

**Social Enterprise and Public Services**  
**Thailand perspective**  
**Thai Social Enterprise Office [TSEO]**

**Social Enterprise Policy Dialogue**  
**16 July 2013, Berlin**

# **Thai Social Enterprise Office [TSEO]**

**A small independent government agency under the Prime Minister Office decree. Set up in 2011, designed to be a national focal point for promoting social innovation and social enterprise in Thailand.**

**We are  
HERE !!!**

**2**

**Past efforts**

**Government  
interventions/  
initiatives**

**to promote social  
innovation or social  
enterprise in public  
services**

**1**

**Our future plan**

**What will we do to make  
things better?**

**3**

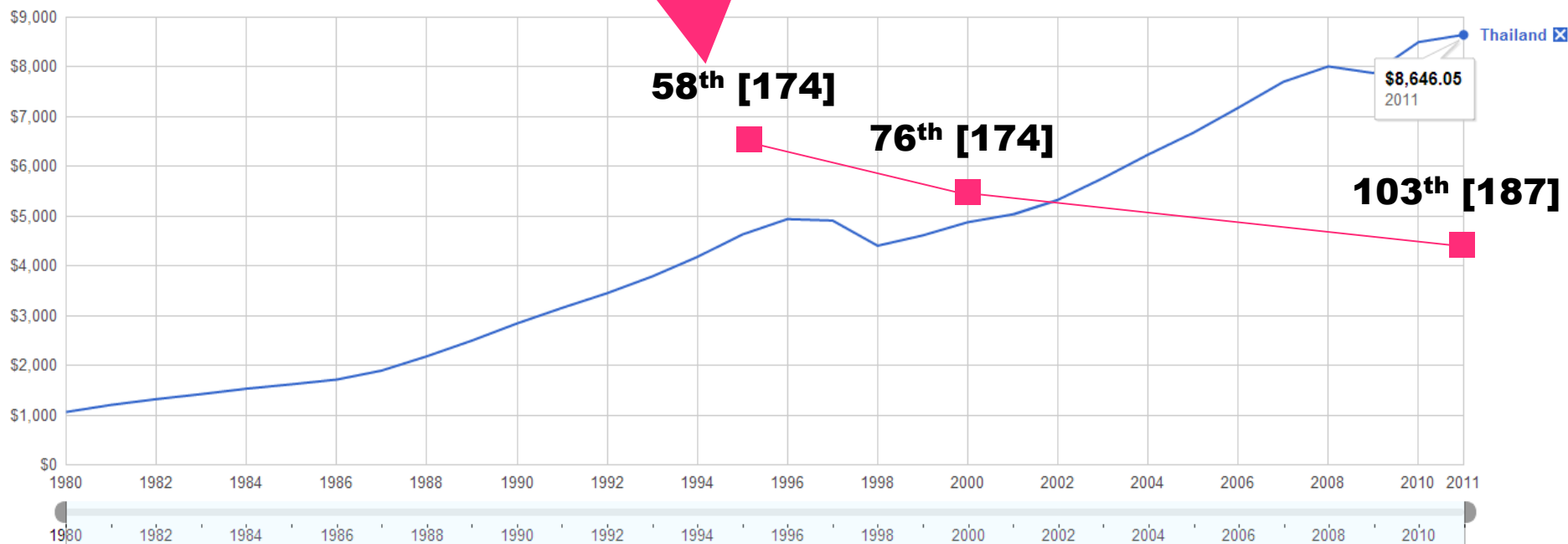
**2013**

**How can we convince  
the society  
and  
the government  
to think and do thing  
differently from the past?**

**[not just about creating social innovation or social enterprise]**

# Human Development Index [HDI]

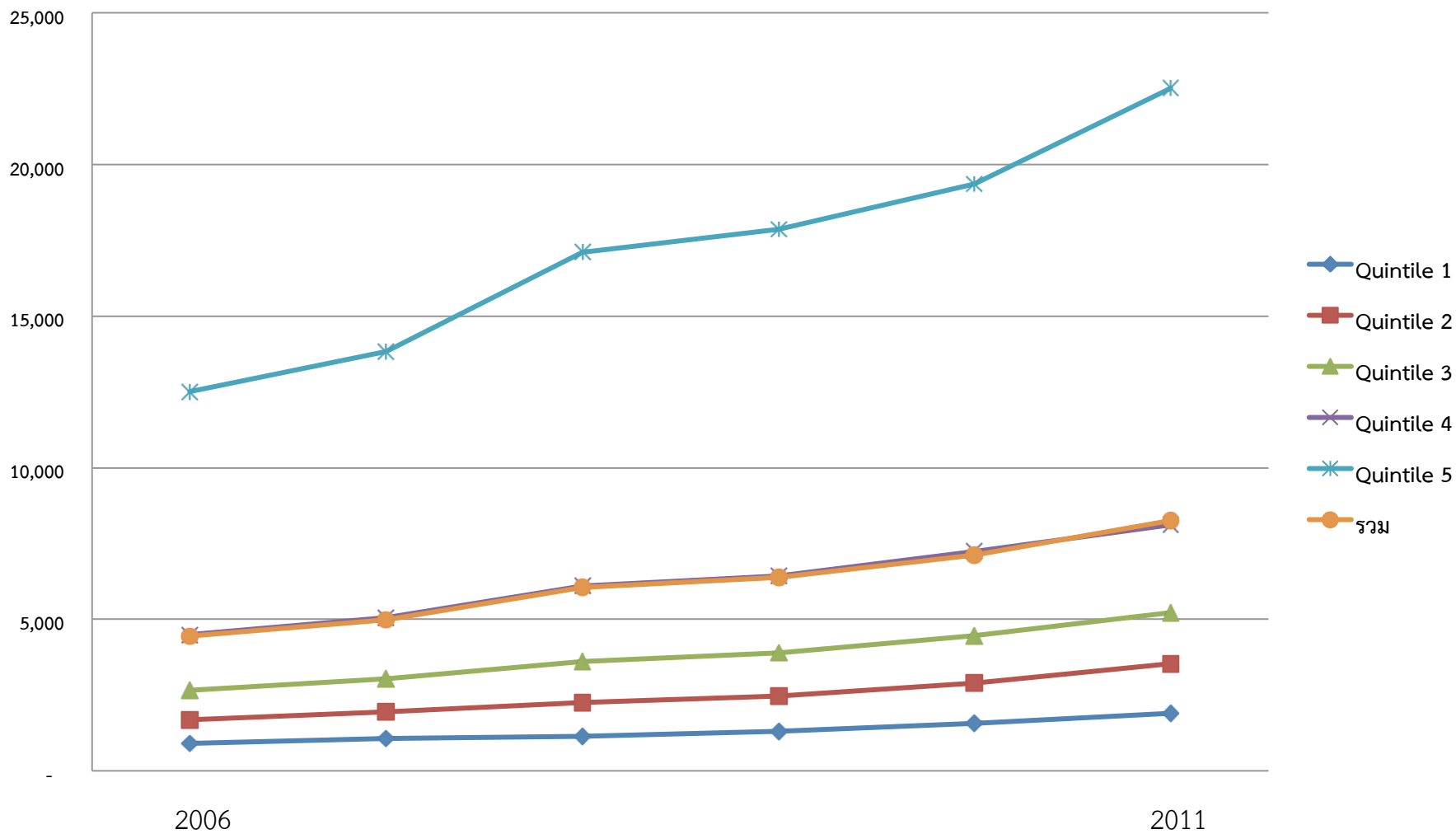
GDP per capita, PPP (current international \$) ?



