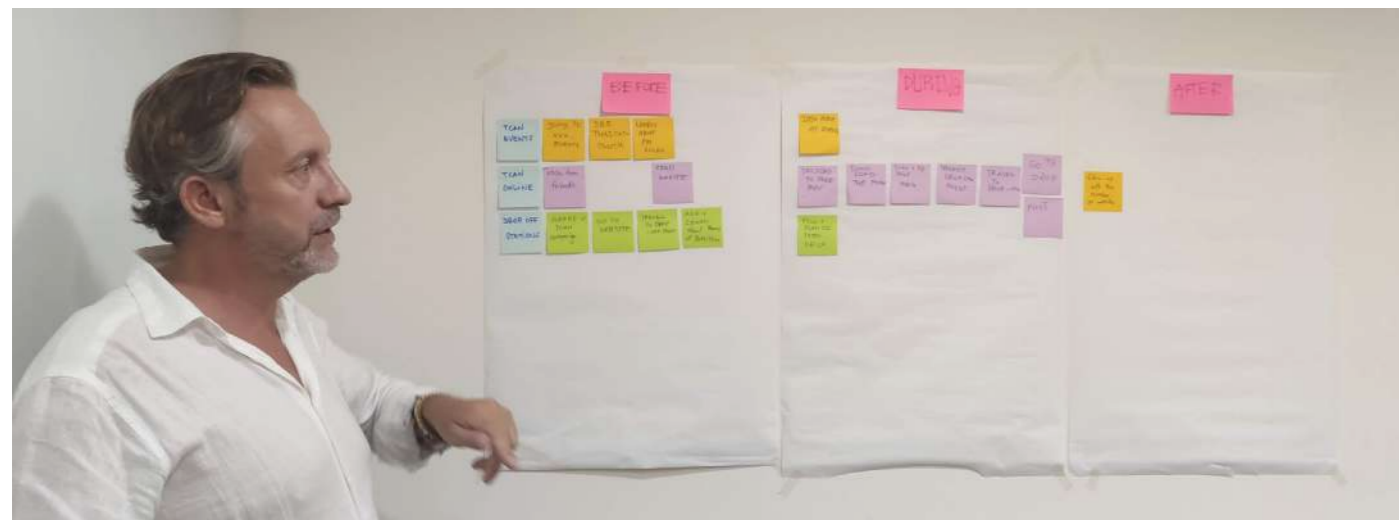
# CLEAN AIR

The Clean Air project is a collaboration between volunteer-driven organizations, small startups, advertising agencies, and members of international NGOs in pursuit of a cleaner future for all residents of Thailand. With the State of Global Air 2020 attributing 32,000 premature deaths in Thailand to air pollution, the Hub is planning a social media campaign to build awareness about the citizen-driven Clean Air Bill and intends to collect 10,000 signatures in order to present the policy change proposal to the Thai parliament, The National Assembly of Thailand. If and when approved, the Bill will allow citizens to

1. get free medical check in case of exposure to severe air pollution,
2. sue polluters and get compensation for the damage done,
3. actively participate in the policy making process,
4. stay informed about air pollution exposure and ways to protect oneself and those around.



Acceptance of this citizen-driven Bill would not only promote inclusive policies through inclusion of citizen voices but also put Thailand on par with Singapore and at the frontier of Clean Air policies in comparison to other Southeast Asian countries. The campaign is expected to be launched end of July 2021 based on the ongoing COVID-19 situation in Thailand.



# CLEAN AIR

Project Timeline	Key Event	Impact
February 2021		
March 2021	- Strategy Workshop	- 18 attendees, 3 partners engaged in the strategy building process
April 2021	- Brand Identity Workshop	- 10 attendees engaged (1 External Marketing Consultant, 1 External Creative Director, UN representatives, Circular Design Lab, Shapers, Thailand Clean Air)
May 2021		
June 2021	- Campaign Planning	- Draft storyboard development with active involvement of Maria Poonlertlarp (Miss Universe Thailand 2017)
July 2021	- Planned Campaign Launch	
August 2021		





# MEDIA PRESENCE



**Global Shapers Bangkok**  
19 กุมภาพันธ์ · กรุงเทพมหานคร ประเทศไทย ·

(Text in English below)

Global Shapers Bangkok รู้สึกเป็นเกียรติอย่างมาก ที่ได้รับคัดเลือกให้เป็น 1 ใน 4 Hub จากกว่า 40 Hub ของ Global Shapers ที่สมัครในโครงการ Scale360° - Circular Economy ของ World Economic Forum ให้ร่วมเป็นตัวแทนกลุ่มแรกที่จะได้ผลักดันโครงการนี้...

