



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage

Annual Report

2020



Her Royal Highness Princess Srinagarindra
established the **Mae Fah Luang Foundation under Royal Patronage**
with a private donation of \$3,098 as seed capital on 29 April 1972
to help solve the root problems of social issues, namely
"Sickness, Poverty and Ignorance".



Her Royal Highness Princess Maha Chakri Sirindhorn
was appointed by
His Majesty King Bhumibol Adulyadej the Great
as the Honorary President in 1996.

Since then, Her Royal Highness has continued to carry on
the vision of the Princess Mother for the greatest benefit of the people
and inspire the next generation to become responsible citizens.

Message from the Chairman of the Board

The year 2020 proved to be a true challenge of our resilience. The COVID-19 pandemic which began in Wuhan, Hubei Province, China, spread rapidly to become a global crisis that had major repercussions as never before seen in the past century. Social interactions were hindered, travel was prohibited, businesses were suspended, and many were faced with challenges that directly affected those who depend on daily wages everywhere. We saw city workers move back upcountry, rediscovering a subsistence lifestyle that reduced risks and allowed for survival.

This reminded me of a royal speech by His Majesty King Bhumibol Adulyadej the Great: *"...The direction of a nation and its people is usually fraught with change as a result of the irregular economic, social and political shifts as well as other global factors. This is almost impossible to avoid, so we have to take precautions, provide greater self-support, particularly with regards to having a moderate lifestyle that will allow us to survive and move forward with security..."*, as well as the royal speech of Her Royal Highness Princess Srinagarindra, the Princess Mother, *"...knowing how to use your wealth, status, possessions according to your circumstances and phases in life to help others overcome their suffering..."*

Under normal circumstances we might overlook these royal pearls of wisdom, or might not realise how relevant they are to the present time and growth. But it is only during times of crisis like these that we realise how true the royal sufficiency economy principles are, and how they can be applied in every era and circumstance.

We should therefore turn this crisis into an opportunity to build a strong foundation for the country by developing the basic social infrastructure, decentralising growth, and advocating for the concrete implementation of a people-centric development philosophy, starting with water or irrigation systems. We should start small, use local labor, create a sense of ownership, and transmit know-how to the community, so that the people can be responsible for its care and maintenance, reducing their need to rely on government support. We should encourage small enterprises and, most importantly, preserve a balance between the use and the conservation of resources. Even when COVID-19 has been overcome, humans will still have to face the issue of climate change that is even more critical.

The events of 2020 serve to remind us that capitalism that puts emphasis on growth without concern for social and environmental balance is not sustainable. It also reinforces our belief that the role of Mae Fah Luang Foundation under Royal Patronage in the fields of economic, social and environmental development following the royal vision of Her Royal Highness Princess Srinagarindra is the correct answer, and is of greater urgency than ever before.



A handwritten signature in black ink, consisting of several vertical strokes and a horizontal line at the bottom.

Mom Rajawongse Disnadda Diskul
Chairman of the Board
Mae Fah Luang Foundation under Royal Patronage

Message from the Secretary General



The COVID-19 pandemic that began in January 2020 had immediate economic and social repercussions, and multiplied in its intensity due to the various obscure infrastructural constraints in Thai society from the past, such as urban concentration, income disparity, and over-reliance on foreign investment. This indicates the urgent need to strengthen the capacity of the agricultural sector that is the root and valuable capital of Thailand.

The goal of Mae Fah Luang Foundation under Royal Patronage has always been the development of human potential and capacity building for rural communities to allow them to be self-sufficient and ready to adapt to change, according to the royal principle on sufficiency economy that highlights “sufficiency”, “sensibility” and “social immunity” – factors that will help to prevent problems at the root, since it is not always possible to prevent disasters.

During the COVID-19 pandemic, 29 villages in the Doi Tung Development Project area showed their resourcefulness by forming their own screening system within each village, especially those on the Thai-Myanmar border. They requested cooperation, and strictly implemented measures that were in line with the national and provincial government, resulting in zero COVID-19 cases among the 6,287 members of the Doi Tung communities throughout 2020.

The above case where both communities were able to deal with problems at hand is proof that they are strong communities that are self-sufficient. After the crisis, Mae Fah Luang Foundation under Royal Patronage will continue to scale up the economic and social development efforts to create perpetual social immunity for the communities. We believe that agriculture is the foundation that will lead the Thai people towards self-sufficiency and sustainability, as His Majesty King Bhumibol Adulyadej the Great remarked in his speech on 18 July 1974: “The country’s development has to be done step by step, starting with a firm base, namely having enough to subsist... Only when a firm and stable foundation has been achieved should we go on to a higher level of development.”

Thanpuying Putrie Viravaidya
Secretary-General
Mae Fah Luang Foundation under Royal Patronage

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Board of Directors

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1. Ms. Tongjai Thanachanan
2. Mr. Abhirarm Chandrasen



Vision

The Mae Fah Luang Foundation under Royal Patronage aims to develop communities, society, environment and cultures following the work of the Princess Mother in order to create happiness, sustainability, and stability.

Mission

To catalyse the growth of sustainable economic, social, cultural and environmental development by implementing integrated development, cooperation, consultation, and training

To establish the Foundation's approach as Thailand's principal development model

Milestones of the Mae Fah Luang Foundation under Royal Patronage



1972

1973

1974

1985

1987

1988

1972

- Her Royal Highness Princess Srinagarindra, the Princess Mother, established the Thai Hill Crafts Foundation under the Patronage of H.R.H. Princess Mother.

1973

- Opening of the first Thai Hill Crafts store in Chiang Mai Province

1974

- Launch of the hill tribe youth training programme, allowing them an opportunity to attend school in the town of Chiang Rai, learn about communal living and mutual support as well as leadership skills.

1985

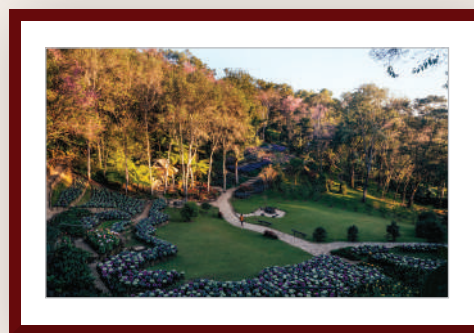
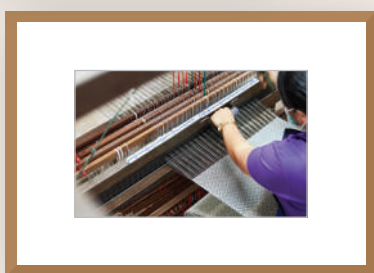
- The Foundation changed its name to "Mae Fah Luang Foundation Under the Patronage of Her Royal Highness the Princess Mother".

1987

- Her Royal Highness the Princess Mother visited the 31st Watershed Conservation Unit located at Doi Tung and declared "I will reforest Doi Tung". This was the origin of the Doi Tung Development Project (DTDP) and the construction of Doi Tung Royal Villa.

1988

- The government launched the 9,900-rai (1,584 hectares) Reforestation Project to mark the 90th birthday anniversary of Her Royal Highness the Princess Mother.



1989

1990

1992

1993

1989

- Founding of Navuti Co., Ltd. to mark the 90th birthday anniversary of Her Royal Highness the Princess Mother. The company aimed to plant economic forests within the Doi Tung Development Project area, with six partners namely the Crown Property Bureau, Mitsui Company (Thailand), the Siam Commercial Bank, the Bank of Asia, the Euchukiat Company, and the Sumitomo Mitsui Banking Corporation, all of which agreed not to expect any return on investments. All profits would be designated for further social and community development. It would become Thailand's first full-fledged social enterprise.

1990

- The vocational training centre for sewing and weaving was set up in Doi Tung, which is now called the "Cottage Industry Centre and Outlet". The first shop was opened at the Doi Tung Development Project, and is now known as "DoiTung Lifestyle".

1992

- The Mae Fah Luang Arboretum at Doi Chang Moob was created to collect and preserve rare plant species such as rhododendron and native orchids. It also provided livelihoods for communities living along the Thai-Myanmar border, a notorious drug trafficking route.
- The Pha Mee Drug Rehabilitation Centre was founded to provide treatment for almost 500 drug users and to prepare them to re-enter society with dignity, with options for an honest and stable livelihood.

1993

- Their Majesties King Bhumibol Adulyadej the Great and Queen Sirikit the Queen Mother visited Mae Fah Luang Arboretum at Doi Chang Moob. His Majesty King Bhumibol Adulyadej the Great named the viewpoint at the highest point of the Nang Non Range "Siri Lae Myanmar".



1994

1994

- The coffee roasting and macadamia processing facilities were set up as the next stage of the economic forest.

1995

- The first Café DoiTung was opened at Doi Tung Development Project.

1996

- After the passing of Her Royal Highness the Princess Mother, His Majesty King Bhumibol Adulyadej the Great accepted Mae Fah Luang Foundation under his royal patronage, and graciously appointed Her Royal Highness Princess Maha Chakri Sirindhorn as the Honorary President.

1998

- Education development began at Ban Kha Yaeng Phattana School, Doi Tung Development Project, with the introduction of Constructionism into the curriculum whereby children "learn by doing" and "learn by making".

1998

2000

- The United Nations Educational, Scientific and Cultural Organisation (UNESCO) commemorated the centenary of the birth of Her Royal Highness the Princess Mother by recognising her as the world's "Great Personality in Public Service"
- Doi Tung Development Project achieved financial self-sustainability, with profits from its social enterprises - handicrafts, tourism, food production, and agriculture - being sufficient to cover operational costs and additional development programmes in the Doi Tung area.

2002

- Sustainable Alternative Livelihood Development Project (2002-2004) commenced in Yong Kha, Shan State, Myanmar, becoming the first international outreach project for MFLF.
- The United Nations Office on Drugs and Crime (UNODC) awarded DTDP a label with its logo recognising that income from DoiTung products "contributes to the achievement of a drug free world"
- M.R. Disnadda Diskul, then Secretary General of the Mae Fah Luang Foundation under Royal Patronage, was appointed as member of the UNODC Steering Committee on Thematic Evaluation on Alternative Development.

2002



2003

2005

2006

2008

2003

- The Montessori Learning Approach was introduced for early childhood development at Ban Kha Yaeng Phattana School, Doi Tung Development Project, using a child-centred approach that builds a strong foundation for life-long learning.
- A medical training centre was set up in partnership with the Japan International Friendship and Welfare Foundation (JIFF) to develop the skills of medical personnel and provide medical equipment to the four member countries of the Mekhong Sub-Region - Laos, Myanmar, Vietnam and Thailand.

2005

- His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua (then His Royal Highness Crown Prince Maha Vajiralongkorn) presided at the opening of the Hall of Opium.
- Partnered with Siam Commercial Foundation to launch a royal tribute reforestation project (Reforestation Against Poverty) at Pang Mahan Village, Thoet Thai Sub-district, Chiang Rai Province, using the Assisted Tree Regeneration method.

2006

- The Balkh Livestock and Rural Enterprise Development Project (2006-2010) commenced in Balkh Province, Afghanistan.
- Sustainable Alternative Livelihood Development Project (2006-2010) commenced in Aceh Province, Indonesia.
- Partnered with Chaipattana Foundation to expand the reforestation project to Puna Village, Thoet Thai Sub-district, Chiang Rai Province, using the Natural Tree Regeneration method or "reforestation without planting".
- DoiTung coffee was granted Geographical Indication (GI) from the Department of Intellectual Property, Ministry of Commerce.

2008

- Advocacy for Alternative Development for a Sustainable Livelihood in Thailand to be included in Resolution No. 2008/16 of the United Nations Economic and Social Council.



2009

2011

2012

2013

2009

- M.R. Disnadda Diskul, then-CEO of DTDP, was recognised by the Schwab Foundation for Social Entrepreneurship as the “Social Entrepreneur of the Year 2009” for the region of East Asia and Southeast Asia.
- Partnered with the Royal Initiative Discovery Foundation to implement an integrated development pilot project according to Royal Initiative in Nan province (2009-2012), covering 21 villages in three districts, namely Tha Wang Pha, Song Khwae and Chalermphrakiet.

2011

- Sustainable Alternative Livelihood Development Project (2011-2017) commenced in Yen-an Chaung Township, Magway Division, Myanmar.
- Launch of “Kladee” or “Sustainable Flood Relief Project” in 13 provinces – Phitsanulok, Phichit, Nakhon Sawan, Uthai Thani, Chai Nat, Lopburi, Sing Buri, Ang Thong, Ayutthaya, Nakhon Pathom, Nakhon Nayok, Pathum Thani and Nonthaburi. The project was aimed at aiding flood victims to recover their livelihoods.

2012

- Sustainable Alternative Livelihood Development Project (2012-2017) commenced at Tachileik and Mong Hsat districts, Shan State, Myanmar.
- The United Nations General Assembly adopted the MFLF’s SALD approach as proposed during the ICAD conference at the Doi Tung Development Project in 2011 as universal guidelines for development projects that would solve problems and needs of the communities effectively and sustainably.

2013

- Launch of the Nan Reforestation Project (2013-2017), covering 250,000 rai (40,000 hectares), building upon the livelihood development project initiated in 2009.
- MFLF was approached by the United Nations High Commissioner for Refugees (UNHCR) to implement the “Profiling Project of Temporary Shelters along the Thai-Myanmar Border” of approximately 130,000 displaced people in nine temporary border camps to help understand the demographics and their future livelihood preferences.



2014

2014

- MFLF received the 19th Nikkei Asia Prize awarded by Nikkei Inc. media corporation of Japan as an "Outstanding Organisation for Culture and Community".

2015

- Her Royal Highness Princess Maha Chakri Sirindhorn indicated her wishes during the annual Board Meeting for the Doi Tung Development Project to implement teaching the Thai language in schools in Mae Fah Luang District.
- Partnered with the Royal Initiative Discovery Foundation (RIDF) to repair check dams, reservoirs, and pipe networks in Nan Province. MFLF conducted training and operations for a total of 663 check dams covering 100,000 rai (16,000 hectares) of farmland throughout the province, and increasing income for local farmers by \$18,587,533 a year
- DoiTung coffee was granted Geographical Indication (GI) from the European Union.