Data from World Bank Last updated: Jan 18, 2013

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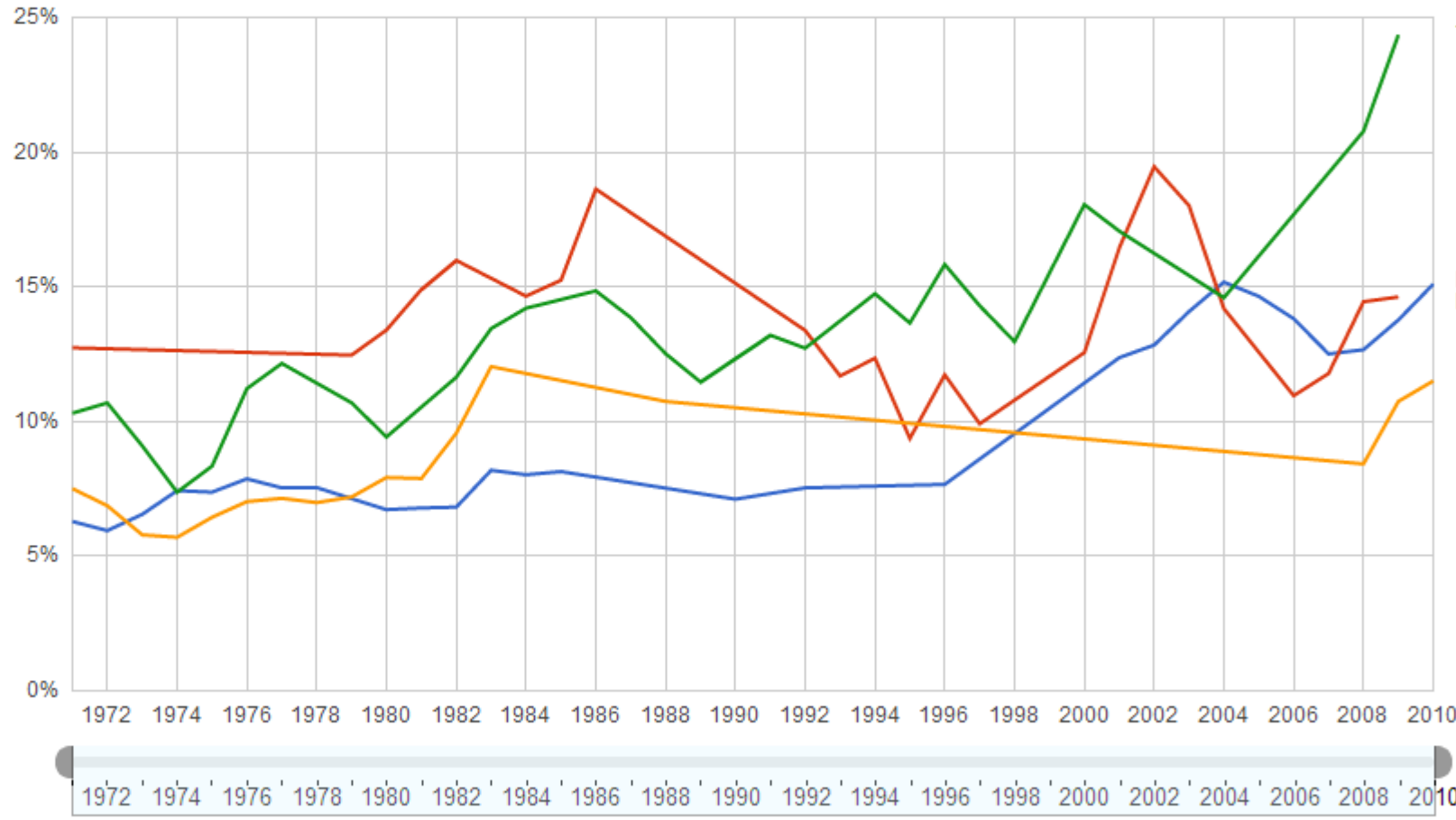
# Monthly Income per capita [baht]



