

Report
Youth Innovation Year (YIY)
July 2003- February 2004



Supported by United Nation Children's Fund



Youth Innovation Years (YIY)
47/10 Sahakon Engineering 2 flr,
Soi Amornpan 4, Vipavadee Rangsit Rd.,
Ladyao, Jatujak, Bangkok 10900
Tel/Fax: 02 9410347
info@deksiam.com
www.deksiam.com

Content

Page

3 Intro

Part one What we did and lesson learn

4	YIY vision, mission and action
5	Executive Summary
7	Youth network development
	§ Youth group database
	§ Website
11	Communication plan
	§ PR material
	§ Communicate with youth
15	Supporting infrastructure development
	§ Youth supporter database
	§ Policy bridge forum
18	Youth innovation marketplace
	§ The innovative project competition
22	Youth innovation marketplace (fair)

Part two the story behind the making of YIY

25	Make it possible
32	YIY team
33	Appendix
	1. Thai youth network Information
	2. Clipping
	3. Pictures

Introduction

Youth Innovation Year project was a youth-initiated project with encouragement from many organizations firstly from Civicnet Institute and then financially supported by UNICEF, Thailand, Thai Health Promotion Foundation, Knowledge Network Institute of Thailand and FAO. The first year operation cost (from February 2003 to August 2004) was totally 7.6 million baht.

We were able to start this project because of warm support from UNICEF. Also with UNICEF reference we had no need to struggle too much to get the rest. Our success is UNICEF's success as well. Additionally the opportunity UNICEF gave us was passed on other thousand youth with the youth innovation marketplace we created.

YIY was just a group of young people, like other million of youth in this country, we got a chance to turn our dream into reality and actively participate in brighten our society a little bit. We worked and learnt from mistakes. The success and failure will strengthen us to continue our attempt and convey our inspiration to others. We hope that UNICEF will continue to be the wind beneath our wings and other youth groups to create innovations for social betterment.

YIY team
August 2004

Vision

Facilitating the partnership in the development of entrepreneurial environment where youth can mutually create, deliver and sustain their impactful innovation for the betterment in all aspects of society. Thus, leveraging youth's right and participation in reaching the new frontier of human development.

Mission

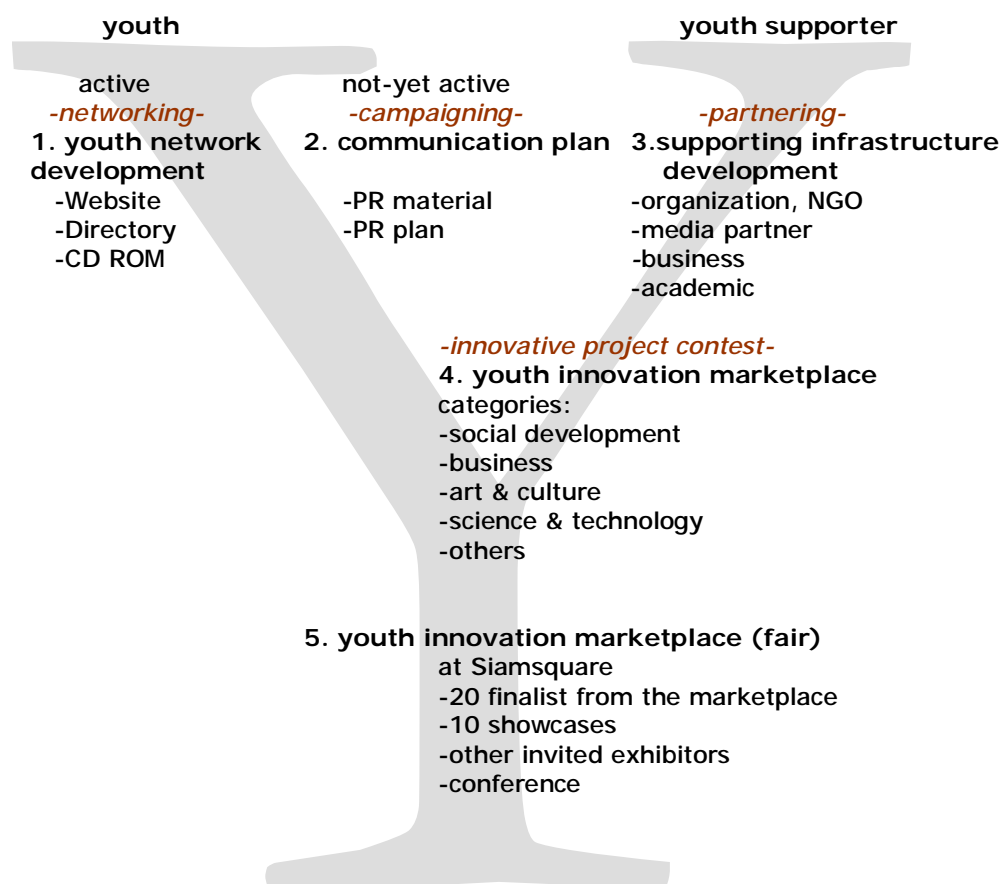
Youth Innovation Year initiative is leveraging unique position of youth in the society and the modern advancement especially in information and communication technologies (ICTs) in order to...

