



YOUTH  
CO:LAB

Project Co-Leads



Citi Foundation



# YOUTH CO:LAB THAILAND 2020

## The Catalogue of Process and Solutions





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United Nations Development Programme  
 12th Floor, United Nations Building,  
 Rajdamnern Nok Avenue,  
 Bangkok 10200, Thailand  
 Tel. (66) 2 304 9191

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## FOREWORD

To create a value-based economy that is driven by innovation, technology and creativity, while keeping the goals of stability, prosperity and sustainability in mind, is not an easy job for any society. With social innovation, solutions for a transformative and inclusive economy are now within reach.

Youth Co:Lab was initiated with the aim to strengthen the capacities of Thai young people to enhance their livelihoods through social innovation, by designing and implementing ideas and business models for social impact in their communities.

## ABOUT US



### UNDP THAILAND

UNDP works in some 170 countries to support the achievement of the Sustainable Development Goals. UNDP has been present in Thailand for more than 50 years as a trusted partner of the Royal Thai Government and people of Thailand. Working as part of the UN Country Team, UNDP aims to advance inclusive sustainable and human-centered development for all people in Thailand. In all our activities, we encourage the protection of human rights, and the empowerment of women, minorities and the poorest and most vulnerable.

In Thailand, UNDP works with a broad range of partners to provide policy advice, technical expertise and implementation support in areas such as environmental and biodiversity conservation, climate change adaptation and mitigation, anti-corruption, community livelihoods, and government and social innovation.

[www.undp.org](http://www.undp.org)

[www.th.undp.org](http://www.th.undp.org)

### SUSTAINABLE DEVELOPMENT GOALS



### THE GLOBAL GOALS

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. Achieving the SDGs requires the partnership of governments, private sector, civil society and citizens alike to make sure we leave a better planet for future generations. Supporting the 2030 Agenda is a top priority for UNDP.



### YOUTH CO:LAB

Co-created in 2017 by UNDP and Citi Foundation, Youth Co: Lab aims to establish a common agenda for countries in the Asia-Pacific region to empower and invest in youth, so they can accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation and entrepreneurship. By catalyzing and sustaining youth-led startups and social enterprises across the region, Youth Co: Lab is positioning young people

front and center in order to solve the region's most pressing challenges. In addition to supporting youth entrepreneurship, Youth Co:Lab also works closely with multiple stakeholders to strengthen the entrepreneurship ecosystem and to promote policies to support and enable young people to take the lead in finding and developing new solutions for social and environmental problems in their communities.



### YOUTH CO:LAB THAILAND

Youth Co: Lab Thailand is a platform to empower youth in Thailand to create social impact and enhance livelihoods through social innovation, thus contributing to resolving existing social challenges in Thai society.

Through Youth Co: Lab, UNDP connects young people and leaders in technology, development,

innovation and business to improve cross-sector collaboration, and promotes policies to support and enable young people to lead the development of both new and existing solutions to social, economic and environmental challenges in their communities. The initiative accelerates the implementation of the SDGs and, ultimately, advocates for the sustainable development of tomorrow.

## OUTPUT



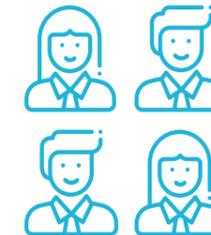
4

4 Regions of Thailand were included.



488

Applications received from 488 youth all over Thailand



66

66 teams of young delegates selected



35

35 Development partners from international organizations, government, academia, private sector and civil



23

society engaged 23 awards attributed

## OUTCOME



SDGs awareness of young people and the most vulnerable youth including the LGBTI and indigenous people was increased.



Integration of social innovation and peacebuilding for sustainable development



Capacity of young social innovators was strengthened



Understanding, tolerance and mutual respect of differences were developed

# YOUTH CO:LAB THAILAND 2020

## 2020 PROGRAM THEME

This year's biggest news which appeared right from the beginning of 2019 can be nothing else but the Covid-19 Pandemic. The virus outbreak lasted for months, and if its transmission was rapidly controlled even if with a high chance to return, its impact on people and country continues. The health impact is one aspect but more importantly this pandemic highlights and worsens existing socio-economic challenges such as education and poverty. Covid-19 also affects youths and they have experienced it in their own way. Thus, to tackle the problems with utmost results, youths probably know best.