# Expenditure per student - primary ?



**PISA 49th**



Thailand

**24.3 %**

Hong Kong SAR, China  
Malaysia

Singapore

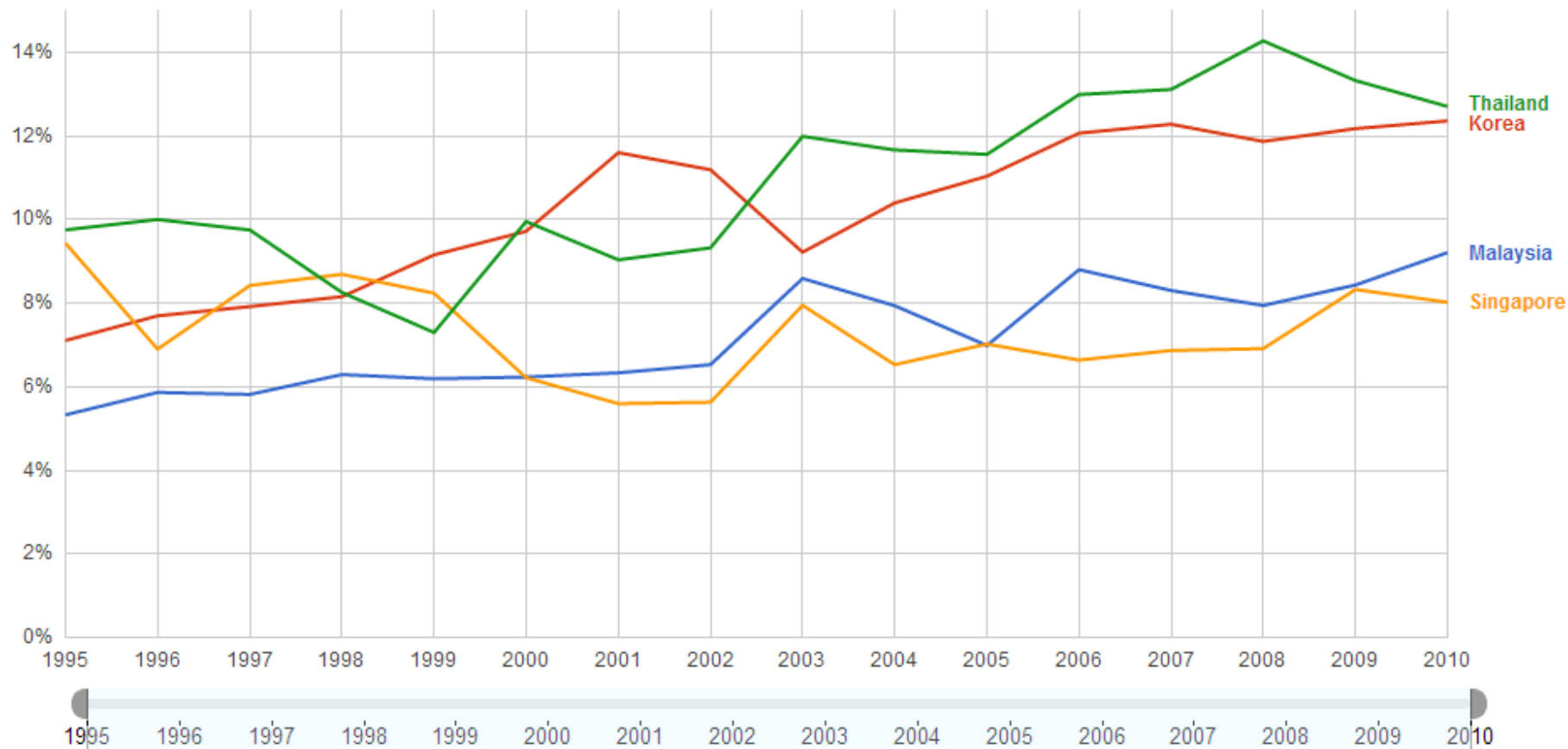
**11.5 %**

**PISA 4th**

Data from World Bank Last updated: Oct 31, 2012

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Health expenditure, public (% of government expenditure) ?



Data from World Bank Last updated: Oct 31, 2012

**The Government could not do it  
alone, we need a**

**BIG**

**CHANGE**

**in our public services system**



**Question of  
efficiency**

**REFRAME  
THE QUESTIONS**

**SOCIAL INNOVATION  
for  
SYSTEMIC CHANGE**

**SOCIAL ENTERPRISE**

**RETHINK  
THE ANSWERS**

## Past efforts

### **2-Billions-Euros Village Fund Programme**

The fund which encourage local community to create the enterprise for public goods and community interest; the village rice mill, community bank, community pharmacy etc.

### **The National Health Voluntary Network Programme and The National Health Security System**

The nationwide 800,000-volunteer network programme which provide the primary healthcare service in rural area with the small subsidy from central government. [15 euros/ person/ month]  
The health's commissioning programme which extend the health service to go beyond public hospitals.

**2013**

TSEO has been looking at the role of SE in public services from 3 dimensions;

- 
1. Public sector mentality,
  2. Tangible value for society,
  3. The sustainable mechanism

## **Our future plan**

### **INITIATIVE 1: PEOPLE CHOICES [PUBLIC SERVICE] AWARDS**

PROMOTE CULTURE OF INNOVATION IN PUBLIC SECTOR [rewards for taking successful risk]

### **INITIATIVE 2: CO-CREATION MODEL FOR PROTOTYPING**

- Local public services [sports complex and public library]; municipality-private sector-civil society
- Taxi cooperatives; taxi-BMA-consumer association
- Public school; municipality-big corp-community

### **INITIATIVE 3: INNOVATIVE SUPPORTING MECHANISM**

- Co-working space for social venture [3,000 sqm]
- Social Innovation Lab [2 design-thinking schools and the national social innovation research network]
- Urban Design and Development Centre [UddC]

# SOCIAL ENTERPRISE ECOSYSTEM IN THAILAND

1

UNMET NEEDS REPORT  
& SOCIAL INNOVATION  
RESEARCH SYSTEM

RESEARCH &  
KNOWLEDGE

SOCIAL INNOVATION

2

STRATEGIC PARTNERS  
MATCHING

SOCIAL CHALLENGES

SOCIAL ENTREPRENEURS

SE in EDUCATION SYSTEM  
and INCUBATION SYSTEM

ENABLING PUBLIC  
POLICIES  
[PUBLIC PROCUREMENT]