Youth; Equal access to youth-driven networks, resources and entrepreneurial development mechanism that will empower them to create, deliver and sustain their innovation in all social, business and art forms.

Partners; Synergetic partnership resulting in much higher social return on investment as the initiative strategically coordinates partners' resources and commitment to achieve mutual goal of social betterment through youth-driven innovation.

Society; Reaching new frontier of human development through the participation of youth delivering impactful and sustainable innovation that actively engages in the transformation towards knowledge-based society.

Action Framework



Executive Summary

Young people are symbols of hope and opportunity of our society for bright future. Their lively energy will create better changes through their active participations. There are about 15 million young people (15-25 years old) in Thailand or one fourth of population, with their innovative and creative involvement they make differences through volunteering, innovative project creating or even live their lives with social concerns.

How to promote their participation?

YIY was run for a year to answer this question. How can we promote more youth participation? How to communication with them that this country need their creativity and energy in order to outlive our country.

Throughout running YIY with studies, campaigns and activities, we learnt that there were a bunch of young people that shared the similar interest in contribution to society. However most of them never really take action due to:

Factor of young people willing to participate

Motivation

Why and why not young people want to give a hand? They are during the age of searching for their identities and dream of people they want to become. Good will is not enough to make them determine to help out and think beyond themselves. Especially for youth who live in this high competitive world and materialism society. Beside the image of social work is so dull, outdate and unacceptable among their circles. The most important thing to promote their participation is to motivate them, make them know they are needed and leaves them space to learn and grow. Approaches for motivating youth are convincing them that the social problems are their problems, the society need them or the volunteer job is a good opportunity for learning by doing for instances.

Ability

Another factor that youth never want to do anything because they feel they are not capable to change anything. Environment problem is too big for them or the corruption is bad but what can I do about it. They need to be assured to be confident and understand what they can do and how they can make a difference.

Opportunity

Opportunities for youth participation should be created more. For what YIY did were only a tiny part and one level of participation. There is no sufficient supporting infrastructure to support them both funding and guidance.

Access

Nowadays, Government sector, business sector and also NGOs are working on youth participation and creating more chances for young people however the access of information still need to be improved to make sure that the target knows and gets involved. Particularly there is no access to information or update of volunteer work.

Rewarding

Most young people do not work for pure social sake or they may do but do not want to say so. They volunteer because they want to do it; they want to gain self-worth or meet people and learn something. So this kind of work should provide them what they will visibly get instead of telling them only that what they do is good for public interest. However what they

Impact

Though youth participation aims to create a learning experience but also to sustain their participation the impact they make will be certainly important. The result and impact they created will encourage them to continue their meaningful effort.

Hence, in order to promote their participation, there should be the better approach to deliver the message also along with as much as necessary supporting infrastructure as direct following:

1. **Create campaigns** to uphold and shape social and youth attitude of volunteering and other level of participation. Upscale the image of social work and implant the idea of volunteering is trendy among young generation. Also provide them a variety of activities to contribute. Most youth are willing to give a hand and they desperately want to be needed but also they need some encouragement and appealing chances.

2. **Create supporting systems** for youth innovation for social development. For those who already have some ideas. They should be a support of fund and guidance to start up the project or activities they want to do. The key of this system should be help or guide them to initiate the project and work simultaneously gains experience and learning from working. This system should be created by forming a partnership of youth-related organization in every sectors and cooperate each other. Also this idea should be developed in every level and as much as possible, in families, communities, schools, national and international.

For example the system should consist of:

1. Youth networking and capacity building
2. Supports of funding, physical space and equipment
3. Tools, knowledge and advisors
4. Data, information and research
5. Partnership and policy bridge among youth-related organization

1.

Youth network development

- Youth group database

Outcome

The database template (appendix 1) was design to collect information about youth group. Then we collect information and list of youth group from youth-related organization to find out where are them and afterward set teams for each region to collect data. We gathered information from attending youth forums all over the country, field trip and send the form via mail for faraway group to fill the form and send it back to us.

The target was 400 groups but we could get only about 200 groups which we progressively put in our online database on www.deksiam.com. Also this data will be published into a directory book in late July 2004 as soon as we can recheck and correct the information again.