## COVID-19 AND THAILAND

Covid-19 was first detected in Thailand at the end of January and reported cases have risen sharply around end March. The limited knowledge and information about the new pandemic caused many people anxiety and worries. The measures taken to control the spread by locking down cities has introduced new and tremendous problems such as financial losses for many, and hindering access to education for youths and teachers. June 24th marked 30 straight days with no new local infection inside the country, and things gradually returned, not completely to normal but to what has become known as the new normal. Life has been changed ever since and the effect from the pandemic remains. Many of the challenges are not entirely new. The problems have existed but the pandemic and the prevention measures, have highlighted and exacerbated its impacts.

## HOW COVID-19 HAS IMPACTED YOUTH?

This important question triggers the United Nations Development Programme (UNDP) together with The Children and Youth Council of Thailand, United Nations Children's Fund (UNICEF), and United Nations Population Fund (UNFPA) to launch a survey during Covid-19 peak period. Its aim was to understand how Covid-19 has affected this specific group of people. To find out what are their concerns and needs and what makes them feel uncomfortable with the situations.

**FOLLOWING ARE THE FOUR PROMINENT ISSUES.**



**Finance**

Finance relates to many causes and causes many problems. The fact that many youths still rely on their parents in terms of their income makes their financial status worrisome. This is no different from the one who is on one’s own toil as many businesses were temporarily shut down and businesses were closed. Those who are below 18 were excluded from the government supporting scheme.

Moreover, their main expenses go to tuition fees. The fact that the school closed down also makes them question whether what they have paid valued the money since they have less opportunities to use the facilities.

Financial concerns also go to those who have just graduated as they are worried about their future employment given current economic conditions.

How might we build youth’s financial stability so that they have enough to make ends meet?

How might we have access to decent work that aligns with one’s skill and needs?

**Mental Health**

7 out of 10 revealed that life during lockdown has caused them stress, boredom, lack of motivation, and distress. Some reasons stemmed from a fear of getting infected as well as the ability to access PPE supplies. Other reasons include feeling pressure staying in limited space, having limited activities and having no one to turn to. Staying together with the family members for too long also adds to the stress, especially for LGBTQI youth who cannot express themselves before their parents and those who need to take hormones and face difficulties in getting supplies. Most importantly, the youths reflected that they have no information or guidance on how to cope with the extra stress. Thus, youth who have faced similar issues in similar situations may know the solutions best.

How might we have a healthy mental state and be able to cope with stress?

How might we create a safe space that is friendly for caring about youth’s mental condition?

**Education**

Three main challenges when it comes to education during the pandemic include the effectiveness and accessibility to online classrooms, the uncertain study and examination plan and the unpredictable labour market. Though it is understandable that social distancing should be adopted, the fact that some parts of the country still lack basic infrastructure remains a big issue since education does not only affect the present but the youth’s future.

How might we build a good learning atmosphere for both online and physical classrooms?

How might we create more options for self-learning?

**Gender-based violence**

As many educational institutions and offices closed down during Covid-19 pandemic, it automatically pushes people to return home. 13% of the respondents said they feel worried staying at home with the family. 7% worry about domestic violence and 4% worry about expressing their gender identity. The latest point is worrisome as it means people are willing to express their identity outside but hiding it at home. The “Home is where the heart is” appears only valid in some cases. For others, it may mean the other way around.

How can we create a safe space in the family?  
How can we create mutual understanding to be able to accept different gender identity?

## PROGRAM ELEMENTS



### PRE-WORKSHOP

With the pandemic, it was not possible to organize a roadshow. Covid-19 was one the main reason and running the event online has been discussed for some time as it would allow more time for participants to learn and develop their project at their best. This year provided a good opportunity since online conferences became prevalent. The originally planned dense 3-day workshop was extended to 4 weeks, one topic a week.