2015

2016

- Partnered with the Office of the Basic Education Commission, Ministry of Education, to reform the school curriculum for children whose first language is not Thai in schools in Thoet Thai, Mae Salong Nok, Mae Salong Nai and Mae Fah Luang sub-districts in the Mae Fah Luang district, Chiang Rai province. A total of 26 schools were targeted for this project which covered 2017-2021.
- Scaling up of the water system development and management project in Mae Fah Luang District
- Partnered with Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) under the "Global Partnership on Drug Policies and Development" (GPDPD) to provide consultancy work for countries facing issues of illicit crop cultivation and other related issues



2016



2017

2018

2019

2017

- Partnered with the private sector and other development foundations in a project called "Team D". The four foundations include MFLF, RIDF, Rakkaew Foundation and Thailand Sustainable Development Foundation; the 10 corporations include Bang Chak Corporation PCL, Charoen Pokphand Group Co., Ltd, Mittr Phol Co., Ltd, Pracharath Rak Samakkhee (Thailand) Co., Ltd, Siam Cement Group PCL, Siam Commercial Bank PCL, Tesco Lotus Co., Ltd, Thai Beverage PCL, Bank of Ayudhya PCL and Unilever Thai Trading Limited. The project was an integrated approach to area-based development for sustainability according to King Rama IX's development principles and the Mae Fah Luang Development Model.

2018

- Her Royal Highness Princess Bajrakitiyabha Narendira Debyavati visited the Roi Jai Rak Project for the first time since its inception in November 2017 in Tha Ton sub-district, Mae Ai district, Chiang Mai province.

- DTDP achieved success in its Zero Waste to Landfill waste management efforts within the Doi Tung Development Project area.

2019

- Participated in the Workshop to Drive the Integrated Northern Border Drug Mitigation Operation Plan (2019-2022) together with the National Command Centre for Drugs, Ministry of Justice, to ensure the effective implementation of drug mitigation plans
- Partnered with the Republic of the Union of Myanmar to inaugurate Nam Moei Check Dam at Mong Lin, Tachileik Township, to address flood and drought issues
- Partnered with the "Dental Unit of His Majesty the King", Faculty of Dentistry, Chulalongkorn Hospital, Royal Initiative Discovery Foundation, Yala Province and Yala Provincial Health Office, to organise the Royal Tribute Mobile Dental Clinic 2019 to provide dental health checkup and treatment, and disseminate knowledge on oral hygiene to the general public free of charge in Bannang Sata District, Yala Province. This was the second such event in the three southern border provinces, and received the full cooperation of all sectors.



2020

- MFLF signed an MOU for joint innovation development with Geo-Informatics and Space Technology Development Agency (GISTDA) on the use of aerospace technology and geo-informatics during "Thailand Space Week 2019" to support development work based on His Majesty the King's sustainable development principles.
- Doi Tung was declared as one of 10 top cultural travel destinations in Thailand by the Ministry of Culture.
- The first seminar on "Developing the Thai Language Syllabus for Children whose First Language is not Thai" to exchange knowledge, processes and skills in Thai language teaching for primary school students in order to achieve greater efficiency as shared by experienced teachers of 39 pilot schools within the Doi Tung Development Project area and in project extension areas.
- The Autumn/Winter 2018-2019 fashion collection from the DoiTung brand was displayed at Milan Design Week 2019 in Milan, Italy, to showcase contemporary Thai textiles that reflect the artisanal communities on DoiTung, combined with creative designs made from natural materials that are eco-friendly and promote a sustainable society that is recognised on the global stage.

- Fashion products from the DoiTung social enterprise that received the DEmark Award Winner 2019 were showcased at the "Thai Textile: A Touch of Thai" exhibition in Japan organised by the Thai Ministry of Arts and Culture together with representatives from both the government and private sectors.

2020

- Mae Fah Luang Foundation was certified as a participating organisation in the mitigation of greenhouse gases campaign by the Ministry of Natural Resources and Environment in conjunction with the Thailand Greenhouse Gas Management Organisation. This was based on the foundation's carbon footprint programme of 2018 and the zero carbon activities at the opening ceremony of Café DoiTung, Rajapruek Lounge, UN ESCAP Building, Thailand, and at the Colors of Doi Tung Festival.

Operation Structure of the Mae Fah Luang Foundation under Royal Patronage



Production of Greenhouse Gases



1 Goal and Indicators of Greenhouse Gas Mitigation related to Business Operations, Global Warming Management and Climate Change

Mae Fah Luang Foundation has been continuously collecting data on the Carbon Footprint of the Organisation (CFO) in the form of carbon dioxide equivalent, or greenhouse gas emissions and removals from the daily work routine of personnel and manufacturing processes such as energy consumption, fuel for manufacturing, and travel, in order to assess their environmental impact. This data has been disclosed to the public to show how the foundation's operations have impacted the environment, and how it has continuously made an effort to mitigate greenhouse gas emissions. In 2020, Mae Fah Luang Foundation emitted a total of 4,035.07 tons of carbon dioxide equivalent.

Greenhouse Gas Emissions of Mae Fah Luang Foundation in 2020

Location	Scope 1 Fuel Combustion	Scope 2 Electricity Consumption	Scope 3 Other Consumption such as soil, paper, etc.	Total carbon emission (unit)
Doi Tung Development Project	762.14	748.74	25.02	1,535.90
Cottage Industry Centre and Outlet	526.63	356.55	5.81	888.99
Mae Fah Luang Foundation Bangkok Office	79.56	314.36	7.08	401.01
Hall of Opium	14.62	213.47	0.83	228.92
Mae Fah Luang Art and Culture Park	19.45	32.40	1.51	53.36
Roi Jai Rak Project	219.10	49.76	2.24	271.11
DoiTung Lifestyle Shops / Cafe DoiTung	1.69	203.31	1.29	206.29
Nan Development Project	189.87	9.56	0.19	199.62
Other Development Projects	156.06	91.90	1.92	249.88
Total	1,969.13	2,020.05	45.90	4,035.07

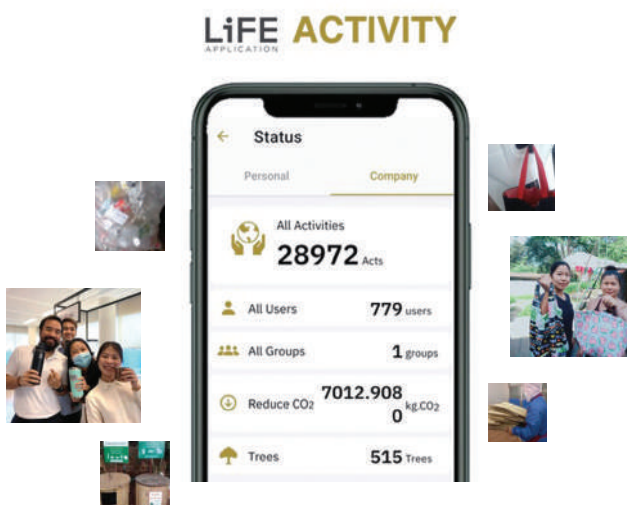
Mae Fah Luang Foundation has also implemented a carbon offset programme by supporting carbon credits from organisations with reduced greenhouse gas emissions, and organising carbon neutral events such as the Colors of Doi Tung Festival.

Note: The above figures were calculated according to the system set by the Thailand Greenhouse Gas Management Organisation and are currently awaiting verification and certification.



2 Internal Greenhouse Gas Mitigation Efforts

Mae Fah Luang Foundation conducts development projects to improve the quality of life, while conserving the natural resources of the community to ensure the greatest benefit is achieved. Mae Fah Luang Foundation is aware of the impact of global warming caused by greenhouse gas emissions into the atmosphere. From the data on the Carbon Footprint of the Organisation (CFO) above, the foundation has therefore made as priority the reduction of greenhouse gas emissions through various environmental activities such as staff waste segregation activities to achieve Zero-Waste Landfill, the application of knowledge into the individual household, the use of mobile phone Life Application for staff to record and share their eco-friendly activities, and the 5S project to promote a clean and environmentally-friendly office space.



3 The Reduction and Offsetting of Greenhouse Gas Emissions of the Organisation through Participation in the Thailand Voluntary Emission Reduction Programme (T-VER)

Mae Fah Luang Foundation promotes ongoing environmental conservation and eco-friendly operations under the principle "Use less", referring to non-renewable fossil fuels, and "Waste less", or reducing the amount of waste into the environment. In 2020, the foundation's Energy Intensity, or the ratio of energy used compared to income, was reduced by 36% compared to the base year (2014), while the use of alternative fuel increased by 45% compared to the base year (2018).

Mae Fah Luang Foundation also participated in the Thailand Voluntary Emission Reduction Programme (T-VER) of the Thailand Greenhouse Gas Management Organisation, with the full cooperation of staff members and Doi Tung communities. The foundation aims to be a Zero Emission organisation in the future through carbon offsetting earned from the forest coverage on Doi Tung and other project areas.

4 Climate Change Awards

Gold Level Green Office Award

Mae Fah Luang Foundation has been conducting the Green Office Project for nine consecutive years, starting with its Bangkok Office and expanding to its other project areas. In 2020, the foundation received the Green Office (Gold Level) award for four of its project areas — Bangkok Office (which has been assessed for three consecutive years over the past nine years), Doi Tung Office, Mae Fah Luang Art and Cultural Park, and Hall of Opium.

Mae Fah Luang Foundation also received the ASEAN Energy Award 2020 for its biofuel production from waste matter as part of Doi Tung Development Project's circular economy policy in two categories: ASEAN Energy Efficiency and Conservation Best Practices, and ASEAN Renewable Energy.

Mae Fah Luang Art and Cultural Park



Basic Information



Time frame
1973-Present



Location
313 Moo 7,
Pa Ngew Village,
Mueang Chiang Rai
District, Chiang Rai
Province
Area 24 hectares



Beneficiaries
• 502 youths
• 7,990 tourists

Background

Originally known as Rai Mae Fah Luang, the Mae Fah Luang Art and Cultural Park started first as the office of the Thai Hill Crafts Foundation (the original name of MFLF). It was a place to “cultivate people” since it was a ‘home’ to ethnic youths who had received a scholarship to study in a town school. They also learnt extra-curricular skills such as how to live with others. It later developed into a centre for Lanna arts and culture, a knowledge centre with a collection of ancient Buddhist artefacts, Lanna architecture, teakwood artefacts and antiques dating back over a century. Rotating exhibitions are held regularly by various artists. Highlights in the park include the Princess Mother Monument Courtyard and various pavilions including Haw Kham Luang, Haw Kham Noi, Sala Kaew and Haw Kaew. It is set in a large landscaped garden with mature trees and a lake, making it a popular tourist destination in the north, and a choice venue to welcome state visitors.



Key Achievements in 2020

Annual Exhibition "With Love and Faith"

The exhibition reflected the Lanna way of showing love and faith through a selection of vessels of various shapes and sizes which form part of the Lanna culture that is intricately linked to rituals and beliefs as well as way of life. This includes khan, or the phan footed tray of the central region, which is a very important element of all Lanna ceremonies. Not only does it reflect homage to Buddhism, but also the artistic craftsmanship that is unique to this region. Mae Fah Luang Art and Cultural Park held this exhibition in order to promote this aspect of Lanna culture to the younger generation and keep the cultural heritage alive.



Mae Fah Luang Flower Festival

On Saturday 18 July 2020, Mae Fah Luang Foundation, together with the Chiang Rai municipal government, organised the Mae Fah Luang Flower Festival to commemorate and pay tribute to Her Royal Highness Princess Srinagarindra to mark the 25th year of her passing. The festival was attended by representatives of the government and private sectors and the general public, with strict enforcement of COVID-19 safety measures.



Art and Craft Market

Mae Fah Luang Foundation held the 1st Art and Craft Market from 7-9 February 2020 within the grounds of Mae Fah Luang Art and Cultural Park. The event was open to the public free of charge in keeping with the wishes of the Princess Mother to use this venue to "cultivate people" through love and knowledge from the start. The Art and Craft Market brought together many facets of local arts and crafts from the people of Chiang Rai as reflected through art and various handicrafts as well as unique local delicacies. There was also an exhibition on the life of the Princess Mother, as well as a display of ancient carved wooden artefacts that form part of the collection at Mae Fah Luang Art and Cultural Park. There was also a forum for artists and the younger generation of Chiang Rai on the topic "Perspectives on Realising the Potential of Chiang Rai as an Art City" with the full cooperation of various organisations in Chiang Rai including educational institutes, shops, artists, and various ethnic hill tribes on Doi Tung. The event was well received by the public.

Hall of Opium, Golden Triangle Park



Basic Information



Time frame

2005-Present



Location

Sob Ruak Village,
Chiang Saen District,
Chiang Rai Province
Area coverage
40 hectares

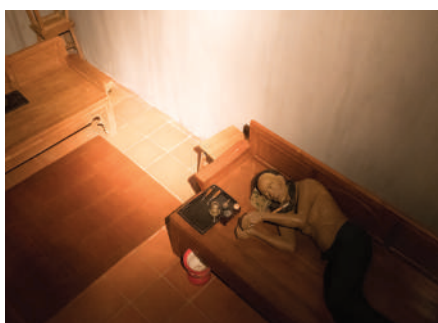


Beneficiaries

37,234 visitors

Background

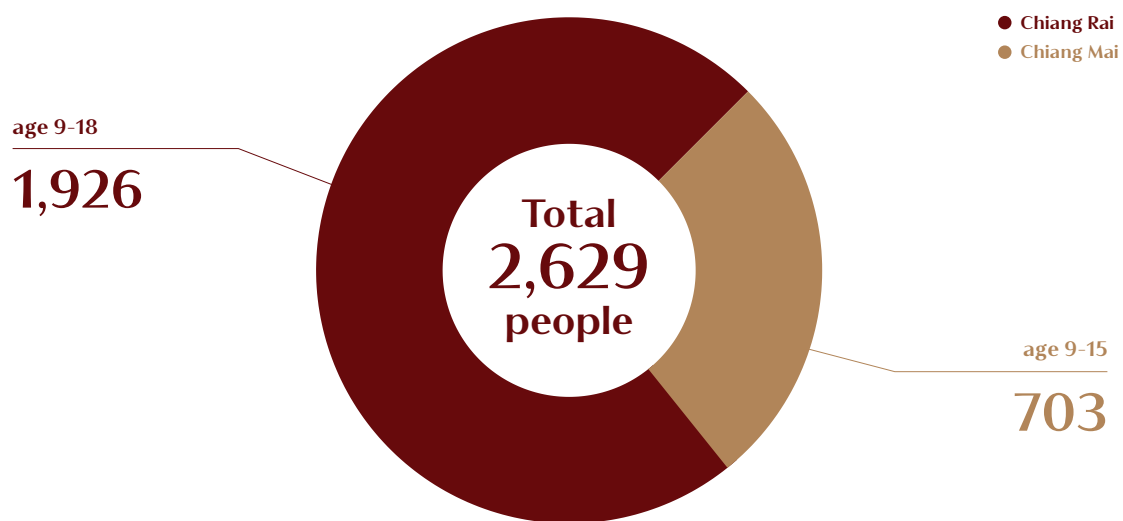
This is an interactive knowledge centre on the history of opium that dates back 5,000 years, with the aim of creating awareness for visitors about the dangers of addictive drugs through an exhibition in a modern multi-media format designed to be fun and captivating, entertaining while providing information or edutainment. The aim is to reinforce youth conscience to stay away from drugs, reducing demand; a parallel approach to Doi Tung Development Project which served to reduce supply.