Lesson Learn

1 We didn't get the result as we expected because we failed to persuasive communicate with youth group that the data we collected would benefit them. The data gathering was lack of cooperation because they have done giving out facts so many times for many organizations and nothing improved. For further action we need to be more convincing and show them how useful the database will be for them. For example from now on when they are asked about their fact sheet they can just give out the URL of www.deksiam.com where their info is available. Other youth groups and even youth supporting organization can access their information as well.

2 Also the approach of collecting database should be adjusted. We should chase youth groups all over the country and asked them to fill the form for us. Like we hassle them and return nothing. Instead we should create a campaign to attract them to send their own data or make our database advantageous for them to willingly submit their information.

- Website

Deksiam.com was launched in late September 2003 and served YIY as the online database, community (web board) and also our fundamental tool for public relations.

It took one month to create outline for all contents we wanted them to be online. And the next three months to complete programs we created specifically for www.deksiam.com which are content management, mail list, online diary, web board, calendar news, database, and youth directory

We learn that most of our target (15-25 years old who mostly live in the urban area all over the country) can access internet. Also using online application and form really help us reduce paper work and act faster.



The record shows that www.deksiam.com has created a community for active youth.

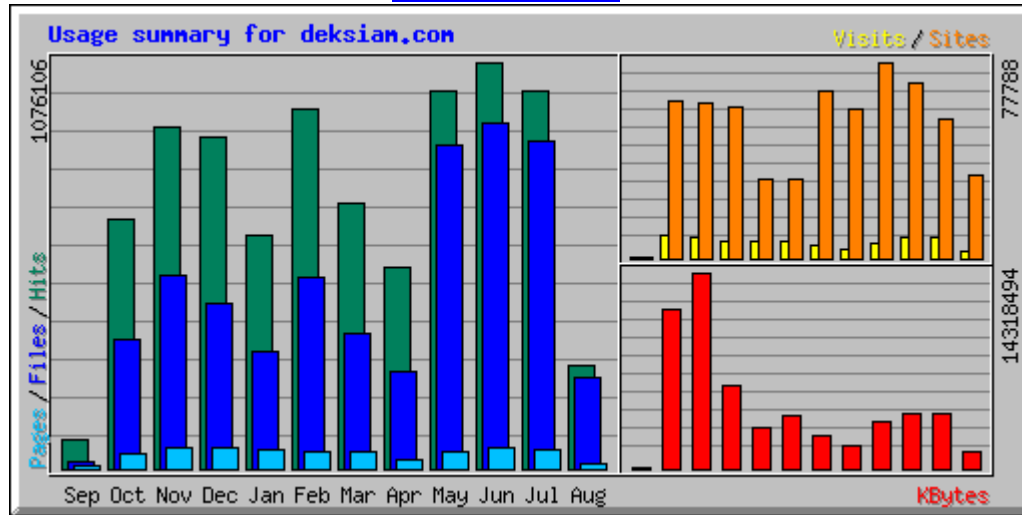
2003

Month	September	October	November	December
Amount of visiting	447	9496	8188	7031

2004

Month	January	February	March	April	May	June
Amount of visiting	6666	6970	5336	3964	6158	7845

For the full record of visitors of www.deksiam.com as followed



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Aug 2004	19628	17121	983	181	32922	1207903	2534	13775	239701	274793
Jul 2004	32291	27964	1629	265	55382	3989059	8215	50508	866909	1001042
Jun 2004	35870	30509	1823	283	69764	4085412	8516	54714	915299	1076106
May 2004	32148	27699	1454	198	77788	3503890	6158	45103	858674	996607
Apr 2004	17842	8595	725	132	59265	1673119	3964	21752	257872	535267
Mar 2004	22696	11537	1413	172	66498	2409194	5336	43809	357655	703579
Feb 2004	32869	17493	1541	240	31573	3917866	6970	44708	507322	953202
Jan 2004	19941	10017	1550	215	31510	2938150	6666	48071	310545	618188
Dec 2003	28272	14071	1752	226	59685	5997346	7031	54342	436228	876454
Nov 2003	30059	17074	1872	272	61585	14318494	8188	56176	512227	901771
Oct 2003	21357	10996	1209	306	61932	11668858	9496	37491	340885	662093
Sep 2003	2482	608	284	14	336	120216	447	8528	18268	74465
Totals						55829507	73521	478977	5621585	86735

- Hits** times of interaction between server and users
- Files** number of files has been opened
- Pages** number of pages the user opens
- Visits** number of visitor
- KBytes** amount of transfer information in kilobytes

- **Youth networking**

All along our data collecting, we got to know youth group one by one. Eventually recognized which group is the regional node for each informal network. There are a lot of active youth groups in Thailand, the issue based with certain community seemed to last longer than the youth group only work for a campaign or being set up from the funding organization. In the other hand we learn that there are some groups of phony that do not really work for social interest but theirs.