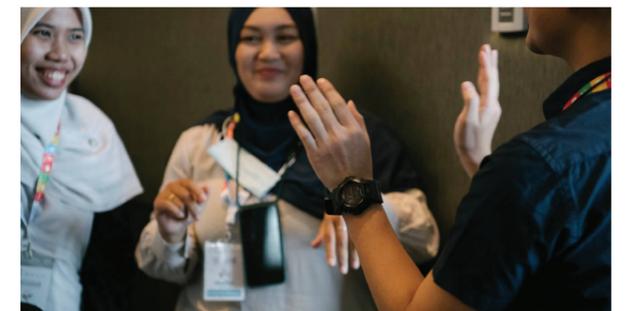
### CAPACITY BUILDING

The first week of the workshop was to understand the root cause of problems utilizing a Problem Tree as a tool to see what are related, what are the causes and effects of particular problems. Second week is dedicated to ideation. As participants had already prepared their ideas, the workshop was designed for the participants to revise the session focusing more on revising their ideas, finding pros and cons, and identifying the significance of their innovation. The third week came to business plan by getting a glimpse of Business Model Canvas. Since the tool is quite sophisticated, the workshop focused more on reminding the participants to think about the business side of their innovation. Lastly, the fourth week discussed social impact under the Theory of Change.



### BUILD TRUST

Trust is always the organizer's concern when it comes to Youth Co:Lab as the program always has something to do with understanding problems, sharing insights and issues they have faced. Since the workshop is held online and all participants first meeting was virtual, it was a big challenge for the organizer to ensure that everyone felt comfortable to share and learn. The trust and safe space was created through ice breaking activities that allows them to have fun and share thoughts on societal topics. As the total length of the workshop is longer, they communicate and keep in touch along the way, making it not as hard as expected to build trust among participants and the organizer.



### MENTOR AND EXPERTS

The selected teams were matched with experts to consult and discuss insights of the selected issues. Additionally, the alumni were recruited to be a group mentor for the first year. The mentor's task was to support the team with their experience and help to ensure that the team can follow the workshop thoroughly.



## EVENT

### NETWORKING

The competition is not the only objective of this event, networking also matters. After the participants have known each other through an online classroom, the event was designed for them to meet, share and learn from each other. The networking dinner with ice-breaking activities was the first opportunity for participants to meet face to face, followed by a panel discussion to share ideas and experience. This is to give the participants the big picture of what they might face along the journey of a social entrepreneur. Last but not least, to encourage them that even though they might not make it to the final round, the idea they have developed can always be improved and reproduced for future opportunities.

### SDG

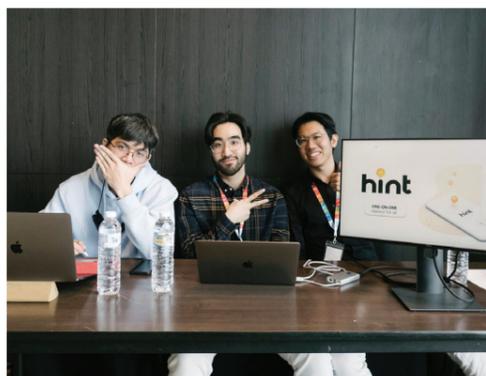
Leaving no-one behind is at the core of SDGs. The second day of the workshop began with explaining SDGs concepts. The objective of this session is for participants to understand the big picture and important elements of SDGs which include economic, social and environmental issues so that participants could map their impact and reach as many groups of beneficiaries as possible.

### HOW TO PITCH

Different pitching techniques were introduced and outstanding examples shared with the participants before giving time for each group to design their own story telling. The examples given were just a guide. Each team can freely design what should be included and how to present it as this is the opportunity to spread the word, share the uncovered problems with the solutions in their own way.

### THE FINAL PITCH

Each team was given 5 minutes sharp to present their project from problems, solutions, impacts, business ideas, etc. This is upon the group decision. However, the criteria were previously explained and included 5 aspects: solution, creativity, feasibility, sustainability and scalability. Another 3 minutes were given to the judges to ask questions for clarification or give feedback.