Key Achievements in 2020

Children and Youth Development Network Project for Drug Prevention

A training camp was held for local youth to create awareness on the dangers and impact of drugs, and provide skills that would help them turn their backs on all illicit substances and behaviors. In 2020, the project reached a target group of 2,629 participants: 1,926 in the 9-18 age group from 36 short courses; and 703 in the 9-15 age group from the Roi Jai Rak Project, Chiang Mai Province, in extended courses.



In 2020, the project scaled up the drug immunity course for target groups of children and youth with an evaluation of the success of the project so far. This was done in conjunction with independent researchers who conducted surveys of 386 participants, with field surveys of 58 related individuals including 37 students, 7 teachers, 4 parents, 2 village heads and 8 programme organisers. This would provide a quantitative and qualitative analysis of the project. The result indicated a positive effect on participants, and the project was able to achieve 100% knowledge transfer through persuasive mechanisms that sparked curiosity and a desire to learn, encouraged participation and expression, and help participants refrain from behavior that would have negative physical impacts such as the use of drugs and cigarettes. The project also provided skills to create immunity against drugs for participants and those close to them.



Flagship Projects

Doi Tung Development Project

Basic Information



Time frame
1988–Present



Location
Covering 29 villages
on the Nang Non
mountain range,
Chiang Rai Province
Area
17,118 hectares
(under current
supervision)



Beneficiaries
1,774 households of
10,617 people

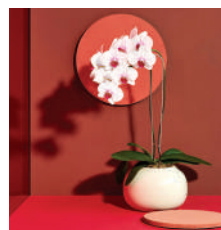
Background

Doi Tung Development Project (DTDP) was established in 1988 by Her Royal Highness Princess Srinagarindra, the Princess Mother, as a result of her resolution, “I will reforest on Doi Tung” to help improve the quality of life and revive the national resources there. Doi Tung is located in the Golden Triangle, at that time the world’s largest drug producing region.

At the start of the project, the forests were found to have been totally razed and left barren, local communities were living in a state of abject poverty, with no access to education or basic healthcare. The villagers were mostly stateless and the area was controlled by militia, giving the people no choice but to resort to illegal practices such as slash and burn farming, opium poppy cultivation, drug and human trafficking.

Her Royal Highness Princess Srinagarindra, the Princess Mother, realised that the root of these problems was “poverty and the lack of opportunity”, so she addressed the basic issues of “sickness, poverty and ignorance” in a holistic manner through a people-centric approach. Economic gains had to be balanced with social stability and environmental plenitude. This was done by developing the basic infrastructure, creating jobs and livelihoods that suited the geo-social conditions of the area, developing knowledge and skills that covered the entire value chain, restoring the natural environment and improving education for the youth. The mechanism used to create a stable income for the community was the social enterprise under the DoiTung brand, which emphasised the use of high quality natural materials, folk wisdom and craftsmanship with a heart. There are five business units: handicrafts, horticulture, processed food, café, and tourism.

The success of DTDP’s development work in the past has gained international recognition, making it a Sustainable Alternative Livelihood Development Model that has been replicated in communities suffering from various issues in many countries such as the Republic of the Union of Myanmar, the Islamic Republic of Afghanistan and the Republic of Indonesia.



Doi Tung Development Project

Fundamental Problems



70% of people were stateless.



Denuded mountains as a result of deforestation and shifting cultivation



Lack of infrastructure, extreme poverty (\$116 average annual per capita income)



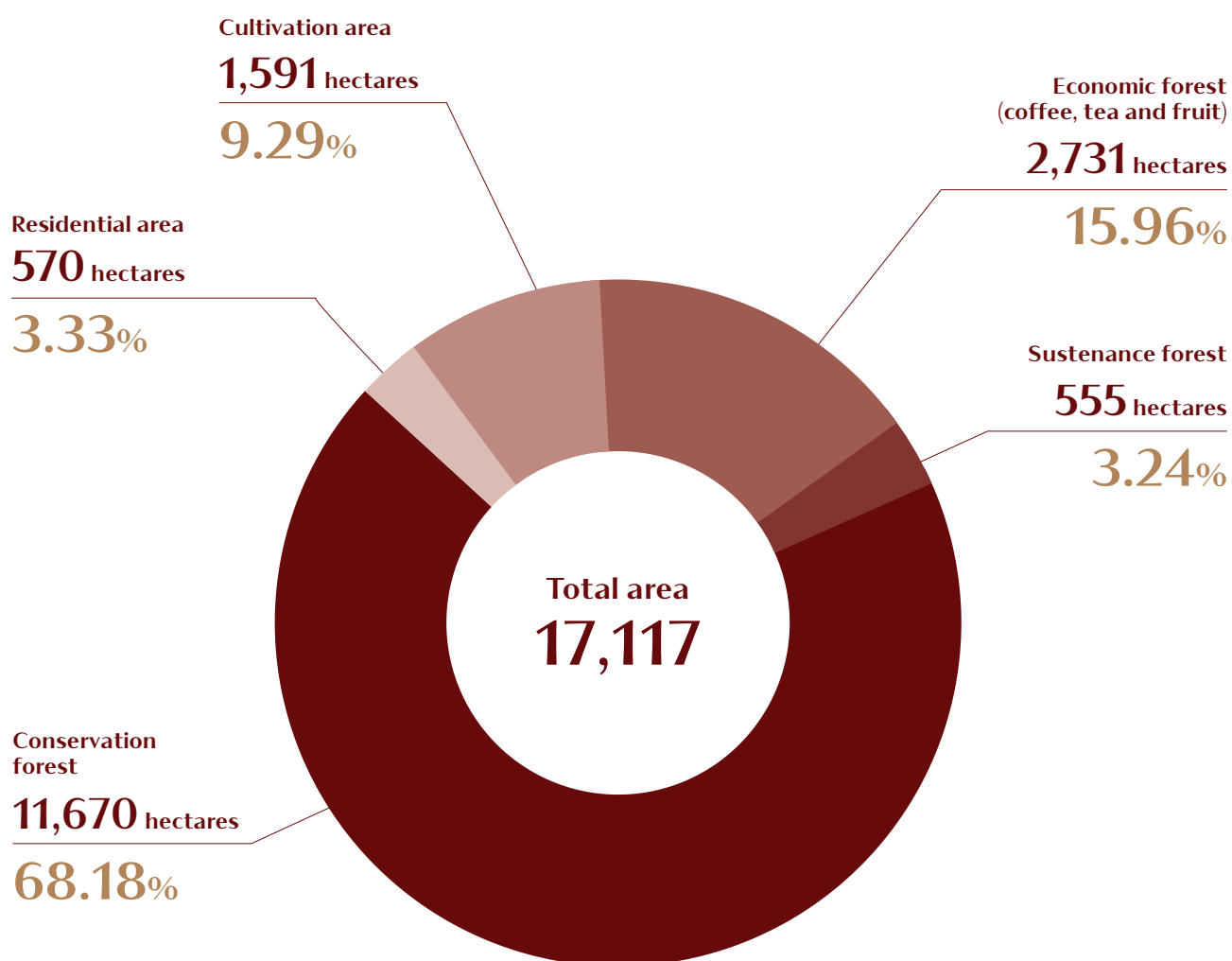
Controlled by armed militia



Drug cultivation, addiction and trafficking, as well as human trafficking

What do the people get?

Environmental Impact: Land Usage of Project Area

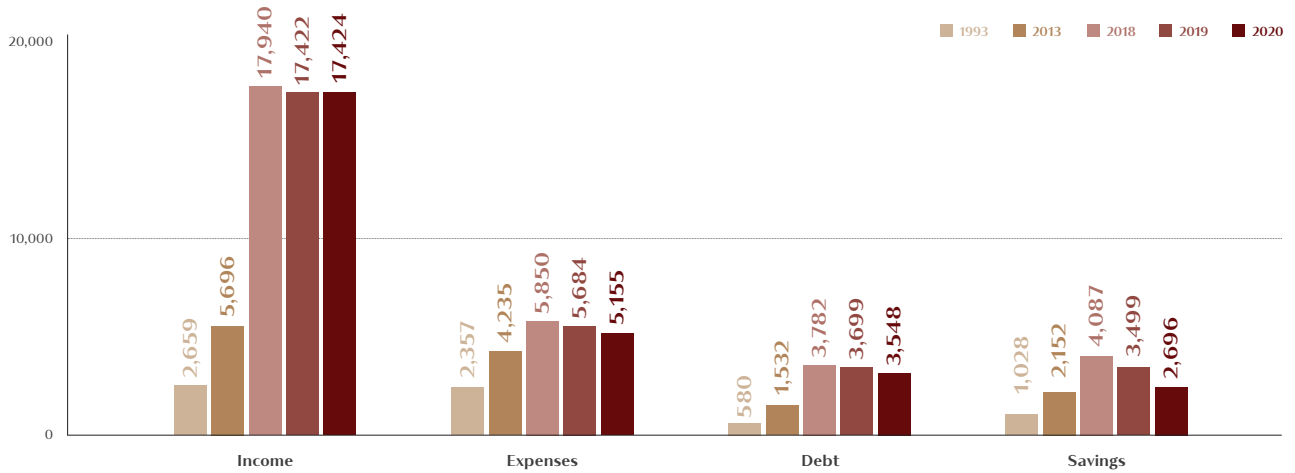


Doi Tung Development Project



Economic Impact: Comparison of Income, Expenses, Debt and Savings (US\$/household/year)

Note: Figures are based on spot currency exchange rate.

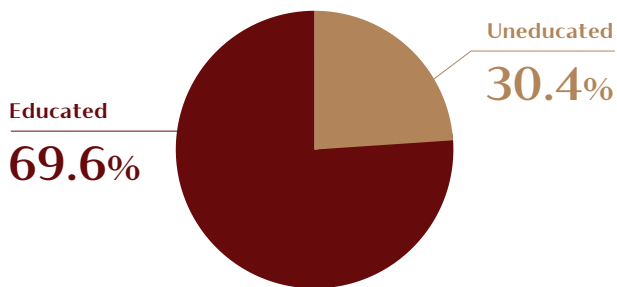


From the fundamental issue of poverty where villagers earned an income of US\$ 114/person/year, Doi Tung Development Project was able to address the problem, raising the income to US\$ 3114/person/year by 2020.

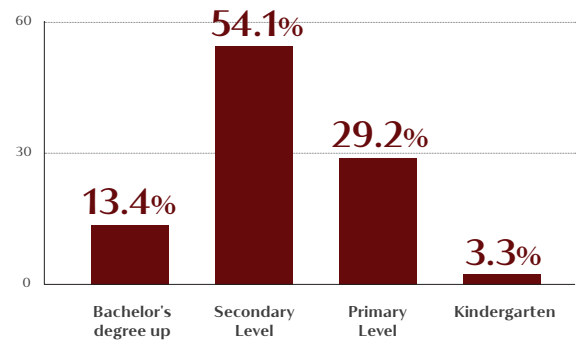


Social Impact: Educational Opportunities of the Community

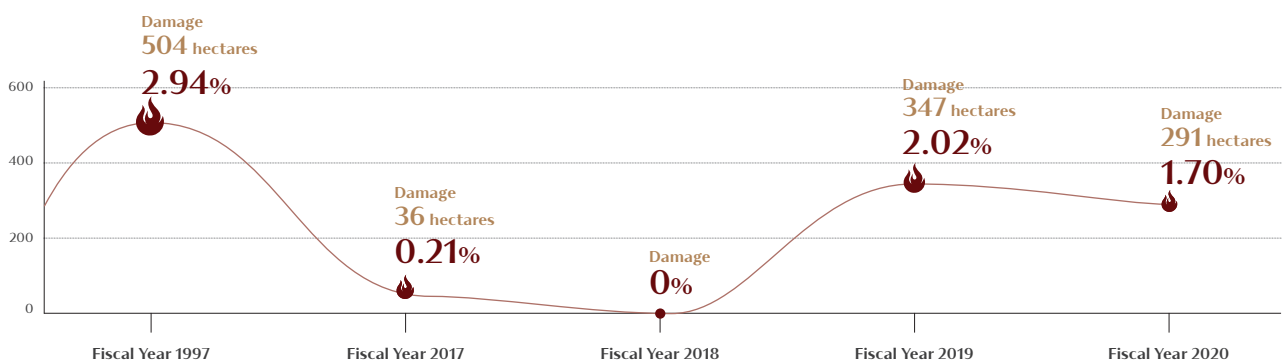
Educational Opportunities



Level of Education



Comparison of WildFires



Doi Tung Development Project

Key Achievements in 2020

1. DoiTung Brand

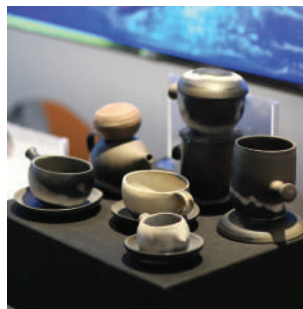
1.1 Design for Sustainability

Mae Fah Luang Foundation is dedicated to preserving local folk handicrafts and promoting local labor in order to create jobs and a sustainable income. This is done through the DoiTung brand, which takes an inspiration from the traditional folk wisdom reflected through ethnic costumes and lifestyle, combined with modern design elements that encompass environmental impact awareness through the entire production process, from the conceptual phase that relies on recycled materials, to achieving minimum waste during production.



DoiTung Brand Won Prime Minister's Award for Sustainability

In 2020, DoiTung brand won the Best Design Award in the field of Creative and Innovation at the Prime Minister's Export Award 2020 which recognises outstanding exporters. M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation under Royal Patronage, accepted the award from Prime Minister General Prayut Chan-o-cha. Awarded Best Design was the Hmong Coat, which is woven from yarns made of upcycled plastic waste from the sea. One coat comprises 130 recycled 600ml plastic water bottles, and is reversible, creating two different looks and styles. It provides warmth, is water resistant, is also breathable.