SOCIAL ENTERPRISE

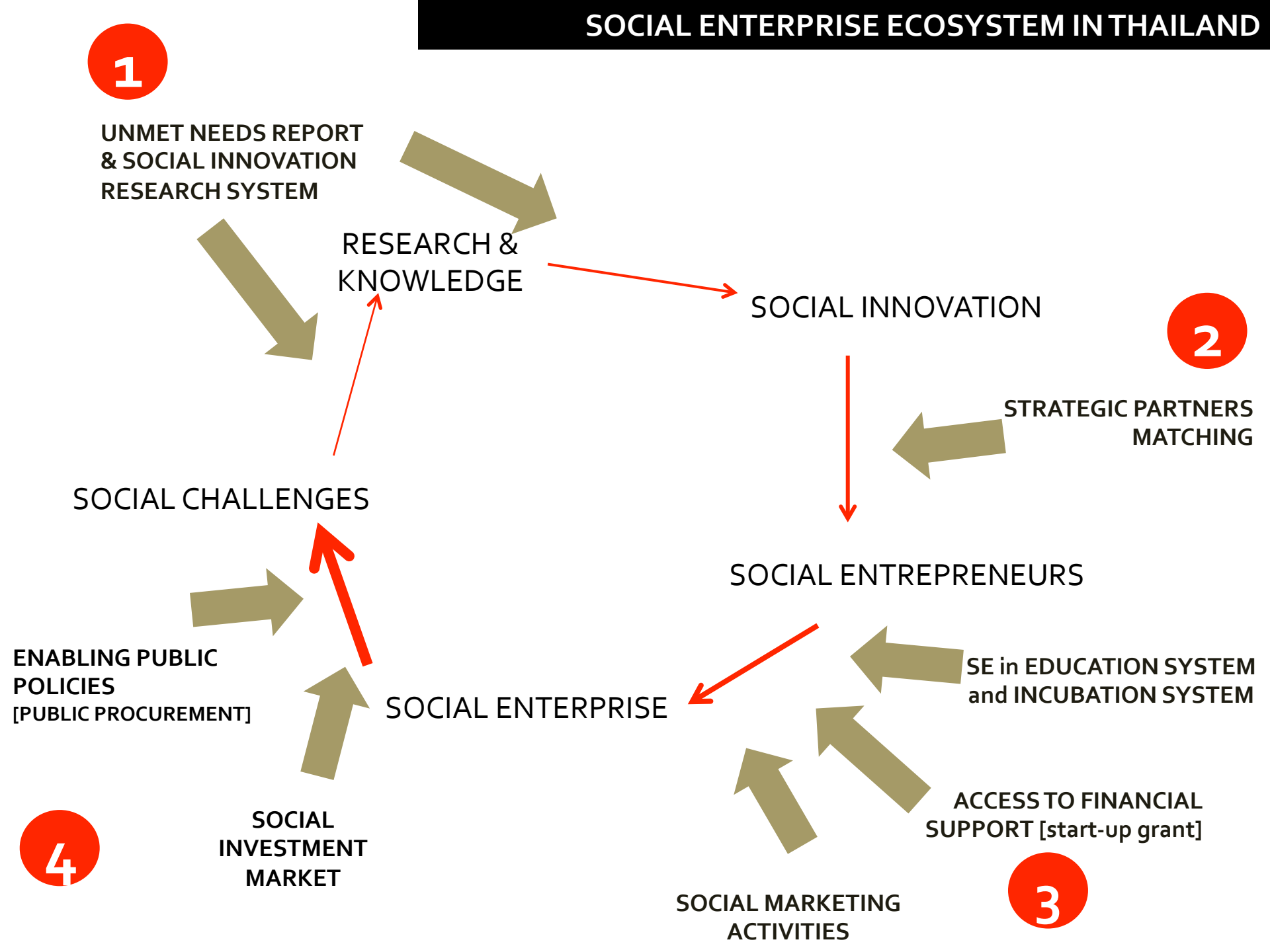
ACCESS TO FINANCIAL  
SUPPORT [start-up grant]

4

SOCIAL  
INVESTMENT  
MARKET

SOCIAL MARKETING  
ACTIVITIES

3



THINK AWARDS

DO IT AWARDS

SOCIAL VENTURE AWARDS

SE FUND & SOCIAL STOCK EXCHANGE

*SE Awards*

SE REGISTRATION  
[online, announce yearly]

Online mentoring system & SE clinic [weekly]

2-day SE beginning course  
[tri-monthly]

3-day Young Social Entrepreneur Camp  
[yearly]

8-12 months SE incubation course [yearly]  
Social business, Social franchising, UnLtd etc.

Social Marketing Programme/ Events

CO-WORKING SPACE

*Social Hub*

**BEGINNER**

**NEW SE**

**SE**

**ADVANCED SE**

LEVEL OF SE

DEGREE OF SUPPORT/ INTERVENTION

LEVEL OF SE