Character of youth group in different region

Youth groups are different in each region. In north eastern they work basically for a living, job creation and crop growing. There a few networks in this region and they seemed to get so closed and meet every month. Also they are so strong and plan to establish their network as a legal identity in a little while. Youth in northern mostly work differently in issues; drug, prostitute, environment, minorities and AIDS. They are couple of network in this region as well and they are the most to concern and follow the movement of children and youth related policy. In the south, they do not struggle with earning a living so mostly their activities weight to youth capacity building, training and media. While in the East and west share the same curiosity to work for the environment awareness and culture. Youth in Central region are just get together and ready to form a network while youth group in Bangkok are based in schools or universities. Some are so enthusiastic and participative and the other half can be active if encourage.

Working Issue

Also a lot of youth group need to work along with the issues set by their funding sources for example; campaigning on avoiding drugs, raising environmental awareness or health promotion, while the project they specialized and passionately wish to do they struggle to get supports. Thai youth group is not sufficiently support to originate or create their innovation for social development. Furthermore they should get more support to be able to strategic work to improve their communities or perhaps integrate their funding sources for making the most of resources and create such a work that really make such an impact.

Thai Youth Network

Firstly we worked with the assumption that there were several youth networks in Thailand because we often heard of the name of different networks. After being and working in this sector for six months we learnt that there was no formal network for Thai youth. Office of Welfare Promotion, Protection and Empowerment of Vulnerable Groups (OPP) supposes to have the database of youth group and supports youth networking because it is the duty but in fact this government office of covering children, youth, elderly and all vulnerable groups is overwhelmed with routine work. Their data about youth group is far from complete and outdated.

Like OPP, other Go or NGO working with and for children mostly make an effort to networking but none can really invest time and money on this issue. No matter how much they realize the crucial of this information and community of network. In addition, there are several constraints of networking in Thailand, for example youth groups are easily born and gone, also we tend to have a culture of playing solo and do not pay much of attention to get together and strengthen our sector.

The most influential NGO with respect to youth network is **National Council for Child and Youth Development (NCYD)**. NYCD did well with bringing together youth groups and related NGOs especially **Youth Network For Development**. YNFD is the most powerful and strongest youth groups which members started working when they were youth and remained their endeavor for more than ten years. Experiences and impact they made fortify their groups and play the most important role in their regions and nationally. Sometime they were called 'NGO' sometime stay 'youth group'. They are Yai Kab Ta (Petchaburi), Rak Kao Cha Mao (Rayong), Pa La Ou (Prajau), Esan youth network (Mahasarakam), Buriram youth network (Buriam) Tai Yap (Chiang Mai), Fa sai (Ya la), Tai Rom Mai (Pattalung), Mai Keep Fai (Bangkok) and etc.

How to promote youth network

1. **Support the initiative from grass root** not by setting up from authority or any organization. Especially by strategic supporting the youth leader in the region who by now informally play the coordinator part in networking to run it.
2. The key is to **financial backing** in long term with decent action plan
3. **Management Information System** should be built up. There are a bunch of forum of brainstorming and lesson learn but without a good information system, the information of youth group, knowledge and other information are scattered led to repeated attempts and mistakes. The information technology and IT will play a very important role to this system.
4. **Capacity building and career path** will sustain the youth network. Mostly young people just work from project to project because the way they get funding or some work as volunteers. This is hard to get a quality and effective work. People first run the activity to learn from their mistakes so it takes time before they can come up with an excellent idea and eventually do it and most of youth quit before entering that stage. Capacity building will help them learn better and keep them motivated to continue their work also to create career part for them to nourish the group or turn it into an organization.

2.

Communication plan

§ PR materials and activities

Materials

1. YIY booklet

the details of YIY project; its mission vision and action plan

2. -CD "Chan Eang" (it is me)

This was a Thai song, accidentally composed by Ekawee Sreesunpagit, one of our team to promote the idea of the project. We first sang it at the national youth day at Siam Center and the feedback was impressive so we kept using this song as a tool to communicate with youth and finally create a few thousand CDs for distribution and also on the website.

Lyric of It is me

(translated from "Chan Eang" by Sunit Shrestha)

*You might be thinking I'm nothing,
But I don't think I am
There might be something you could not see,
'coz this is the way I am*

*I long for my dream,
Painting our thoughts to color the world,
Is it so different, from your dream?*

*This is me for what I mean,
And I'm trying to sing to you,
That it's today and now, I care,
To tell the world*

*It is me, making change to the world,
It is me, wearing dreams for future,
It is me, to make a beautiful world*

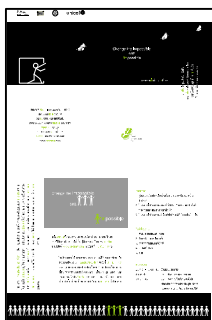
*I'll reach towards my dream,
Hold your hands until that day,
It is we; together we walk the dream....*



3. Poster and brochure



5,000 posters and 6,000 brochures were sent to high schools, universities, vocation schools, civic organizations and youth-related organizations all over the country. Besides they were used in other PR activities, road shows and the press conference as well.