DoiTung Development Project

DoiTung brand also received four Design Excellence Awards (DEmark) 2020 for outstanding product design. The event was organised by the Office of Design and Innovation for Trading Promotion (DITP), Department of International Trade Promotion, Ministry of Commerce. The awarded products include the Hmong Coat, made of upcycled plastic yarn; Hmong Shoulder Bag made of natural bamboo fibers; ceramics using vetiver grass, and macadamia nut shells as alternative fuel sources for the baking process; and packaging for Peaberry Coffee made of recycled waste from the mulberry paper production in order to achieve Zero Waste.



DoiTung received the G Green Award that recognises sustainable products allowing mutual dependency between man and forest

DoiTung brand received the G Green Production award in the Ceramics and Textiles categories, both "Gold Level", in recognition of DoiTung's environmentally-friendly production process, and as a social enterprise that operates along the principles of sustainable environmental preservation.



1.2 Eco-Friendly Production Process

Products under the DoiTung brand are manufactured taking into consideration the effects on the environment and the community, and therefore aim for Zero Waste under the Circular Economy concept. This emphasises the maximisation of existing materials and reducing waste through three methods: Reuse, Recycle and Re-material.

Circular Economy

- Based on the policy of upstream waste management (Zero Waste), DoiTung products place great emphasis on the 4R principle and reduction of single-use materials, and circular economy, all of which resulted in a reduction of non-biodegradable plastic by 8,766 kgs.

Weaving Factory and Textile Dyeing Factory

- Recycling waste from production processes into new products, and recycling waste such as textile scraps into alternative fuel
- Using dyes made from natural and locally sourced materials such as rust, chrysanthemum, indigo and onion skins.

Mulberry Paper Factory

- Using natural mulberry pulp in the paper making process, as well as other pulp such as corrugated paper, resulting in the equivalent to a carbon emission reduction of 498 kg carbon dioxide.

Doi Tung Development Project

Alternative Energy

- In 2020, the foundation used 9.59% alternative energy in the form of solar cells, heat pumps and biofuel, equivalent to US\$ 54,404.
- In 2020, a total of 148,215 kgs of waste was segregated, reducing greenhouse gas by 163.88 tons of carbon-dioxide equivalent. The segregated waste was reused with value-added to make worm castings fertiliser to be used as alternative energy, and for other recycling purposes.
- In 2020, macadamia husks were used as biofuel. Today, 44 tons of macadamia are used per year, or 3.7 tons per month, equivalent to a reduction in energy costs of US\$ 6976.75 per year, or US\$ 581.40 per month.
- A water treatment system has resulted in 3.92% of water being recycled, reducing tap water usage by 9,556.20 cu.m./ year, or US\$ 4,332, and reducing greenhouse gas emission by 2,716.83 kg of carbon-dioxide equivalent per year.

Coffee

- Coffee packaging has been changed from laminated paper to non-laminated paper that has FSC certification for forests that meet correct environmental standards.
- Foil packaging for coffee beans has been reduced in size.

Café DoiTung

- All branches of Café DoiTung meet 5S standard to ensure they conform to requirements for a clean, efficient, safe and environmentally-friendly work space.

Waste Management

- In October 2018, Mae Fah Luang Foundation successfully reduced waste through its Zero-waste-to-landfill project. It plans to scale up the project into the surrounding communities of Doi Tung Development Project. In 2020, a waste management pilot project was introduced, with eight centres in five villages, working in conjunction with the Subdistrict Administration Organisation Office which is responsible for waste management, in a manner that is correct, monitored, and cost-effective.
- The foundation also organised training for villagers on waste segregation: resalable, degradable, organic waste, fuel combustion waste, hazardous waste, sewage waste, and bulky waste such as furniture and electrical equipment. Necessary items for waste management were distributed, such as baskets, cloth bags, tiffin boxes and green cone composters. Promotional campaigns were also carried out at Huay Nam Khun market to encourage villagers to use baskets or cloth bags instead of plastic bags, and reward them with vouchers to use at the market.
- Apart from villages, schools were also targeted to create awareness on correct waste segregation. The foundation conducted training for teachers and student committee members at eight schools on correct waste segregation, and presented them with waste bins, waste segregation sheds, scales, small low-emission incinerators and banners in order to achieve a successful waste reduction, tracking and segregation programme.
- The foundation also held a contest for waste-free villages and schools to recognise good role models in waste management. The winning village was Ban Huay Nam Khun Moo 17, and the winning school was Por Luang Upatham 5 School.

1.3 Staff Operations with Environmentally-Friendly Focus

In 2020, despite the COVID-19 pandemic, Mae Fah Luang Foundation continued to encourage less plastic usage. A UV machine was installed to clean personal glass cups and coffee mugs, a composter was used to transform food waste from the office into fertiliser, and online meetings were held to eliminate social contact and reduce transportation needs.



Doi Tung Development Project

2. Social Enterprise



2.1 Community Entrepreneurs

Improving the Quality of Coffee

In 2020, Mae Fah Luang Foundation concentrated on various improvements of the coffee product by improving the potential of coffee farmers within Doi Tung Development Project and nearby areas. Data was collected to plan further development strategies, and knowledge was disseminated on the care and harvesting of coffee plants. This has led to a steady improvement in the quality of coffee products. The 2020 harvest season brought a total income of US\$ 604,485 for farmers. Data on coffee quality was shared on a daily basis with farmers for immediate implementation.

Mae Fah Luang Foundation also scaled up the coffee growing and production process to the foundation's project area in Nan Province to enable coffee farmers there to improve their crops and create a high and sustainable income for the community.

2.2 Social Enterprise Leaders

Social Enterprise Development Fund

Mae Fah Luang Foundation set up the Social Enterprise Development Fund to support social enterprises that had potential but lacked capital and resources. In 2020, the Social Enterprise Development Fund provided working capital to two social enterprises, Creative Move Co Ltd and Akha Ama Coffee Co Ltd, totaling US\$ 75,217, allowing them to overcome various obstacles and make a difference to society and the environment.

High Value Economic Crops Project

Mae Fah Luang Foundation established the High Value Economic Crops Project to counter the changing social and environmental factors that have affected the traditional ways of agriculture. This project studied new types of economic crops with the potential to create value-addition and bring a high price in order to increase yield and income for the villagers' cultivation areas, while using the same resources in terms of cultivation and management. The new crops include vanilla, cacao and mushroom.

3. Cultivating a New Generation of Leaders



3.1 Formal Education

Education Development

As a result of the COVID-19 pandemic, the start of academic year 2020 for schools in Mae Fah Luang District had to be postponed to July. Prior to opening, Mae Fah Luang Foundation helped prep all 39 schools through health protection measures such as new sinks for hand-washing, thermometers, disinfectant and surgical masks in numbers proportionate to the number of pupils of each school.

In 2020, education activities comprised:

1. The Montessori Teaching Approach

The Montessori Teaching Approach was expanded to all 37 schools in Mae Fah Luang District that offered early childhood education, with a total of 96 classrooms. The Montessori Teaching Approach was intensified at seven centres for the purpose of creating teachers training models, follow up, evaluation, support and knowledge exchange for teachers at the centres, and to produce teaching materials and tools including:

- 1.1 40 video clips showing the teaching process: 7 clips on daily life, 13 clips on sensory experiences, 17 clips on mathematics, and 3 clips on the Thai language. Hard copies were kept in the centre's archives, with files available on Google Drive to allow instant access for teachers to study and enhance their teaching skills.
- 1.2 Five Montessori Teaching Approach manuals comprise the Montessori theory, daily life, sensory experiences, mathematics, and Thai and English.



Doi Tung Development Project

2. Project-based Learning (PBL)

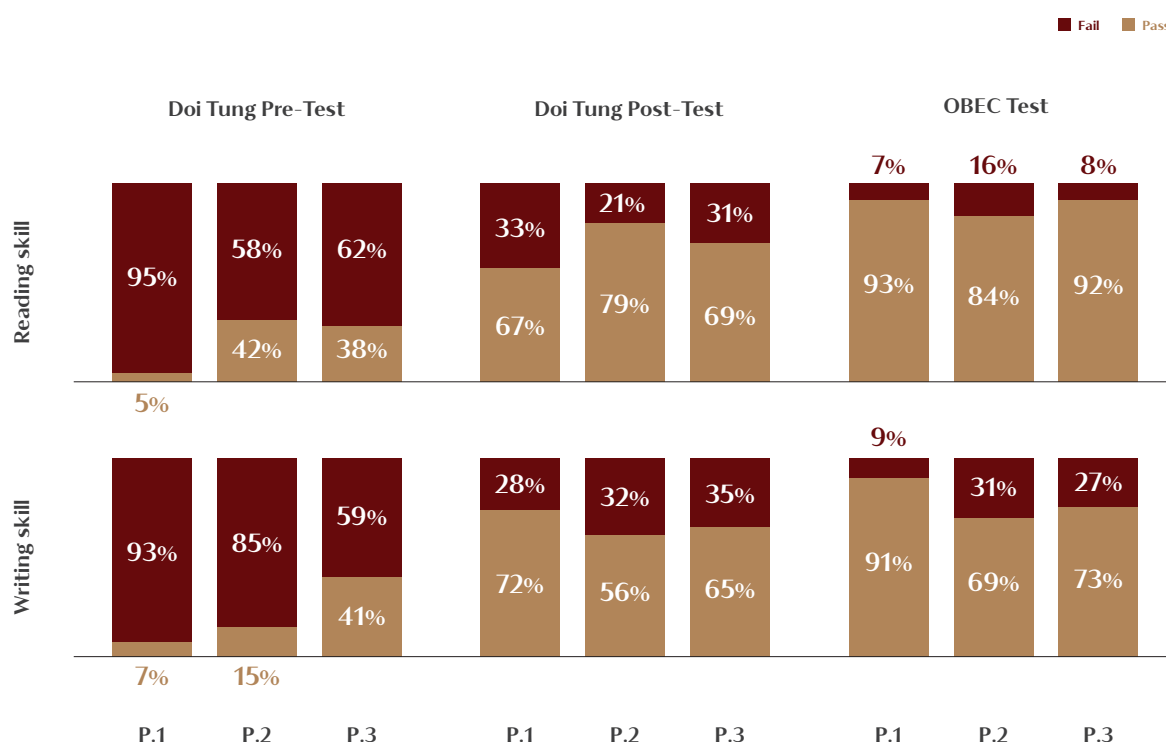
Training and refresher workshops for PBL teachers at all eight schools in the Doi Tung Development Project area were conducted, covering lessons learned; review and adjustment of project topics; developing learning activities that emphasise the 4Cs: Critical Thinking, Communication, Collaboration and Creativity; developing skills to reflect knowledge acquisition from project activities; setting guidelines for monitoring and evaluation of knowledge acquisition; and building a pool of core teachers for the school as learning leaders to promote the PBL approach in a sustainable manner.



3. Thai Language Syllabus Development for Children at Prathom 1-3 Level whose First Language is not Thai

- Improve the quality of classrooms, source teaching materials and tools and other media for Thai language teaching for 31 schools totaling 165 classrooms in the outlying areas of Doi Tung Development Project.
- Develop all seven centres so they have the capability to help schools attached to each centre to encourage knowledge exchange and Best Practice techniques.
- Increase learning time for reading and writing Thai through Thai language activity clinics for slow learners with less than average results; conduct workshops for the production of teaching materials and activities geared towards this target group.
- Results of the reading and writing skills acquisition for pupils in the Doi Tung Development Project area, schools in outlying areas, and the Roi Jai Rak Project area for academic year 2020 missed the target by 80% as a result of COVID-19 which forced schools to close, and many teachers had to leave the area. The evaluation chart below compares the project's Post-Test with that of the Office of the Basic Education Commission (OBEC):

Evaluation Results Prathom 1-3



Doi Tung Development Project

4. Skills Training in the Reading and Writing of the Thai Language for Prathom 4-6 level in Academic Year 2020

Mae Fah Luang Foundation, in conjunction with the Sirindhorn Thai Language Institute, Chulalongkorn University, implemented a skills training project for the reading and writing of the Thai language for Prathom 4-6 level pupils of 18 pilot schools within the Doi Tung Development Project area and outreach areas in Mae Fah Luang District as well as Roi Jai Rak Project. The objective was to develop the skills in three areas - reading for comprehension, scanning, and critical reading. Reading materials were prepared by the Institute for the Information Technology Foundation under the Initiative of Her Royal Highness Princess Maha Chakri Sirindhorn for Phra Pariyattitham School, with input from teachers of participating schools.



5. Vocational Skills Development

Vocational skills development was introduced for secondary school pupils in three schools in the Doi Tung Development Project in three fields, namely agriculture, food, and crafts. The guideline and steps for the learning process were integrated with the Project-Based Learning programme using DTDP as the knowledge centre for field training experience for the pupils.

6. Partnership with Alliances

6.1 St Andrews International School Bangkok (STA)

- Training workshop on addressing reading and spelling problems for pupils struggling with Thai language classes, for all 35 teachers in charge of language clinics at every school. Due to the COVID-19 pandemic, the workshop was held remotely through the Line application, with teachers showing short video clips of how the techniques were implemented in their classes, so experts could critique and resolve mistakes.
- Development of syllabus for teaching English for everyday use for Mathayom 3 pupils in the DTDP area, with emphasis on helping teachers gain familiarity and confidence in planning and creating lessons in teaching English for everyday use.



6.2 True Corporation Public Company Limited

- Set up a 5G classroom at Ban Pa Sang Na Ngern School complete with learning tools such as notebook computers, headset, tablets, VR headsets and 48 video clips, 86" Huawei Ideahub board and Wifi 5G router, as well as a one ICT technician.



6.3 Teach for Thailand Foundation

- Selected four qualified teachers as changemakers, two for Mae Fah Luang Kindergarten, and two for Ban Pa Sang Na Ngern School.



6.4 Zero to Landfill Support Activities

- Waste management was introduced at eight schools, resulting in an increase of upcycled waste from 70% to 85%, and a reduction in waste to landfill from 23% to 13%. The first Zero Waste School competition was held, with the first prize going to Chao Por Luang Upatham 5 School, first runner up being Ban Khayang Pattana School, and second runner up being Mae Fah Luang Kindergarten.