## POST EVENT

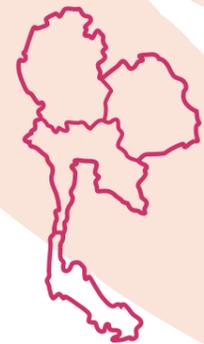
### PROTOTYPING AND TESTING

5 selected teams won 30,000 THB to test their idea in accordance with the drafted action plan. The 5 teams are to provide an update on their progress in January. The top two winners continue for the next round.

### IMPLEMENTATION AND FOLLOW UP

The two winners get 100,000 baht as a reward to turn their projects into reality. UNDP continues to follow up with their impact stories after 6 months.

## 2020 OUTPUT



4

4 Regions of Thailand were included.



117

Applications from 117 youth were received from all over Thailand



10

10 teams of young delegates selected



13

13 Development partners from international organizations, government, academia, private sector and civil society engaged



23

23 awards attributed

## IMPACT



10 projects developed

40% localized in the provinces outside of Bangkok

5 projects implemented

40% localized in the provinces outside of Bangkok

# YOUTH CO:LAB 2020 IMPACT STORIES





SDGs:



BANGCHALONG MODEL

The Big issue

People were encouraged to stay at home during Covid-19 pandemic. This is considered a sensible solution if one has enough money to make ends meet, able to reach necessary services and has a friendly house and environment. But that is not always the case for people in Bang Chalong Community as the virus has put them in an unemployment condition which can also lead to other problems such as malnutrition and mental illness while staying at home is not that pleasant as there are no recreational spaces in their commune.

The Big Idea

Utilising the team expertise as urban architects, the team aims to improve leftover spaces in the community along with adding functions for the benefit of local's incomes. BangChalong Model places themselves as a one-stop service providing know-how, materials as well as markets to the participating members while sharing benefit to the juridical persons in exchange for land use approval. For BangChalong Community, the selected program adding to the space is urban farming which is based on the existing community occupations or interests. The farm model created by Bang Chalong team will be vertical farming as it makes higher profits in the limited space. The participating members will take no risk in terms of selling as the BangChalong Model will be responsible for seeking buying partners.

The Big impacts

The improved space is beneficial and impactful as it makes the best out of the existing space and is contributing to build a sustainable city with consideration for social, economic, environmental impact. The by-product of the improved space will lead to creating recreational space for the dweller. The people will also get to improve their quality of life as they can have extra incomes. The know-how on increasing product quality will also benefit them in the long run. Lastly, the vegetable they grow can definitely help to build food security.



FIN FUTURE

The Big Issue

According to Bank of Thailand, there are 1.6 million university students in Thailand, 770,000 students can have access to financial literacy while 400,000 are financially ill-informed. Due to the lockdown and economic recession as a result of Covid-19, some who rely on their parents received less money, some who work part time earn less income and have fewer savings. The financial hardship has brought them many difficulties in life.

The Big Idea

The team aims to share financial knowledge and literacy to the university students via various tools such as Facebook page, website and workshops adopting the concept of learning, doing and sharing. Fin Future believes that the team speaks the same language as the user which makes the knowledge sharing easier. To draw users to their platform, challenges are involved. If the challenge completes, the user will receive points to redeem later.