-Banner

We put banner on prime location like in universities and public area. There are about 30-40 banners



Activities

1. **Press Conference:** we organize the press conference twice, first was for the official launch of Youth Innovation Marketplace which was organized on the September 23, 2003 at the conference hall of OPP office. The second was to launch the Fair on January 28, 2004 at Scala Restaurant, Siamsquare. Also we sent press and media the press releases and calendar news to get our activities publicized as much as we could. Please find the clipping in appendix 2
2. **Road shows:** we traveled to major provinces mostly to universities totally 21 locations, set up a booth then ask young people to join us and writing about their dreams to promote YIY and the youth innovation marketplace. We most gained recognition from this activity.
3. **Talk:** we directly talked to youth supporter, NGOs, teacher and civic leader about our project and the marketplace in forums and seminar which was another successful PR channel.

§ Communicate with youth

Lesson learned

Activities we have done to promote Youth participation including establishing website (www.deksiam.com), doing road shows in several universities across the country, participation in other activities and promoting in local and national media, we've concluded that

- Most youth (age 15 – 25) are willing to participate in social development in their community in one way or another, especially youth that are living close to the where the problems lies. On the other hand, youth in the main city areas do not feel enough connection to the problems to participate. Most youth do not participate or start doing community work for several reasons such as they do not believe they have the ability to do so, do not know how to start, or have started their project but did not receive enough support and finally lost their will to do the project.
- The community work of youth are also lack of support form families and society mainly because they feel that the first priority for youth is to study in school and these activities may effect their study. In the case is not entirely true, rewarding, give recognition and support to youth in community work may be necessary means in promoting youth participation in community work.
- The main factor in promoting youth participation is opportunity. If there are resources and enough support for youth projects and youth has access to these resources.
- From promoting the Youth Innovation Marketplace activity from October – December 2003, it turns out that more than 180 projects were sent in to us. This number proves that there are still many youth who are searching for the opportunity to participate in community and social work, and that our communication plan was quite effective to our targets.
- The second phase of our communication plan was to promote the Youth Innovation Marketplace event through several media. Most people were aware of the event form posters and other media such as TV, newspapers and another important PR through websites. Organizing the event right in the center of Siamsquare seems to be the best PR itself because most of our target groups are in that area, all this add up to the total of participants in the event of about 1,500 – 2,000 people as we've estimated.

Notice

1. Our communication plan was quite effective and got good response. We got good publicized in many media. The most effective in reaching youth is the internet; the second most effective is radio.
2. The effective strategy in reaching youth that have sent in their projects is the Media that have let them aware of the Youth Innovation Marketplace such as brochures, radio, internet, newspaper, youth network and other youth partners working in the same fields. In all of our Media we've always put in the URL of our website (www.deksiam.com) for more information. This is very helpful and created an online community of working youth.
3. Our road show is another way to PR our project. The main objective of our road show in not to promote youth to send in their projects for youth innovation marketplace but instead, it was for promoting the ideas of YIY and the activities of the youth innovation marketplace. In response, not many project that are sent in was notified from road shows, but the road show was effective in awareness of people of YIY, our ideas, activities and the first step for youth to start thinking about their participation in community work.
4. Another notification from PR YIY is that although there are written information in the website and brochure, most Thai youth choose not to read, but prefer to be explained to.

5. The staff working in PR needs to be very committed and keep track of the work because this work needs to ask favors of media to put our story in and to convince them of how interesting and innovative our projects are. In some media such as Television, it's quite helpful to have the materials ready (spot or short clips of the work) in hand and television is the media that needs to be contacted before hand for a long time.
6. We've recognized that promoting youth participation in adults is also as important as in youth since adults are the mentors and help create opportunities for youth. The communication strategy for adults by participating in many forums organized by adults and other organizations to promote our ideas was a big success. Adults in many fields of work are aware of youth power and are willing to support youth participations in social work. They also feel it's their duty to provide some form of support for this to really happen, especially in the Youth Innovation Marketplace activities, in which many adults working in social areas have anticipated their youth groups to send in their projects.
7. Promoting our project to the public helps support youth to participate more in other activities since many youth in Thailand are still used to the follow their adults advice more than figuring out what they really want to do personally. Promoting the idea that doing social and community activities is something that should be supported, will help make youth notice the importance of social and community activities.