Doi Tung Development Project

3.2 Extracurricular Activities

1. Creative Learning Space for Children and Youth (Faidee Center)

Doi Tung Development Project developed a course to nurture future good citizens to carry on the sustainability concept within the project area. The programme comprised vocational and creative leisure activities linked to the children's interests and the potential of the mountain location. This would build a solid foundation for them, and prevent them from straying off the straight and narrow. It would also provide leadership and management training skills. The 13 courses included Young Agriculturalist, Junior Guide, First Aid, Carpenter, Barista, Public Relations, Handicrafts, Nature Conservationist, Chef, Librarian, Dancer, Musician and Footballer. Attendance in 2020 stood at 7,022. There are currently 1,004 members, 105 of whom are regular participants, or 10% of all members.



2. Scholarships

In 2020, a total of 34 youth applied for scholarships, with 20 successful applicants: five for Mae Jo University, four for Mae Fah Luang University, six for Rajabhat Chiang Rai University, three for Phayao University, one for Chiang Rai Vocational College, and one high school scholarship. The following activities were held for scholarship recipients:

1. Activities to nurture and create a network of scholarship students, with orientations, skills training workshops during the academic year, providing advice and moral support via online channels such as the Mae Fah Luang Scholarship under Royal Patronage Facebook page and the Mae Fah Luang Scholarship Students Facebook page.
2. General youth education counseling and guidance to help them plan their future studies that will lead towards their desired career.

In 2020, 10 students completed their studies, three of whom returned to their hometown to work, with two joining the Doi Tung Development Project office, and one at the Mae Fah Luang District Office.



Tea Oil and Other Oilseed Crops Research and Development Project



Basic Information



Time frame

2006–Present



Location

2 areas – Pang Mahan
and Puna villages,
Mae Fah Luang district,
Chiang Rai province

Area coverage

- Pang Mahan Village
2,726 hectares
- Puna Village
5,332 hectares

Total area

8,058 hectares



Beneficiaries

3,305 people in 571
households

Background

This project was initiated in 2006 to address poverty issues, provide alternative livelihoods for the local communities, and address environmental degradation and forest encroachment. Mae Fah Luang Foundation partnered with Chaipattana Foundation to conduct studies and grow tea oil trees as economic crops on the royal initiative of Her Royal Highness Princess Maha Chakri Sirindhorn who recognised the medicinal benefits of the plant and its high market price that would offer great economic stability to local communities. Land for cultivation was allocated for the villagers, and a variety of occupations introduced, while the villagers had to participate in forest conservation efforts to allow man and forest to coexist in a sustainable way following the royal initiative of His Majesty King Bhumibol Adulyadej the Great.

Key Achievements in 2020

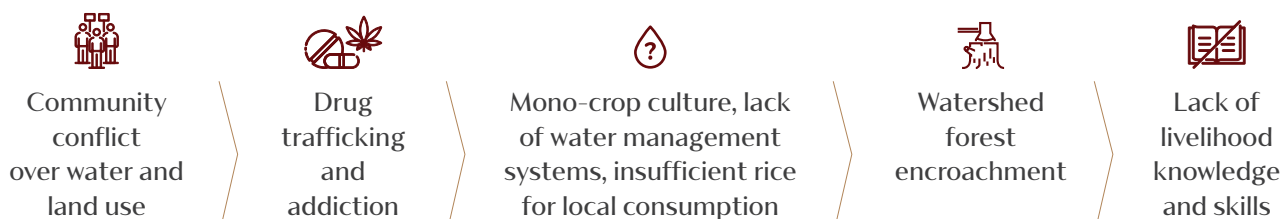
In 2020, tea oil crops were supplemented by the replanting of 84,173 new high-quality plants and grafting of 103,994 shoots. Data collection on individual trees continued to be carried out to devise an effective crop cultivation strategy, and to promote livelihood opportunities for those living under the poverty line.

To improve the quality of life, activities were held to increase income and reduce expenses, including the distribution of 54 sows to 54 households, 898 black-boned chickens — 600 to local farmers and the rest to two farmers in the local network — to stimulate market demand. The net income after deducting expenses from all activities was US\$ 497/year.

Activities to promote community handicraft also earned an income of US\$ 6,944, or US\$ 239/person/year (for 29 villagers). The project is also preparing to distribute Assam tea saplings to 100 households in 2021.

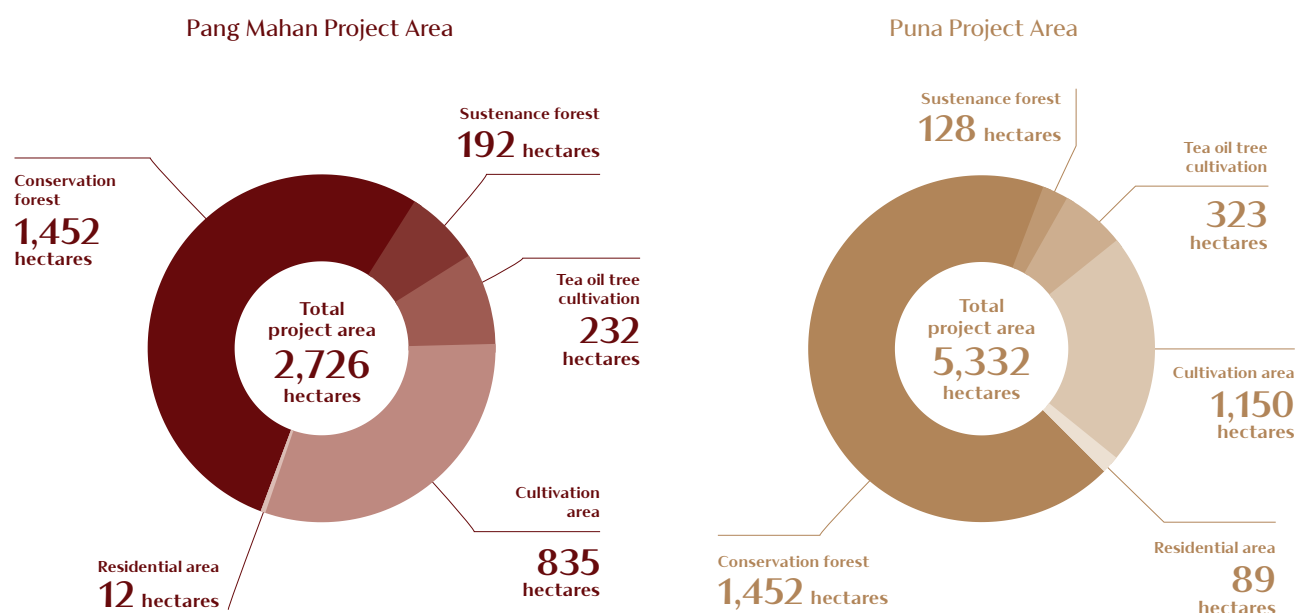
From an economic survey of 571 households conducted to prepare a livelihood promotion plan that meets the demands of the community, results showed that participating villagers earned an average income of US\$ 6,641/household/year compared to US\$ 1,620/household/year at the start of the project.

Fundamental Problems



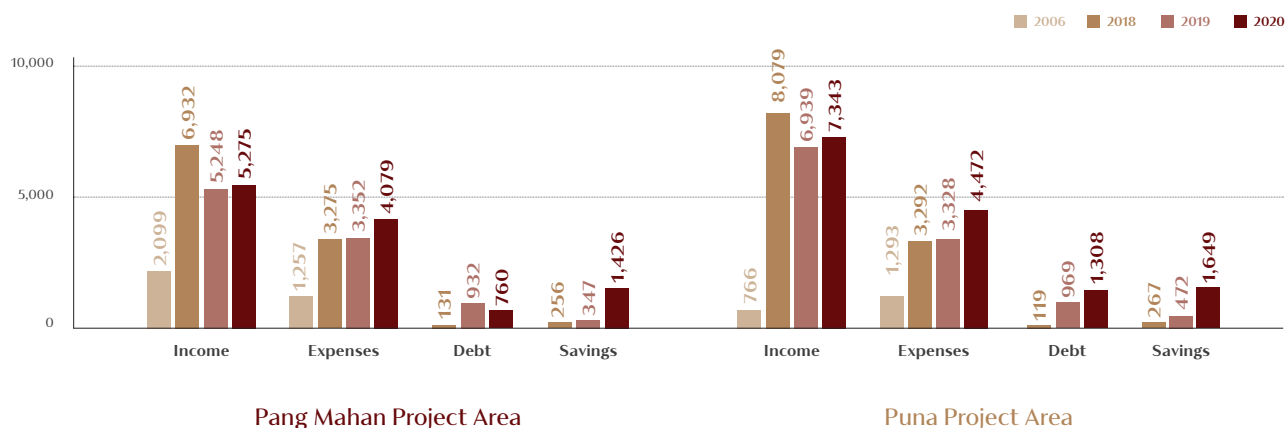
What do the people get?

Environmental Impact: Land Usage in Project Area



Economic Impact: Comparison of Income, Expenses, Debt and Savings (US\$/household/year)

Note: Figures are based on spot currency exchange rate.



Nan Economic Crop Processing Project



Basic Information



Time frame

2013-Present

Nan Reforestation
Project

2020-present

Nan Economic Crop
Processing Project



Location

Covering 3 districts,
4 sub-districts,
20 villages in Nan
Province

Background

The Nan Economic Crop Processing Project is an extension of the Nan Reforestation Project which began in 2013. Mae Fah Luang Foundation partnered with the Royal Initiative Discovery Institute to implement this project to restore the natural resources in the project area and increase forest coverage while improving the quality of life of the local communities, encouraging them to coexist with forests in a sustainable manner. Main activities included land utilisation management to demarcate forests from cultivation and residential areas, appointing a committee and setting community rules and regulations on the usage and conservation of forest resources in areas designated as forests which include conservation forests to protect watersheds and areas of biodiversity, sustenance forests as sources of fuel and food that are to be managed by the community, and economic forests that provide the main source of sustainable income, replacing mono-crops. They also act as a firebreak to prevent wildfires spreading into conservation forests and sustenance forests. The project also addressed issues of poverty, and helped to improve the quality of life of the local villagers by promoting livelihoods through agricultural and livestock development, setting up seedling and livestock funds and processing, as well as improving water management systems for utilisation, consumption and agriculture.

Key Achievements in 2020

In 2020, Mae Fah Luang Foundation concentrated on research and development to improve yields of cashew nuts and improving the quality of parchment coffee, studying suitable alternative crops for the benefit of local farmers, reducing their dependence on mono-crops. This also promoted a participatory effort from the communities in the management of wildfires as well as forest conservation. Activities in the past year included:

1. Sourcing Markets for Economic Crops

Markets were sourced for 18.4 tons of parchment coffee worth US\$55,211, and 36.8 tons of cashew nuts worth US\$27,572, resulting in a total income of over US\$82,000 for the community.

2. Research and Development to Improve Yields of Cashew Nuts and Alternative Crops

Seven hectares were set aside as a cashew tree demonstration plot (16 plots, 15 participants) for the care and yield improvement of cashew trees. The target yield of cashew nuts was 2.4 kgs/tree, while the actual yield was 3.14 kgs/tree, higher than targeted.

The project team promoted the cultivation and processing of standard quality coffee. A total of 122,006 coffee plants were distributed to 99 farmers to plant in an area of 34 hectares as a knowledge centre for the cultivation and processing of standard quality coffee. An irrigation system was installed to bring water into cultivation areas, six agricultural check dams were built, and 17 fertiliser tanks. Pesticides were sprayed in the coffee plots during the dry season. There were 82 beneficiaries of this project, which aimed to increase the competitive edge for local farmers by increasing yield, earning them a sustainable income.

3. Studying Suitable Alternative crops for the Benefit of Local Farmers

From the 16 cashew nut demonstration plots, it was found that plots at an altitude of over 800 metres above sea level yielded less than others, indicating that environmental and climate factors slowed the growth of cashew trees. The solution would be to plant supplementary crops that are suited for each location, such as coffee, bamboo grass, namwa bananas, with the cashew trees providing the canopy. Mae Fah Luang Foundation also worked with the private sector to process namwa bananas, and found that namwa bananas grown in the project area have good potential and high market demand both in and beyond the project area.

4. WildFire Management

The community had a clear understanding of, and strictly adhered to the government's wildfire prevention measures by repairing watch towers, constructing firebreaks, monitoring wildfires in the area. This resulted in a 99% reduction in wildfires from the base year (2013). The community also effectively managed the accounts of the Nan Reforestation Project for forest conservation.

Wildfire Occurrences 2018-2020 Compared to 2013

Area	2013	2018	2019	2020	2021	% reduced from base year
River basin (ha)	40,000	40,000	40,000	40,000	40,000	-
Fire-affected areas (ha)	12,189	4	153	1,171	1	99
% fire-affected areas to total area	30.47	0.01	0.38	2.92	0.002	

Fundamental Problems



Environmental degradation:
The Nan River contributes 45% of the Chao Phraya River but watershed forests were being depleted.



Agriculture slash and burn cultivation; mono-crop cultivation; cultivation areas polluted with chemicals

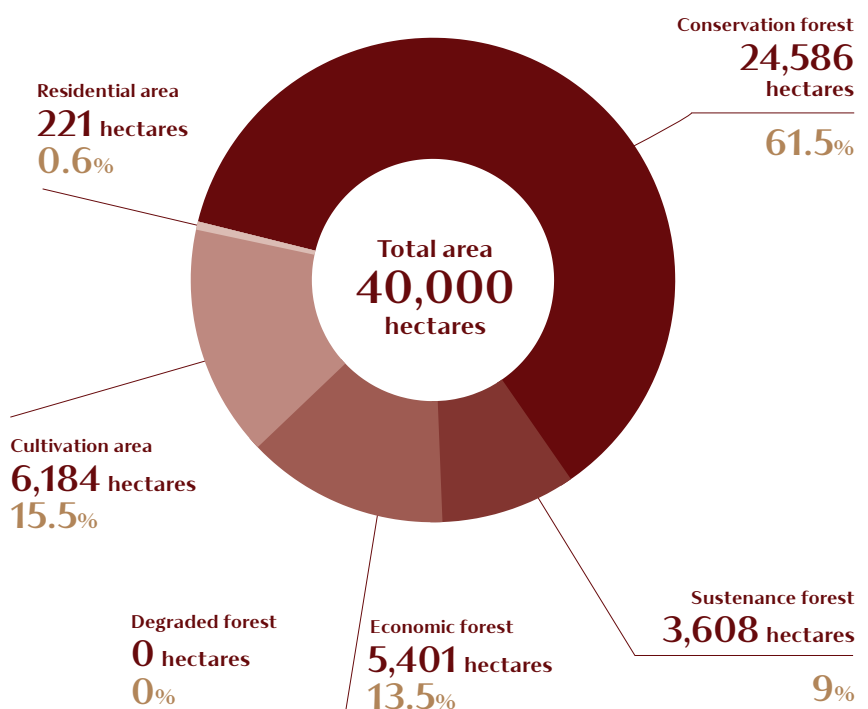


Quality of life:
Poverty and lack of stable income

What do the people get?