Scale360° เป็นโครงการที่เน้นย้ำและผลักดันเรื่องเศรษฐกิจหมุนเวียน หรือ Circular Economy โดยที่พวกเรา Global Shapers กำลังรวบรวมทุก ๆ หน่วยงานที่เกี่ยวข้องด้านนี้ทั้งภาครัฐ ภาคเอกชน และ NGOs ต่างๆ ในความร่วมมือผลักดันและยกระดับ กรุงเทพมหานคร และประเทศไทย ภายใต้กรอบของเศรษฐกิจหมุนเวียน ซึ่งพวกเราเห็นว่าถือเป็นเรื่องสำคัญของการพัฒนาที่ยั่งยืน

หากสนใจร่วมงานกันสามารถติดตามข่าวสารได้ที่นี้ หรือส่งข้อความ inbox มาพูดคุยกันได้เลยละ 🥰

Press Release: <https://bit.ly/3pyvYTT>

After a thorough and competitive selection process, Global Shapers Bangkok has been appointed to lead Scale360°, the pilot #circulareconomyinitiative of the World Economic Forum. Along with three other Hubs around the world - Global Shapers Turin Global Shapers Brussels Hub and Mexico City Global Shapers - we will design, organize, and deliver unique and tested interventions that support circular economy solutions tailored to local needs.

"Scale360° leverages innovation 'hubs' to bring together leaders in science, policy and business to trigger circular change. Leaders and collaborators in Global Shaper hub cities will utilize Scale360°'s unique, tested methodology - the Scale360° Circular Innovation Playbook - to fast-track Fourth Industrial Revolution impact."

Are you working in Circular Economy? Keen to collaborate and create impactful innovations in Bangkok and beyond? Send us a message! 🥰

Press Release: <https://bit.ly/3pyvYTT>

#Scale360  
#GlobalShapers  
#Circularinnovations

แชร์ 4 ครั้ง



# LESSONS LEARNED

## CHALLENGE

**1** Covid - While it is a universal challenge, the virus was contained in Thailand relatively early and, apart from tourism and hospitality industry, people were able to live relatively normal lives for the most part of the pandemic. When GSBKK initiated the Scale360° initiative in early 2021, we were able to run in-person events as businesses were reopened for several months. However, the post-Songkran wave hit Thailand in April 2021 with the whole country going into different versions/measures of lockdown since then. The events, research groups and campaigns that were initially planned had to be postponed in light of the situation. This brought strain to Hub members who own businesses who had to find different ways to fund their employee salaries with the Hub's attention now focusing efforts on immediate COVID relief programs.

## SOLUTION

We postponed a majority of our activities, moved all meetings online and focused on hub engagement for immediate COVID relief initiatives. Despite the delay, we decided to document our progress through an Impact Report in which we outline our achievements until the end of the pilot phase and give a glimpse to our plans for Scale360° post-pilot.



## KEY TAKEAWAY • KEY TAKEAWAY • KEY TAKEAWAY

Multitasking is important. Through this challenge, we learned how to prioritize tasks catering to immediate needs of the community, while still cognisant of the momentum of our other efforts.

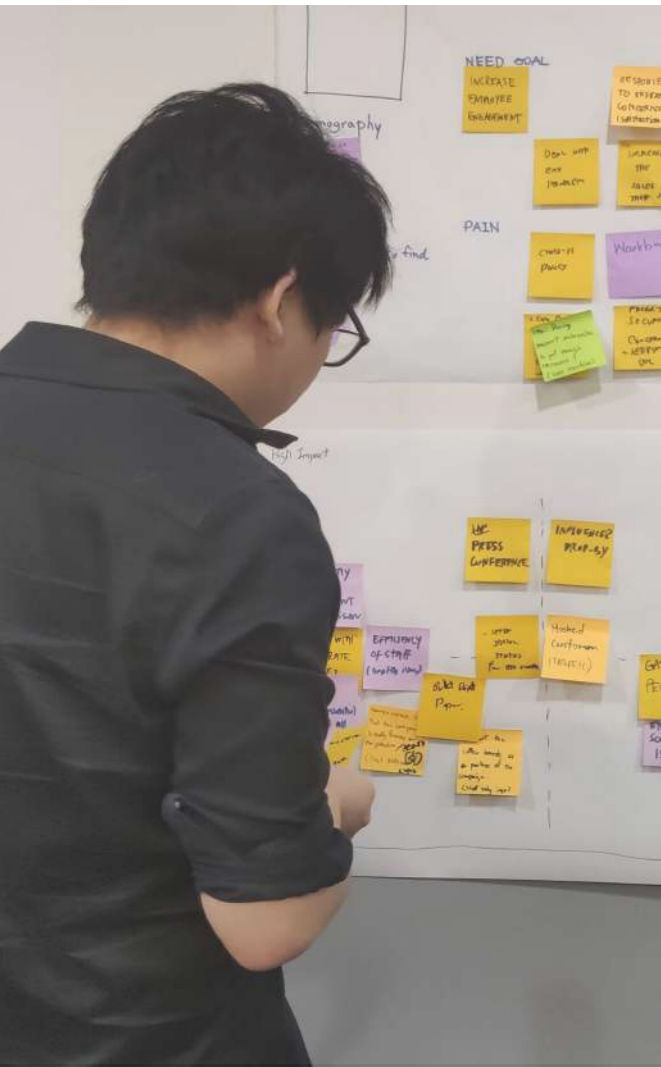
# LESSONS LEARNED

## CHALLENGE

**2** The biggest challenge was allocating time for the three interventions under the umbrella of the Scale360° initiative. We were very ambitious at the start after mapping the ecosystem and decided to run multiple interventions at the same time. At the start, it was a challenge to build the partnerships required as well as tend to our day-to-day responsibilities at work and managing personal engagements.