The Big Impact

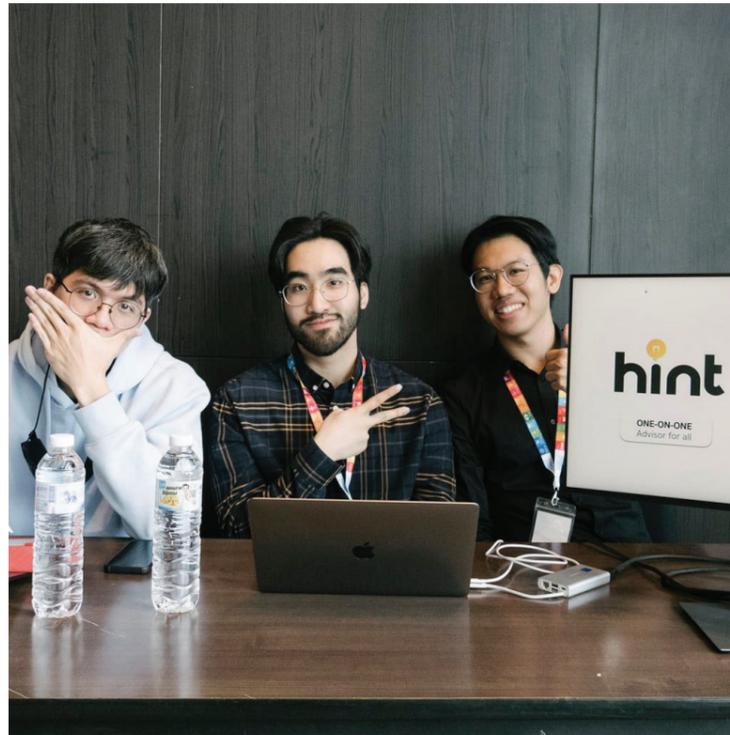
Having financial literacy does not only benefit financial resilience when it comes to tough times like Covid-19, but it is one of the fundamental knowledge in order to have a sustainable life. Fin Future, therefore, believe that their platform also plays a part in quality education as they can make financial knowledge more accessible. Ultimately, Fin Future aims to help reduce poverty once they learn about their financial plan.

SDGs:





SDGs:



HINT

The Big Issue

Thailand has never had enough teachers or education staffs. The number of students to teachers are disproportionate. As a result, students need someone to rely on outside of school; be it friends, parents, or tutors. However, not everyone can pay for the extra helpers while some parents have no idea what's going on with their kid's education. Covid-19 amplifies this issue as social distancing makes it harder for teachers and students to meet.

The Big Idea

After the team conducted market research with 250 students, they found that half of the respondents choose to rely on their friends while their second option is asking for help online. Hint Application offers the solution combining the two. The application allows students to ask questions for free at any time and anywhere by selecting a subject, posting a question and asking for help. The helper may get a reward point from the students

if they are satisfied with the answer. The collected rewards can be redeemed as money. Hint application is designed as a Webboard style so that other students can as well study the other's questions. The application revenue is from Ad-mob and subscription models for those who want to get rid of the ads. In the long run, they will use the benefit of data they earn such as understanding frequently asked topics to collaborate with the government and improve the education at its cause.

The Big impact

Hint Application intends to make it free to ensure that there will be least limitation for students to use the service which will help reduce the education gap. For those who may have no smartphone, Hint team will work with local governments and schools to develop a version that can work with school computers. And the biggest impact they could make is to collaborate with the government sector to improve the school curriculum so that all students can have better education.



LABO

The Big Issue

In 2019 there were over 400,000 unemployed people in Thailand. In 2020 Covid-19 has accelerated that number to six folds at around 2.5 million people. In addition to that, though one might have skills but they might know no market to promote their services. While on the demand side, there is an issue with making an appointment with a handyman as postponement is quite common.

The Big idea

Labo is an application that provides three services including clean care and correct. The service targets women users. Labo allows providers to set up their own price and advertise their services in the marketplace. For those who have not had any skills, the training is provided. All providers have to join service standard training to ensure the quality of the product. Labo has beauty care service as their

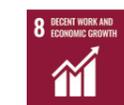


strong point as there are not many competitors in the market while the beauty market growth is interestingly at 9-10%. The application also provides insurance for both sides to ensure safety.

The Big Impact

As Labo tested their service, many unemployed people have contacted them meaning that if the application runs continuously with adequate customers, Labo can create jobs for many people. Once they have got a job, they will have incomes and better financial health that could improve overall wellbeing

SDGs:





SDGs:



MINDVENTURE

Big Issue

One of four teenagers has suicidal thoughts. 44% of teenagers are at risk of having depression. 900,000 high school students are stressed and pressured because of their ambiguous life goals, exhaustion from reading and being compared with others. Covid-19 brought them to a tougher situation as they were expected to remain home. They have to spend time with people who may not mean comfort and safety but vice versa. The problem and situation they face turned to pressure as they could not share them with their best friends as usual. Mobile phones and social media are their only way out but the more they go online, the more stress they could get so the loop repeats.