Suggestions

1. In communicating to youth to be more involved in social work, the message should not tell them "to do" or "not to do" something because the nature of youth does not like to be told what to do, instead it should inform them of the chance for them to start doing something meaningful to themselves and the community in the ways that they want to. It's also wise to explain to them the effect that their actions will make for the betterment of the community.
2. In supporting youth to be more involved in social work, the most effective ways to PR is directly to the point especially by people. Getting people to talk and tell the story to one another is the most effective way in getting the really interested people in. Most youth who are interested are usually in university and schools or other leaders of other youth groups.
3. The media used in connecting with youth should be interesting, colorful and catchy.
4. The communication strategy should be planned out clearly. This means having the appropriate and clear message. This message should be ready for use and easy to understand. It's helpful that you can keep track of your message and that your staff will all understand the exact message that you're using.
5. The strategy in using media is also important to plan out clearly. In some media such as television, needs to have a long time to contact before you're able to get in. It would be helpful to have personal connections with media especially those working directly in news, youth and social works.
6. Promoting through media requires a lot of time and energy, both in preparation, contact and coordination. It's wise to choose appropriate media for connecting to your target groups and not wasting your effort on non effective media.

3. **Supporting infrastructure development**

- **Approach**

In order for youth to be able to create and participate in social activities, a system of support is a necessary need in fields of funding, skill development, network development and many other factors. All this adds up to the research of locating supporters of youth social projects and the nature of these supporters on social development in youth.

- **Procedure**

The research in supporting systems are divided into two parts

- **Youth supporter database**

Collecting database on organization and working groups on youth participation in forms of interviews and documents and create a central database system.

- **Policy bridge forum**

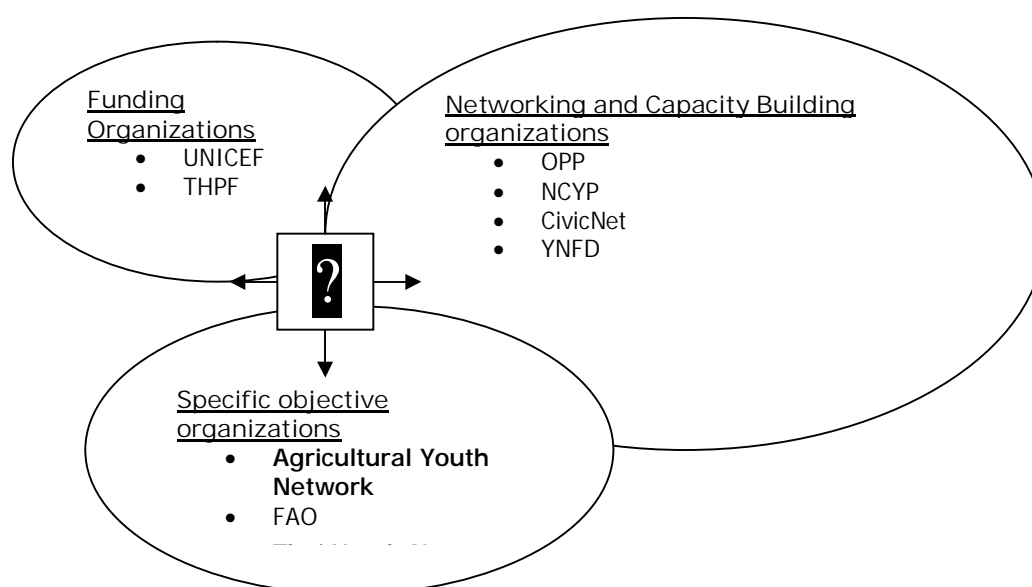
Create a policy bridge forum for intensive research and case study from these organizations and find sharing points in which these organizations can cooperate with each other. The output of this idea turns into a forum in which these organization share ideas and work.

- **Lessons learned**

Shared problems

1. **Overlap of work** The supporting organizations and be divided mainly into 3 groups. The first group is the fund giving organizations such as UNICEF and THPF. The second group is working in supporting training and network building such as OPP, National Health Systems Reform Office (HSRO), NCYD, Civicnet and YNFD. The last group is specific objective organizations such as Agricultural Youth Network and Thai Youth News Center.

In current situation, these organizations meet with each other only in forums and meetings. From talking to them and doing research we've found out that most of these organizations are willing to work in corporative with each other such as the THPF funds and UNICEF have supported projects with repeated attempt on the same problems, which cost them nearly Bt100 million. Meanwhile, these organizations have loads of work more than they can handle, causing them to not have the time and energy to create connections of work with each other. This is why managing resources and realizing the importance of cooperative approach to the problem are extreme important.