Environmental Impact: Land Usage in Project Area



Roi Jai Rak Project



Basic Information



Time frame
2018–2029



Location
Covering four villages in the Huay Muang Ngam River basin namely Ban Muang Ngam Neua, Ban Huay San, Ban Hua Muang Ngam and Ban Muang Ngam Tai, as well as 20 villages in Tha Ton sub-district, Mae Ai district, Chiang Mai province

Area coverage
5,939 hectares



Beneficiaries
1,087 households/
4,371 people

Background

Roi Jai Rak Project was initiated to support the government’s drug mitigation policies and measures, and create national stability through capacity building activities for local communities. Today, the drug issue has become an urban problem, with rampant production, trade and trafficking particularly in the north of Thailand. Roi Jai Rak Project has therefore adapted alternative development principles into the urban context, creating immunity for the target group who once earned an income from illicit activities, and providing them with honest livelihoods.

The long-term area-based alternative development principles that have been adapted include “Survival, Sufficiency and Sustainability” in all dimensions — economic, social and environmental; capacity building for the community in terms of agriculture, livestock, irrigation, handicrafts, processing of produce to create value-addition, tourism and natural resource management, eventually allowing the community to carry on the development work on their own.

Key Achievements in 2020

In 2020, the third year of the project, Mae Fah Luang Foundation continued to create awareness in the target communities and among all stakeholders in the project, while implementing area-based development in various dimensions that would lead to the creation of licit livelihoods, a stable income, and also build immunity against drug issues and other illicit practices in a sustainable manner. The development project covered the following dimensions:

- **Water Systems** The project team installed an irrigation system for agricultural purposes, with 24 reservoirs, 32 serial reservoirs, 10 small agricultural check dams; made five repairs to the irrigation system. A total area of 371 hectares of land was served by the water system, with 369 beneficiaries. An additional 300 conservation check dams were also built to enhance moisture in watershed forest areas.

• Agriculture

- The project team experimented with a refined agricultural model that emphasised quality produce, with efficient and standardised plot management by testing both short-term crops and long-term crops that locals were already accustomed to growing, with know-how input from the project team to improve quality and yield. Farmers were also encouraged to have less reliance on chemicals that are harmful to health and the environment.

- The project team continued to organise activities to improve yield of lowland rice and highland rice, with 42 and 24 farmers participating respectively. The resulting harvest yielded 5,056 kgs/hectare and 1,531 kgs/hectare respectively, higher than other non-participating farmers by 20% and 79% respectively.

- Promotion of alternative crops that have potential for a high yield such as Japanese pumpkin, mini pumpkin, *khang khok* or black futsu pumpkin, chrysanthemum, passion fruit and cape gooseberries for 118 farmers in a total area of 26 hectares. The project team then bought a total of 1,325 kgs of produce from the farmers, earning them a total income of US\$ 185,729.

- The project team joined hands with CP Starlanes Co Ltd to grow quality mangoes for export by sharing know-how on crop management and fruit selection. Exports for 2020 totaled 29,390 kgs, valued at US\$23,312, or 40-60% less than before due to the effects of the COVID-19 pandemic. The fruit orchard enterprise group of Ban Huay San had to find alternative sales channels on their own, such as online sales and at other local markets. Total domestic sales were 61,478 kgs, worth US\$ 30,222.

• **Livestock** Livestock was distributed to 245 farmers in the form of a revolving fund and included black-boned chicken, Muscovy ducks, egg-laying ducks, and pigs, providing sustenance for the household as well as a supplementary income. Livestock health care and advice was also provided by livestock volunteers. As a result, livestock mortality rates decreased: pigs from 7.43% to 4.83%, chickens from 23% to 16%, ducks from 19% to 15%. The value of the reduction in the livestock mortality rate was equivalent to US\$17,407.

• **Handicrafts** Handicrafts were promoted among women's groups, with total products worth US\$1,668. Ethnic designs were incorporated into product development for a more contemporary look such as embroidered bags, plastic canvas bags, and pompom key chains which were sold in the community market, earning a supplementary income for the villagers.

• **Tourism and Processing** *Kad Luang Roi Jai Rak* market was set up to allow villagers to sell their products and

services, bringing in an income of US\$82,492. The Saturday Market was also launched at the same venue on Saturdays to supplement the *Kad Luang Roi Jai Rak* on Tuesdays to expand sales opportunities for the villagers. This attracted the public and tourists, but the COVID-19 pandemic put a temporary stop to both markets as a result of the Chiang Mai provincial safety measures.

• **Public Health** The project team joined hands with the Office of the Narcotics Control Board (ONCB) to follow up on the 146 participants from 2 groups of the *Asa Tam Dee* (Volunteer for Good) activity 60 days after they completed their rehabilitation programme. A total of 22 (17.74%) of these participants reverted to drug use. The project team also joined hands with the Mae Ai district government to address the spread of lice in the *Roi Jai Rak* project area, with donations of hair washing sinks and lice shampoo for mobile lice units.

• **Education** Thai language classes were introduced for pupils with less than average Thai language skills at the *Kad Luang Roi Jai Rak* market venue during the school lockdown from COVID-19. Survival kits were also distributed to 346 poor children from three schools in the *Roi Jai Rak* project area.

• **Land Usage Management** The No WildFire Fund was established covering an area of 3,395 hectares in 24 villages. The local villagers had to be responsible for their own village area during the dry season. If there were no wildfires, they would receive approximately US\$2/hectare from the fund. But if wildfires occurred, the villagers would have to pay around US\$95/hectare into the fund. The result was a total of 105 hectares of land ravaged by wildfires, a reduction of over 98% or 5,267 hectares. A total of US\$2,368 was distributed from the fund.

• **Other Activities** A household census was conducted to assess changes in economic and social demographics of the villages. A total of 24 villages were targeted, with 1,089 households. The result showed 99% of villagers had sufficient water and rice for year-round consumption. Overall, there was a reduction in income, expenses, assets and debt. The effect of drought on agricultural yields was the main factor for the 2% reduction in income for villagers in the project area. Average annual income per person stood at US\$1,297, down 8% from the previous year. However, households with previously low income were able to increase their income, and the number of households below the Chiang Mai Province poverty line (US\$888/person/year) was reduced from 52% to 46%, indicating a reduction in income disparity.

Roi Jai Rak Project

Fundamental Problems

**Poverty:**

Villagers lacked knowledge and skills to earn a living; economic disparity.

**Lack of Water Management:**

Insufficient water for utilisation and consumption during the dry season; lack of irrigation systems; ineffective use of water for agriculture.

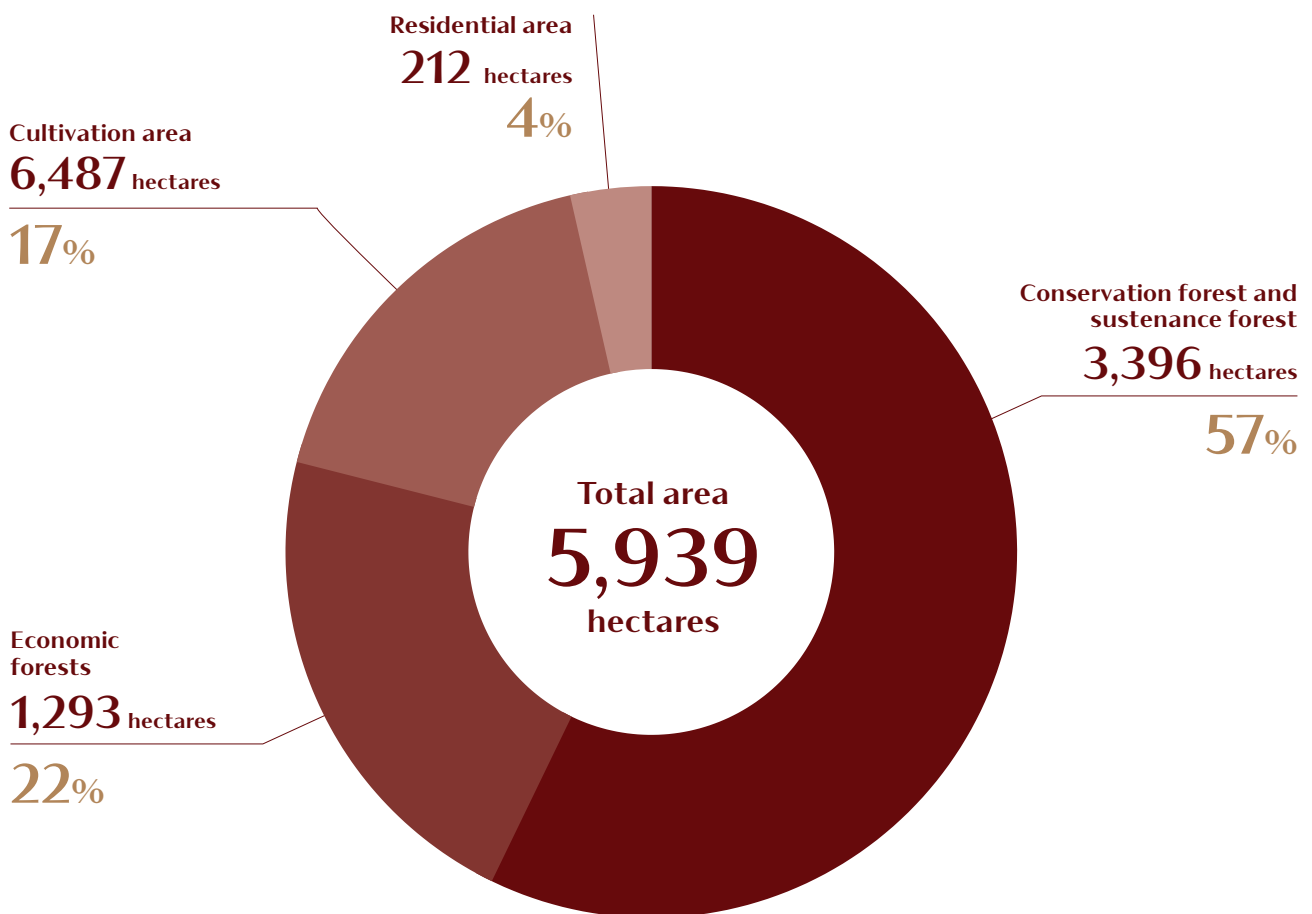
**Drug Issues:**

Drug users and traffickers were still rampant in areas under the influence of drug trafficking networks.

**Agriculture:**

Excessive use of farming chemicals; lack of agricultural knowledge; insufficient water during the dry season; degraded soil; high livestock mortality rate due to lack of necessary livestock know-how.

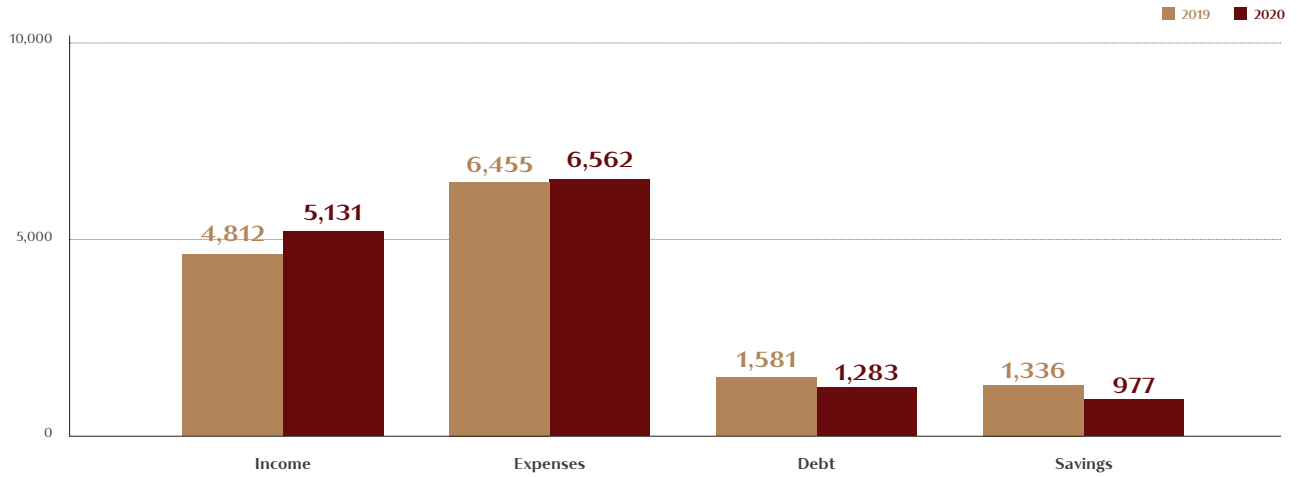
What do the people get?

Environmental Impact: Land Usage in the Project Area


Roi Jai Rak Project

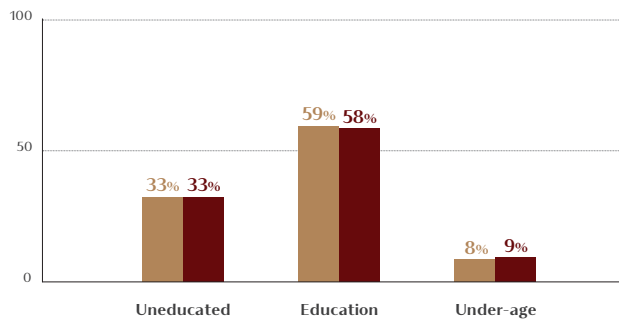
**Economic Impact:** Comparison of Income, Expenses, Debt and Savings (US\$/household/year)

Note: Figures are based on spot currency exchange rate.