Big Idea

Mindventure thinks it would be better if suicidal thoughts do not exist at all by coping with the root cause, the stress. Mindventure is a platform both physical and online held through tools like Zoom

and Google classroom. Throughout the workshop which is co-designed by the professionals, the participants, high school students, will get to learn to cope with the stress, create a safe space for sharing and listening to reduce mental health risks. The theme of discussion is designed based on youth's difficulties and interests such as self-love, self-esteem, self-exploration. The additional activities such as writing a letter to yourself in the past to say thank you and sorry are included. In order to reach a bigger target group, Mindventure has the program to train the alumni so that they could spread the words and train other teenagers.

Big Impacts

The safe space that Mindventure aims to create helps stop the negative consequences that can occur from stress. The selected theme in Mindventure's workshop also helps give some ideas to youth's issues of concern. Better mental health is crucial to life. Beyond stress management, some workshop themes will also guide youth to understand themselves for better education and career plans.



SEW SWAG

The Big Issue

Over 600,000 seamstresses and tailors have been affected by Covid-19 especially SMEs who have less capacity to reach customers. These jobs are beneficial as a part of the community are vulnerable persons including elderly persons, people with disabilities, prisoners and etc. The job characteristics that can be done from anywhere while the skills can be easily obtained at occupation centers make it suitable for many people. The jobs can also be done at low cost and high margin.

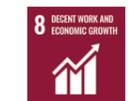
The Big Idea

SewSwag positioned itself as a one-stop service garment platform. The platform includes a chatbot for the Sewster (Seamstress or tailor) and a website for seekers (customers/brand owners). The main objective of the platform is to create more jobs for individual sewers. To do so, the platform covers features to eradicate the customer's pain points such as tracking features to update the production status and using the market price as well as providing the receipt. The design function is also provided for customers who need assistance. For the sewers, SewSwag also issues the documents for them to increase chances to access loans.

The Big Impact

SewSwag aims to create sustainable solutions for sewsters, equip them with skills and channels to reach customers. Additionally, usually it is almost impossible for the workers in the informal sector to have loan access, SewSwag supports to make it possible by issuing them financial documents.

SDGs:





SDGs:



IY4SD

The Big Issue

Gender inequality is quite prevalent in Karen Communities. Women sometimes face forced marriage or are expected to get married at certain ages. For those who reveal their sexual identity or orientation as LGBTQI, marriage is used as a tool believing that it can change one's mind and identity. Gender inequality is not the only issue this community is facing. Their lives are affected by conflicts between Myanmar and Karen for over 70 years. They are stateless, their rights are restricted in various ways such as travelling, education, health. The only main job for them is a carriage. Their problems are multiplied. The Covid-19 lockdown has worsened the situation. The pier at the village was temporarily closed meaning that there is less job. People have to spend more time at home, putting themselves to be riskier when it comes to domestic violence. Being at home also means that women are responsible for feeding family members by foraging but there is also risk in that as the forest near their land was announced as national park area.

The Big Idea

This team tackles two problems; gender equality and job opportunity simultaneously. The team aims to work with women and LGBTQI community members starting from weaving skill training. The commodities they plan to produce are various ranging from bags to traditional shirts with the rainbow color as their product identity. The team believes that the products will not only bring incomes to the communities but will also be a tool to spread the word of indigenous and LGBTQI rights. If they can make enough money from this activity, it is believed that women and LGBTQI can use the money to alleviate other issues they are facing.

The Big Impact

The commodities produced by IY4SD will be a symbol to spread the word of LGBTQI and indigenous people which can reduce inequalities in terms of races and genders. For women and youths who take part in IY4SD's project, they can be empowered, self-reliant and have better quality of life.



SDGs:



BIE CARD GAME

The Big Issue

According to Child and Adolescent Mental Health Rajanagarindra Institute in fiscal year 2019, the organization has received approximately 10,000 hotlines. 51.36% of the calls involve worries and anxiety. One of the reasons is because youths are in the generation of change. What they believe and value is quite different from the previous generations while they are still facing expectations from their inherits. When it comes to Covid-19, teenagers become more stressful. One of the reasons the stress has been severely accumulated is that spaces where they can speak out what they feel and fear without being judged is rare. The stress they have does not only harm their mental health but can also lead to other problems.