2. **Lack of connection with youth** Most of the organizations working with youth face similar problems in channeling and connecting with youth directly. This can easily be seen from

very little amount of projects are actually created by youth themselves (only around 10 %). The reality of this situation shows that these projects can have problems in connecting with youth both in activities and ideas because youth who are the stakeholder of the problem have very little opportunity in creating solutions and plan these projects to really match with their nature.

The projects which are created without the participation of youth would usually end up with adults telling youth what to do alone without the learning for youth. This leads to not feeling the ownership and lack of leadership of youth in perusing the ideas of the projects. All this leads up to the systemic distortion in youth projects in Thailand because since youth cannot reach the funding and resources needed for support their projects, in the end they have to change their ideas and create projects base on the intension of adults and ideas of the funding organizations. At the same time, the funding organizations cannot find really innovative youth social projects to support due to the system of projects funding. This is why the cycle of youth social projects cannot reach the goals and impact they should have.

Opportunity

The intention in cooperation Although many problems arise in the fields of social activities for youth, the clear and promising opportunity for improvement is that many of these organizations are willing and eager to cooperate with each other in exchange of information and lessons learned. The supporting organizations such as UNICEF and THPF which give out funds are especially interested in developing these co- work strategy. The cooperation in planning and work for youth would surly lead to more stable and efficient youth development in Thailand.

• Recommendation in supporting youth innovative projects policy

1. **Push to set up task force on youth participation and development.**

The task force should consist of representative with power to make decisions and have interest in youth participation separated in **Connected organizations**; such as UNICEF, THPF, OPP, NCYD, CivicNet, KNIT, Social venture network and **Youth task force**; such as YIY, Thai RuralNET, Black-BOX.

2. **Adjust and improve existing structure with role model of youth projects**

The funds for university activities in social work are current being used only to set up camps for constructional activities and seems to lose the intentions and creativity of social involvement.

Funding for social activities in university should focus more on

- Innovations in the projects
- Social impact
- Evaluation and information system
- Cooperation with other organizations and other forms of activities

3. **Create a Web-base information system as center of information on youth activities and supporting system**

The example of this is the Thai community development camps web central which is the center for exchanging information and experience of the people who attend and organize these events.

4. **Adjust Extra Curricula in educational system focusing on social awareness and problem solving.**

Currently in the extra curricula of high schools and university, the ideas of connecting the knowledge of studies with the current situations on social awareness has been merging. They come in forms of in class study topic and off time activities. These activities gives the opportunity for youth to participate and really use their skills in study to try to solving social

problems. This creates the right approach towards youth social awareness with sustainability and can be link towards the funding systems and web system which were earlier mentioned.

The earlier stages in developing this idea should focus on creating role model in schools and universities which have the potential to make a good impact and expand the ideas further on.

5. Shape the connection between fund provider and receiver.

The relationship between fund provider and youth working groups (which are fund receiver) as mentioned earlier are causing problems in supporting innovative projects and creating network of working youth across the country.

The supporting organizations especially the fund provider might re-consider adjusting in these areas:

- Coordination in funding organization on portions of funding for youth organizations and other organization working in youth related issues to have specific objective and measurable percentage of support.
- Funding organizations should move on to thinking decentralization in youth related issues to let youth have the space to think and create themselves. Currently, youth groups do not have the intensive to create their own ideas but rather work on the topics and issues which adults organization provide them with.

Rather than this, instead of planning the whole process, youth groups should get the chance to plan their projects themselves from the initiatives to the actual activities. This would lead to the managing system within the groups, leadership skills and really have social entrepreneurship.

- Focus on supporting youth groups which are self establish groups rather than those which are created and establish form ideas of other organizations. The important key in establishing sustainable youth innovative projects is that they see the problems themselves and figure out their own ways of solving it.

The nature of this is that you have to wait for this to happen, but an interesting approach is to create an environment that would be easy for youth to realize the situation and focus more on participate in the issues.

6. Push to setup knowledge managing system between supporting organization especially the fund providers.

In order to share the experiences of many different organizations working on youth issues effectively a managing system between organizations needs to be established. This should include

- Standard for support process and evaluation for continuous mutual learning between organizations. This should start from project recruitment to the evaluation after the project has finished. The important key to this is the standard of the evaluation system. This would lead to the standard of knowledge documentation between organizations.
- Research on managing systems for social development projects. The standard of management system would lead to learning systems between organizations. The different nature of these groups means that different types of management are required for different projects.

4. Youth innovation marketplace

- **What is this marketplace?**

Youth Innovation Marketplace was the major event of the YIY project (Youth Innovation Year). The project initiated by YIY, a youth group mostly university students or newly graduates from various universities in Bangkok. We created this project to promote youth participation because we truly believed that youth power and innovations were crucial needs for social development. In order to make the most of youth's creative energy, supports and mechanism must be structured to spare youth opportunities and space.