**Social Impact:** Educational Opportunities for the Community

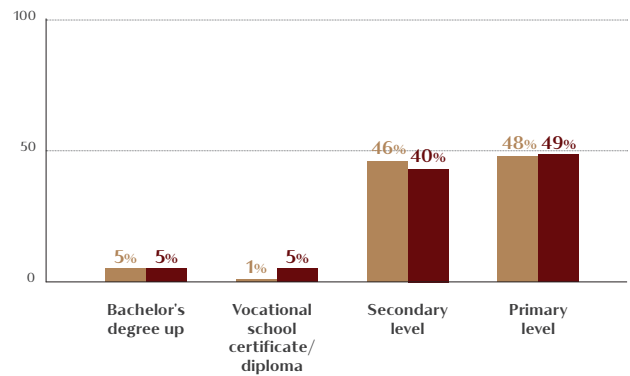
Educational opportunities

■ 2019 ■ 2020

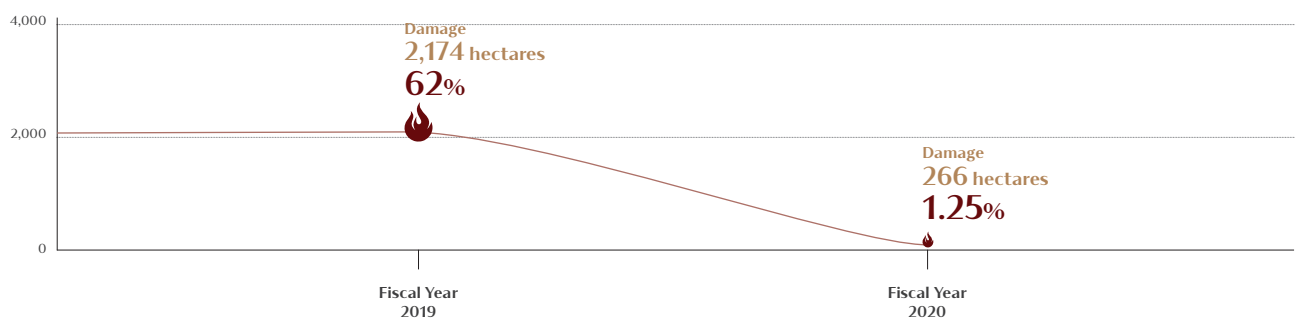


Level of education

■ 2019 ■ 2020



Data of Wildfires



Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD)



Basic Information



Time frame

2018-2025 Scaled up from original project in Tachileik and Mong Hsat districts from 2012-2017



Location

1. Naungtayar Subtownship (southern Shan State), an area of 54,714 hectares covering 4 village clusters of 99 villages
2. Tachileik District (eastern Shan State), an area of 17,090 hectares covering 3 village clusters of 30 villages



Beneficiaries

1. Naungtayar project area: 5,764 households/26,953 people
2. Tachileik District project area: 1,445 households/7,462 people

Background

The project was aimed at addressing drug issues in the area, namely opium poppy cultivation, as well as trade and trafficking in the target area through providing alternative legitimate livelihood options that would provide a sufficient and stable income for the community, reduce poverty and also enhance stability along the Thai-Myanmar border. It also served to create a model for integrated and holistic area-based development through a participatory approach that the government of Myanmar could replicate in other regions of the country. Mae Fah Luang Foundation implemented development projects in two areas as requested by the government of Myanmar, namely Naungtayar Subtownship, Pinlaung Township, Southern Shan State, and the northern part of Tachileik District, Eastern Shan State.

Key Achievements in 2020

During fiscal year 2020, Mae Fah Luang Foundation concentrated on upscaling and expanding the project's development activities, from the installing basic public utilities which was completed in the last fiscal year, while at the same time developing the potential of the community. However, the COVID-19 pandemic since March 2020 led to the closure of the Thai-Myanmar border, preventing the Mae Fah Luang project team from entering the project area, necessitating a strategic change by appointing local staff as key project coordinators, with experts from Mae Fah Luang Foundation providing consultancy via online channels in order to complete the planned activities. However, some activities had to be postponed due to travel constraints. Achievements according to area are:

1. Naungtayar Subtownship, Pinlaung Township, Southern Shan State

- Water system development to provide access to water for use and consumption through the support of materials and know-how, supplemented by local labor. This included three utility check dams, five water tanks with a total capacity of 100 cu.m., a pipe system of 31,200 m, benefiting 3,555 villagers. A water fund was also set up with rules and regulations established and run by the community for the sustainable use and preservation of water resources.

Fundamental Problems



Narcotic crop cultivation, trafficking and trade



Lack of efficient water management knowledge



Lack of medicine and vaccines for livestock



Lack of agricultural knowledge, processing to create value-addition, and market access

- The project team joined hands with Charoen Pokphand Produce Co Ltd (CPP) to follow up on the harvest of maize crops for animal feed with 206 farmers who received means of production in 2019. The yield was 3,806 kg/hectare, earning the farmers an average of US\$ 306/hectare, an increase of 39.7%. A total of 442 farmers were provided with means of production for fiscal year 2020, covering an area of 634 hectares in 14 villages. This was an increase of 111.5% in the number of farmers participating in the project, and a 159.4% increase in area coverage.

- Training workshops were conducted for 357 farmers on improving their tea bush pruning and tea leaf roasting techniques. The project team also supported farmers with a tea fixing drum and tea leaf processing factory for 4 villages to upgrade the standard and create value-added for local tea products. The villagers were also encouraged to plant trees for firewood to prevent the need to cut down natural forests for fuel in the future.

- The team partnered with the Pinlaung livestock unit to organise skills training workshops for 32 community livestock volunteers or paravets, so they could provide standard quality veterinary care within the community. They provided treatment for 1,739 animals, vaccinated 11,781 animals, and distributed 23,330 napier grass saplings to beneficiaries of the livestock fund and development practitioners as nutritious feed for livestock in the project area.

- Economic and social census for 2020 was conducted for 545 households in 99 villages, or 9.5% of all households in the project area. This was a random check based on the size of each village, with 95% accuracy. The result showed that poverty was still the main issue, with 86.1% of households still below the international poverty line (average income US\$1.9/ person/day, or US\$645/person/year); most villagers are farmers with an average income of US\$288/person/year; 22.2% of households have an average debt of US\$270, mostly from loans for agriculture, basic household supplies and education respectively; only 14% of households have savings averaged at US\$215/year. On the social dimension, 12% of households do not have electricity, and 2.6% do not have toilets; rainwater is still the main source of water for household use and farming, with 12.8% of households having insufficient

water for household needs, and 18.2% having insufficient water for farming. Issues that the community needs urgent addressing include education, public health, and know-how for livestock and farming livelihoods.

2. North Tachileik District, Eastern Shan State

- Water system development to provide access to water for use, consumption and agriculture by providing materials and know-how supplemented by local labor to build one agricultural check dam system with ditch and floodgate, three small utility check dams, six water pipe systems with a combined length of 18,600 m, and three water storage tanks with a combined capacity of 45 cu m. Beneficiaries include 1,423 people and 21 hectares of farmland. A water management fund was also set up and rules established by the community for the sustainable use and preservation of water resources.

- A total of 156 hens and roosters were distributed to farmers to set up ten model farms as knowledge and breeding centres for the benefit of the community. Data surveys in September 2020 found that there were 1,143 chickens in the fund, which raised US\$473 through sales to beneficiaries (excluding such implicit gains as household consumption).

- The project team provided three additional livestock medicine funds to enable paravet volunteers to provide more efficient and widespread treatment for livestock for the community. A total of 788 animals received treatment and 6,240 animals were vaccinated.

- Data surveys were conducted to monitor the results of activities. The result showed that the utility water systems were able to reduce the number of months of drought from 1.4 months/year to 0.9 months/year, or less than half suffered by farms outside the project area. Water filters for consumption purposes also helped to reduce costs for 80 households, totaling US\$4,658/year. Irrigation systems helped to improve rice harvests, with farmers benefiting from access to water earning a total of US\$56,933, or an increase of 35.7% from the previous year. Farmers were able to increase planting during the dry season by 26.7%, with a 9-fold increase in total farmland arable during the dry season. It also helped to prevent flooding in cultivation areas during the rainy season.

Living University

The Living University Division is responsible for organising training workshops and study visits within the Mae Fah Luang Foundation's project sites, and also partnering with other organisations to hold training workshops off-site. These are aimed at disseminating the Mae Fah Luang Development Model to a wider audience. In 2020, the Living University Division held 218 workshops for 9,867 participants — 187 local groups and 31 overseas groups, as follows:

Chart 1

Showing Breakdown of Study Visits to Project Areas in 2020

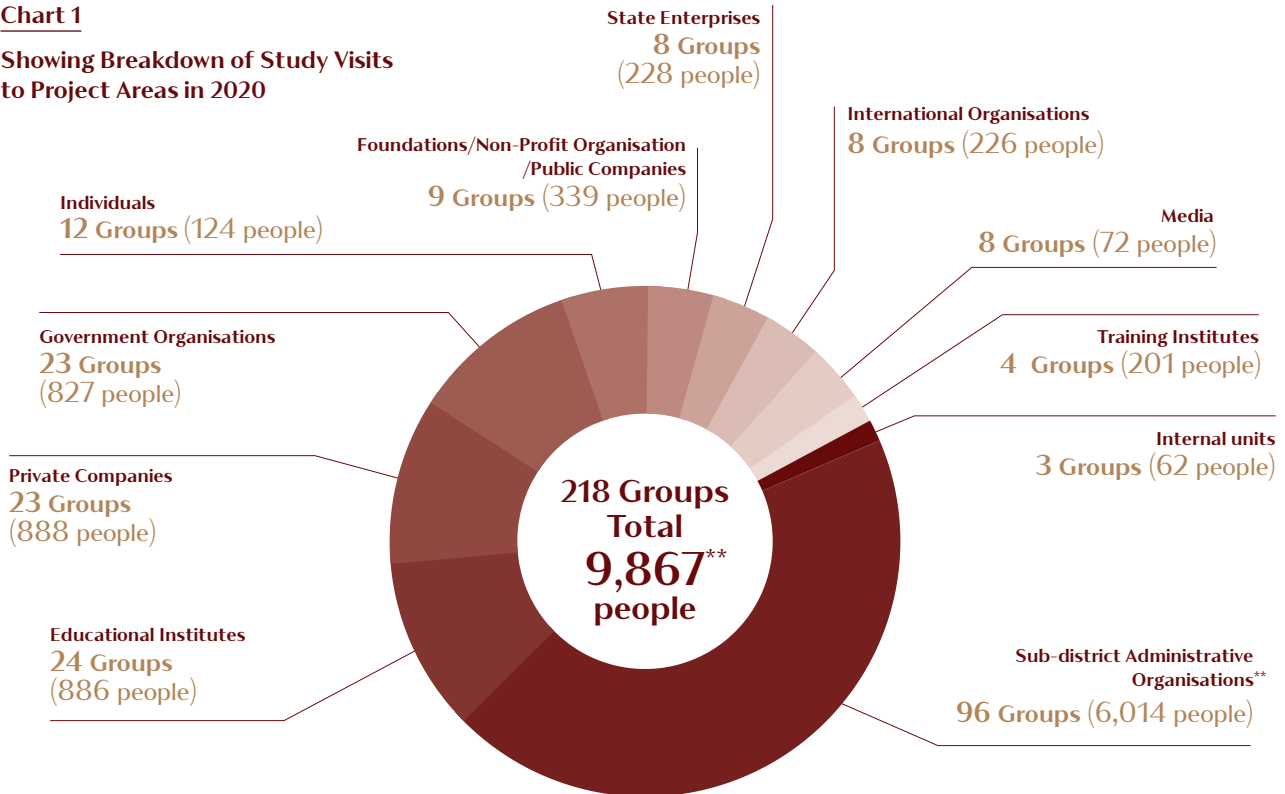
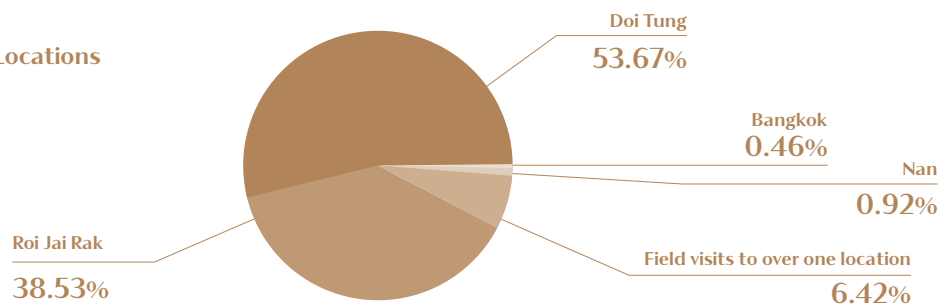


Chart 2

Showing Breakdown of Locations of Study Visits



In 2020, Mae Fah Luang Foundation signed two MOUs with the Faculty of Commerce and Accountancy, Thammasat University, and Sasin Graduate Institute of Business Administration of Chulalongkorn University, to enhance the dissemination of development knowledge through the cooperation of these educational institutes.

*This included 76 groups of 4,403 participants in the "Experiences on the Application of His Majesty King Bhumibol's Development Model Course 1", and 11 groups of 1,070 participants in the "Practical Workshop on the Application of His Majesty the King's Sustainable Economy Principle Course 2".

**The COVID-19 pandemic resulted in a drop in the number of study visits during the past year, and the format had to be changed to online talks instead of field visits.



1. H.E. Allan McKinnon, Ambassador of Australia to Thailand, led a group on a study visit to Doi Tung Development Project on 8 October 2019, to follow up on the support from the Australian Government for the landslide monitoring system.

2. A group of international diplomats and consular representatives from 34 countries, representatives from one international organisation, together with their spouses, and top-level officials from the Ministry of Foreign Affairs, made a study visit to Doi Tung Development Project and Mae Fah Luang Art and Cultural Park on 26 February 2020.

3. Top executives and staff of the Electricity Generating Authority of Thailand (EGAT) have conducted study visits to observe sustainable development practices and management consecutively since 2016.

4. H.E. Mrs. Suchitra Durai, Ambassador of India to Thailand, together with her spouse and entourage, visited Doi Tung Development Project on 3 January 2020.



5. Professors and students from the Sustainability Management School visited Doi Tung Development Project from 19-22 November 2019 to observe sustainable business practices with emphasis on handicrafts and weaving.

6. A network of young generation entrepreneurs concerned about sustainable business practices visited Doi Tung Development Project and the Tea Oil and Other Oilseed Crops Research and Development Project from 9-14 January 2020.

7. Executives from Sasin Graduate Institute of Business Administration of Chulalongkorn University met with executives of Mae Fah Luang Foundation to discuss their partnership.

Faidee Kids Camp – Development Project for Children and Youth in an Urban Context

In addition to organising training workshops to disseminate knowledge of the Mae Fah Luang Development Model through study visits, the Living University Division has also compiled lessons learned from the visions and activities of Her Royal Highness Princess Srinagarindra into a curriculum for children and youth. This course combines arts and sciences, and aims to teach children how to live with nature in a manner that will be beneficial to them through various creative activities in the Faidee Kids Camp as follows:

Doi Tung Development Project, in partnership with Rabbit in the Moon Foundation, organised the Faidee Kids Camp aimed at “Instilling love, from knowledge, with beauty” at Doi Tung Development Project, Chiang Rai Province. The camp offered an opportunity for city children to experience “sciences and arts” in the natural world in an attempt to nurture quality “seedlings” and reduce the social gap among the future generation. Two Faidee Kids Camps were held, with 56 participants.