The Big Idea

BIE Card Game uses card games as a tool to create an open and safe space so that players can raise and explain their issues of concern as well as sharing their views towards specific questions or situations. The objective of the game is not only to express their feelings and allow ones to revise their own thoughts but also friends or other players get to learn and know more of each other. The games are available in different themes with a set of questions or statements. The player takes turns to share based on the turn card.

The Big Impact

Having someone to listen in a safe space is very important for youths as mental instabilities can cause great effects to them and their life in the future. Additionally, BIE Card Game, initiated by high school students in the deep south, 20% of the income will support the youth organizations in the deep-south to improve youth's quality of life.





SDGs:



### PEACE OF ART

#### The Big Issue

Youth in deep south provinces have accumulated their stress for quite some time due to the insurgency and the control of the government which makes their life never easy. They lack a safe space while consulting psychiatrists or psychologists deems uncommon and is not their norm. Deep South Watch reported that, from 2004-2018, 55.2% has anxiety and stress which can also be the cause of other diseases. The remedial measures provided by the government are to give them a visit and to organize a trip which is far from a sustainable solution. On top of the existing situation is Covid-19 that makes them more stressful.

#### The Big Idea

Peace of Art realizes that cooking can be a tool to reduce the accumulated stress. The program allows participants to discuss and choose their own menu while the therapeutic process will be blended in. Before and after cooking sessions, the process of examining one's stage of mind through pre- and post-test is involved. The workshop program is co-developed by professionals in Halal food and psychiatrists. Workshop is one major part of Peace of Art, the team also offers a booklet for practicing stress management and cooking at home. The team also plans to have an online channel to monitor and interact with the participants.

#### The Big Impact

The faster we can stop the stress, the better the overall health and well-being of one could be. The fact that Peace of Art uses alternative tools to give information and teach about stress management will make it more accessible in the society that may not accustomed with the mental health issue. The program and pretest created by Peace of Art will also help to do basic screening to search if someone needs to consult with professionals.

### TOMYAM

#### The Big Issue

A number of youths in deep south work in Malaysia as waiters. These people are called Tomyam people. They earn better at the neighbouring country. However, the Covid-19 pandemic has left them no choice but to return home as the businesses temporarily, if not permanently, shut down. Back in Thailand, generally, it is not easy to get a new job under this economic hardship. But it is even tougher for them as 90 percent of 5,000 Tomyam people have no educational background.

#### The Big Idea

Tomyam Team, named after their target group's nickname, acts as a platform to recruit workers to work in the wedding business. Up to present, there is no wedding organizer in the deep south. Tomyam team sees this as an opportunity as Tomyam youth who wait to go back to work in Malaysia know to serve well. The team is to seek customers who want to make their weddings run smoothly with experienced waiters and cleaners. The job is designated to be a part-time job so that they can make ends meet during this tough time. But the team's other agenda is to encourage them to study by giving them information on non-formal and informal education so that it would be easier for them to get a job in Thailand.

#### The Big Impact

Tomyam team wants to alleviate financial burdens the youths have faced during the lockdown by offering them a job that they can utilize the skills they have. Additionally, they aims to reduce financial and educational gaps in the long run by encouraging this group of people to have at least a basic educational background so that they can make a living in their home country.

SDGs:





## OUR PARTNERS

# YOUTH CO:LAB

Project Co-Leads



Citi Foundation



## NATIONAL PARTNERS



### CONTACT US

#### For more information, insights and updates about:

Social Innovation Ecosystem in Thailand

Sustainable Development Goals

Thailand Social Innovation Platform

Youth Co:Lab Thailand in 2020

### VISIT US:

Thailand Social Innovation Platform

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[www.thailandsocialinnovationplatform.org](http://www.thailandsocialinnovationplatform.org)

[www.youthcolabthailand.org](http://www.youthcolabthailand.org)

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