## SOLUTION

We adopted a decentralized approach wherein the overall Scale360° direction came from 3 individual project leads who formed their own respective teams under each intervention, leading to a collective hub effort. By the end of the pilot stage, 22 of 36 Shapers contributed to the success of the project.



# LESSONS LEARNED

## CHALLENGE

**3** The first mover (dis)advantage - the exciting and somewhat challenging aspect of the project was that there was no set precedent or rule book to follow. There were no marketing material or guidelines that we could follow in respect to creating social media campaigns or customised pitch decks. This resulted in competing priorities, i.e. partnership mapping vs marketing strategy, intervention design vs social media campaign design and so forth.

## SOLUTION

Midway through the pilot phase, our hub organized a brand identity workshop for all participating Hubs and representatives of the WEF. The outcome of the workshop was a colour palette, values and insights that were further refined and used for building the foundations for the Scale360° brand.



# KEY TAKEAWAY • KEY TAKEAWAY • KEY TAKEAWAY • KEY TAKEAWAY • KEY TAKEAWAY

Managing expectation of all stakeholders is important. While it's important to be ambitious in driving the project, it's also important to balance the reality of circumstances. Nonetheless, we

are proud with what we have achieved in such a short period of time. In our next effort, we will aim to focus on one project at a time so we can deliver maximum impact.

You cannot do it all. Pick your battles, prioritise and leave room for imperfections. While it was a first mover (dis)advantage, the Hub

feel that we were able to set the precedent and are much better equipped to implement such ambitious projects moving forward!

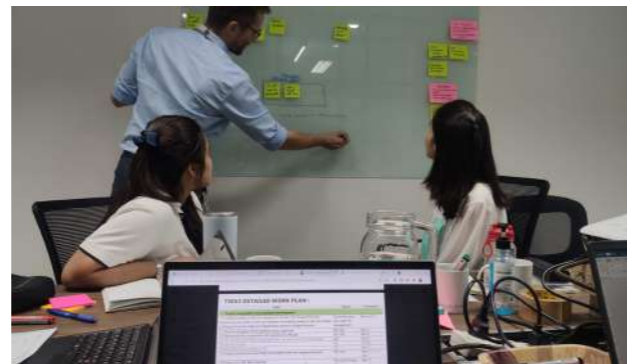


# 2021 AND BEYOND



With a synchronized interest towards popularizing circular economy, the three thematic interventions have been exemplary. These interventions have organically developed genuine interest in circular economy in Bangkok - particularly among Hub stakeholders and our social circles - and the impetus should not stop when the pilot ceases. Riding on the wave of this budding interest, the Bangkok Hub hopes to create further impact far beyond the pilot phase of Scale360°, expanding such impact to other regions across Thailand.

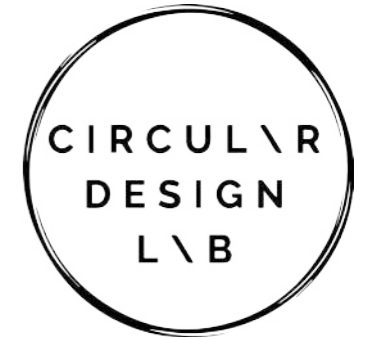
Initial ideas include the organization of “Clean Air” fundraising to raise awareness on the importance of clean air and the dangers of air pollution. To maintain top-of-mind awareness on the subject, artists will be invited to design tote bags and masks using ink from captured air pollution. The plan is to utilize the fund raised to purchase and install air filters in schools located in pollution-heavy regions, particularly in Northern Thailand. While such fundraising creates short-term impact, this activity sets a precedent to a number of exciting possibilities with long-term prospects, including the research of best practices for PM2.5 prevention methods, the organization of Clean Air Hackathon/Smogathon, and the establishment of regional cross-hub collaborations (as life-threatening air pollution level is a persisting common denominator in Southeast Asia).



Building upon the catalogue of eco-friendly plastic alternatives, the Bangkok Hub is also considering organizing “clean-up” activities with communities that are greatly affected by plastic waste. The collected waste can be up/recycled at dedicated facilities or can be made into new products, such as benches or swings, which can then be installed in public parks to raise awareness about the endless possibilities of circular solutions.

As we can see, the opportunities are limitless. We, Bangkok Hub, are stoked to get our hands dirty (literally!) to keep the circular economy agenda on everyone’s minds!

# IMPACT PARTNERS





**Scale 360° Impact report**  
By Global Shaper Bangkok