Mae Fah Luang Foundation also organised four workshops at the Bangkok Head Office via online channels for city children and youth with an interest in nature, the environment, and practical learning experiences. A total of 33 participants joined the workshops. There were also 3 day 2 night workshops for families interested in living with nature to interact and learn through practical activities, with a total of 19 participants. The foundation also partnered with Darunsikhalai School for Innovative Learning to organise an “Art for Life” activity for 34 children and youth.



Policy Advocacy and Other International Conferences

Sustainable Alternative Livelihood Development Conferences

As a result of its 30-year experience in the field of Sustainable Alternative Development, the Mae Fah Luang development model has been successfully replicated in various contexts. Mae Fah Luang Foundation has partnered with the Thai government and other international alliances to promote the Thai development model in an effort to advocate policies at international level through the following forums:



1. The 5th Brandenburg Forum on Drugs and Development

The German government, through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH by the Global Partnership on Drug Policy and Development (GPDPD) project, the governments of the Netherlands, Norway, and various civil society organisations including the International Drug Policy Consortium (IDPC) and the Transnational Institute (TNI), hosted the 5th Brandenburg Forum on Drugs and Development in Brandenburg, Germany, from 11–13 February 2020. This is an annual conference held to promote dialogue on alternative development, public health-led policies and human rights drug policies. It was also a preparation for the 63rd Commission on Narcotic Drugs (CND) in 2020. The conference was held on the theme “The Post-2019 Scenario: Trends and Challenges in Global Drug Policy”, and was attended by 49 delegates from 17 countries, including representatives from the government, international organisations, experts in the fields of alternative development, public health and human rights as well as civil society organisations.

The delegates from Mae Fah Luang Foundation were invited to facilitate the working group on alternative development. The participants agreed that alternative development policy needs a better management in market access for product from alternative development projects, engagement with the private sector, a comparative study of farmers’ income pre and post project implementation, and option of legitimate market for cannabis plants.

The participants also brainstormed on issues to be prioritised for international drug policies, including, advocating for inter-agency cooperation of the UN by co-organising development forum with the United Nations Development Programme (UNDP), raising awareness of the environment protection and drug policies linkages, organising expert group meeting for small hemp and cannabis farmers to prepare for the legalisation market for such crops, encouraging the private sector participation in alternative development from the outset, supporting the collaboration among African countries, collecting lesson-learned on alternative development replication in the urban context, and the interconnections of the CND and the Commission on Crime Prevention and Criminal Justice (CCPCJ).

2. The 63rd Session of the Commission on Narcotic Drugs (CND)

Representatives from Mae Fah Luang Foundation have continuously joined the Thai government delegation at the CND to advocate for the Thai Sustainable Alternative Development model. The 63rd Session of the CND conference took place in Vienna, Austria, from 2-6 March 2020. Mae Fah Luang delegates participated in the following activities:

- Partnered with the Office of the Narcotics Control Board (ONCD) and the Ministry of Foreign Affairs to advocate for the resolution on Alternative Development that contained major points from the Expert Group Meeting on Alternative Development (EGM on AD) in 2019, especially on the engagement of the private sector in the alternative development project and the fostering culture of lawfulness.

- Joined hands with the governments of Thailand, Germany, Peru and UNODC to host the side event on the topic "Challenges in the role of development in drug control policies" which was attended by 80 delegates. H.E. Ms. Morakot Siswasdi, Thai ambassador and Permanent Representative of the Kingdom of Thailand to the United Nations and other International Organisations in Vienna, was the Thailand representative at the meeting, joined by other high-ranking officials from Germany, Peru and UNODC as panelists. The content focused on holistic development principles successfully practiced for over 50 years by His Majesty King Bhumibol Adulyadej the Great and Her Royal Highness Princess Srinagarindra, The Princess Mother, and for over 30 years by Mae Fah Luang Foundation. These principles can be replicated to address drug issues in the urban context as well as drug cultivation issues in rural areas. Alternative development needs to be people-centric, with the participation of the private sector as well as fostering the culture of lawfulness. The Thailand representative also raised the example of the Roi Jai Rak Project in Chiang Mai Province, implemented by the Ministry of Justice, ONCB and Mae Fah Luang Foundation, using the above-mentioned principles to address current drug issues.



3. 2nd ASEAN Conference on Crime Prevention and Criminal Justice (ACCPCJ)



The Thailand Institute of Justice (TIJ) hosted the 2nd ASEAN Conference on Crime Prevention and Criminal Justice (ACCPCJ) under the theme "Promoting the ASEAN Culture of Prevention for a Collaborative and Innovative Justice for All" to promote the discussion and exchange of ideas on crime prevention at the regional level, with emphasis on the prevention of Cybercrime. The event took place on 27 February 2020.

A representative of Mae Fah Luang Foundation was invited as a panelist on the topic "Opportunities and Challenges of Industry 4.0 and Cybercrime". The substantive content covered the operations of Doi Tung Development Project and the introduction of methods suitable to the circumstances and social context in conjunction with the justice procedure to address crime and drug issues, based on a people-centric approach and

sustainable alternative development principles of Her Royal Highness Princess Srinagarindra that aimed to develop and improve the quality of life of the communities, and encourage community participation in setting rules and regulations, creating a culture of mutual responsibility and respect. The Mae Fah Luang representative stressed that the people-centric approach could be adapted to address cybercrime. Since the members of the community were the ones using the technology, the best preventive measure of cybercrime is to create a communal conscience as well as the development of technologies to prevent and address the issue.

4. Partnership with German Development Agency GIZ

Mae Fah Luang Foundation has partnered with the German international development agency (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH) on the Global Partnership on Drug Policies and Development (GPDPD) project to exchange ideas on effective alternative development policies for countries that cultivate narcotic crops, with phase 1 of the partnership beginning in 2016. However, international travel was limited due to the COVID-19 pandemic, so study visits to Thailand for target countries had to be postponed, and consultancy for countries planning to implement alternative development projects had to be extended to May 2022.



5. Extraordinary Committee on the Systematic Study of the Prevention and Solution of PM 2.5

M.L. Dispanadda Diskul, Deputy Chairman of the Extraordinary Committee on the Systematic Study of the Prevention and Solution of PM 2.5 of the 25th House of Representatives, and Chairman of the Sub-Committee on Reports for the Extraordinary Committee, held meetings to discuss measures to prevent and solve problems of PM 2.5 from 29 January to 13 August 2020. This was an issue of national importance that required urgent mitigation since it affected not only the health of the people, but the country's economy and natural resources.

M.L. Dispanadda Diskul, the Sub-Committee and relevant organisations from the public and private sectors and civil society, concluded that the best way to tackle the issue was to address the root of the problem (transport and communication, industry, burning open fields, wildfires and cross-border haze), as well as to highlight the country's environmental capital, a key factor in addressing environmental issues in a sustainable manner.

Special Events and Activities



◆ **Her Royal Highness Princess Maha Chakri Sirindhorn** visited Mae Fah Luang Foundation's project areas in Chiang Rai Province on 27 February 2020 to observe the progress of the Sustainable Alternative Development projects. On hand to welcome Her Royal Highness at Doi Tung Development Project, Chiang Rai Province, was M.R. Disnadda Diskul, chairman of Mae Fah Luang Foundation, and the project team. On this occasion, Her Royal Highness visited the people of Mae Fah Luang District, and also chaired the Board Meeting 1/2020 of Mae Fah Luang Foundation to follow up on the progress of sustainable alternative development projects and the foundation's plans for 2020.



◆ **Her Royal Highness Princess Bajrakitiyabha Narendira Debyavati** visited the Roi Jai Rak Project, Tha Ton Sub-district, Mae Ai District, Chiang Mai Province. The project has been of particular interest to the princess who has been closely following its progress since 2018. On 26 December 2019, the princess visited the child development centre at Ban Huay San village, and talked to villagers participating in the project's farm promotion activities. Her Royal Highness also visited the *Roi Jai Rak* market, the Ban Muang Ngam community health station, and received a briefing on the Thai-Myanmar border drug situation at the Ban San Ton Du Ranger Base Camp.



22nd Remembering the Late Princess Mother exhibition

On the occasion of the birthday anniversary of Her Royal Highness Princess Srinagarindra, the Princess Mother, on 21 October 2019, Mae Fah Luang joined hands with Siam Piwat Public Co Ltd and Thai Beverage Public Company Limited to organise the 22nd Remembering the Late Princess Mother exhibition on the theme “Hands that Build, Work that Creates” to pay tribute to the Princess Mother’s endeavours, using her two hands to create jobs, livelihoods and happiness for the Thai people throughout her whole life. Her Royal Highness Princess Maha Chakri Sirindhorn presided at the opening ceremony on 26 October 2019 at the Lifestyle Hall, Siam Paragon Shopping Center. The exhibition took place from 18-27 October 2019, and was open to the public free of charge.



Carrying on a Royal Reforestation Vision

To mark the 25th anniversary of the passing of Her Royal Highness Princess Srinagarindra on 18 July 2020, Mae Fah Luang Foundation joined hands with government units and the communities of Doi Tung to restore 97 hectares of forest destroyed by wildfires. Tens of thousands of tree saplings were planted to help regenerate the forest and add ecological diversity at Ban Pa Sang Ngern, Mae Fah Luang District, Chiang Rai Province.

Circular Biz: Towards a Low Carbon and Sustainable Future

Thailand Greenhouse Gas Management Organisation and Mae Fah Luang Foundation joined hands with The Standard to organise the “Circular Biz: Towards a Low Carbon and Sustainable Future” event on 12 September 2020. Also joining were 16 speakers and experts on circular economy who participated in a virtual conference to share views and help mobilise society towards circular economy practices that would help preserve the environment, reduce greenhouse gas emissions and encourage sustainable economic growth that would benefit future generations. M.L. Dispanadda Diskul, CEO of Mae Fah Luang Foundation, was one of the guest speakers.



Mae Fah Luang Foundation Received Certification for Reduction of Greenhouse Gas Emissions



Mae Fah Luang Foundation attended the “100 Hearts to Reduce Global Warming” event organised by the Ministry of Natural Resources and Environment and Thailand Greenhouse Gas Management Organisation. Dr Thanapong Duangmanee, Director of Environmental Policy, represented Mae Fah Luang Foundation to accept the certificate as an organisation that contributed to the reduction of greenhouse gas emissions on a national level. This was done through the foundation’s carbon footprint activities in 2018, and the Zero-Waste carbon offsetting activity at the opening of Café DoiTung at Rajapruek Lounge, UN ESCAP Building, Thailand, and at the Colors of Doi Tung Festival.

Statements of Financial Position

		For the year ended 30 September	
	Note	2020	2019
		(in Baht)	
Assets			
Current assets			
Cash and cash equivalents	4	57,229,014	109,176,850
Cash and cash at banks for specific purpose funds	4	-	11,783
Short-term investments	5	1,530,157	1,508,974
Security investments	6	1,382,049,977	1,434,309,346
Trade accounts receivable	7	43,171,722	43,105,705
Inventories	8	214,373,264	202,848,463
Interest receivable		9,998,675	6,947,875
Other current assets	9	15,296,067	41,664,129
Total current assets		1,723,648,876	1,839,573,125
Non-current assets			
Investment in subsidiary	10	16,532,000	13,750,000
Other long-term investments		-	-
Property, plant and equipment	11	277,768,143	287,233,179
Intangible asset	12	5,755,029	7,517,647
Leasehold right		-	-
Other non-current assets	13	12,334,643	13,986,653
Total non-current assets		312,389,815	322,487,479
Total assets		2,036,038,691	2,162,060,604

The accompanying notes are an integral part of these financial statements.

Statements of Financial Position

		For the year ended 30 September	
	Note	2020	2019
		(in Baht)	
Liabilities and fund balances			
Current liabilities			
Trade accounts payable and other payables		42,305,322	38,629,646
Advances received		5,224,419	5,666,765
Accrued expenses	14	18,152,022	33,446,160
Other current liabilities	15	10,780,954	8,701,947
Total current liabilities		<u>76,462,717</u>	<u>86,444,518</u>
Total liabilities		76,462,717	86,444,518
Specific purpose funds			
	16	188,922,278	152,378,080
Fund balances			
Fund balances	17	1,585,350,105	1,737,934,415
Reserve for project	17	185,303,591	185,303,591
Unrealised gains on revaluation of investments	10	-	-
Total fund balances		<u>1,770,653,696</u>	<u>1,923,238,006</u>
Total liabilities and fund balances		2,036,038,691	2,162,060,604

The accompanying notes are an integral part of these financial statements.

Statements of Financial Position

		For the year ended 30 September	
	Note	2020	2019
		(in Baht)	
Statement of Income and Expenses			
Revenues			
Revenue from sale of goods and rendering of services		453,524,201	524,897,928
Revenue from donations		332,273,902	349,205,054
Investment income	17	36,125,684	46,398,237
Insurance reimbursement		1,005,727	69,535
Other income		24,980,818	38,960,212
Total revenues		847,910,332	959,530,966
Expenses			
Cost of sale of goods and rendering of services	8	224,888,982	220,272,247
Selling and service expenses	18	165,668,736	170,306,846
Administrative expenses	19	527,010,648	552,217,553
Unrealized gains on revaluation of investments		82,926,276	-
Total expenses		1,000,494,642	942,796,646
Excess of revenues over (under) expenses		(152,584,310)	16,734,320

The accompanying notes are an integral part of these financial statements.



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage

Annual Report 2020

This Annual Report summarises the activities of Mae Fah Luang Foundation under Royal Patronage from 1 October 2019 – 30 September 2020.

ISBN 978-616-7681-61-0

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First Print 1: September 2021 300 copies

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Published by: Mae Fah Luang Foundation under Royal Patronage

1875/1 Rama IV Rd, Lumpini, Pathumwan, Bangkok 10330

Tel: 0-2252-7114

www.maefahluang.org

Printed by: SPK PUBLICATION COMPANY LIMITED

24 Soi Chula 4, Wangmai Subdistrict, Pathumwan District, Bangkok 10330

Tel: 0-2878-8936

www.antoffice.com

This annual report has been printed with 100% recycled paper and soy ink.



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