Mechanism(Youth Innovation Marketplace) we created was the invitation for youth to submit a project in team at least 3 persons, age 15-25 years old who could come up with creative ideas to do just about anything that for social's sake as to help youth learn to volunteer. After the deadline we got about 200 projects from all over the country and unfortunately we had to sort out the only 20 practical and feasible projects and invite them to the market.

At this marketplace, youth will play a part of seller to sell their dreams and ideas to get support from youth supporters from many sectors to make those wonderful ideas come true with financial and other necessary supports.

- **Process**

This project creates opportunity for youth from all across the country to submit their innovative social projects for funding and supports. These projects were selected from the most likely to pursue with the funding budget of 3 million baht for the total 16 projects selected from nearly 200 projects submitted nation wide. An event was set up at Siamsquare to promote the idea that youth are capable in community building with the appropriate support.

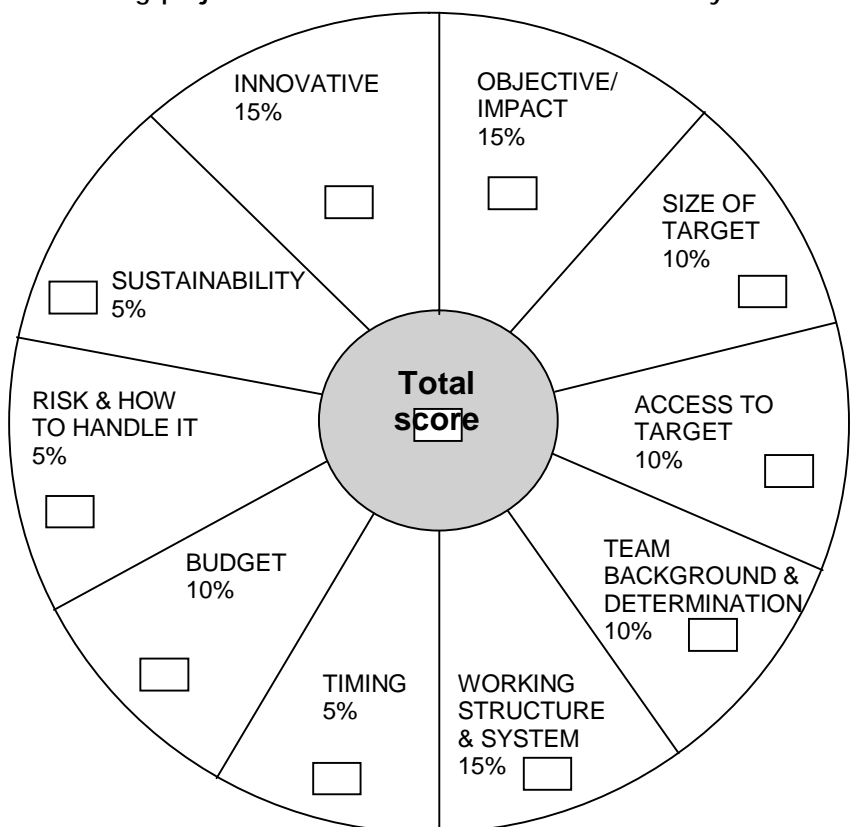
- **Youth Innovation planning camp1**

This is training for youth who are interested in starting a social innovative project and need the skill of formulating ideas and writing projects. It started with the selection of 20 youth representing people who want to start their projects. The training consists of identifying what Social entrepreneur is, Project logical thinking, and Project proposal development tools.

- **Process of selecting projects submitted in Youth Innovation marketplace**

After the due date for submitting projects for Youth Innovation marketplace, it turns out that more than 200 projects were sent in (which was more than we had expected of about 60). The projects were selected firstly from the criteria in which we set up which are

1. The team must be a group of at least 3 people
2. Age between 15 – 25
3. The project must show practical innovative ideas which can help improve the



Social venture plan feasibility evaluation criteria

society in one way or another.

We've also create an evaluation form (as shown in above diagram) of 10 categories for the same standard. We've give weight in points starting from objectives, the effective on social impact, size of target groups, staff, organizing system, timing of activities, budget, risk management, sustainability, innovative and other categories.

After the first session of selection, the team had selected 30 of the most promising projects and called them in for face to face interviews. The second phase of the selection was based mainly on the commitment and the determination of the team. This is because we believe that the team is the most important element to the success of projects. After the interviews, we've concluded our selections and reportED our results to committee of Thai Health Promotion Fund for approval. The final result of the projects that went to the final round was 20.

- **Final round at Youth Innovation Fair**

At Siamsquare in the Youth Innovation Fair, in which 12 distinguish judges from different fields of work were interviewing these projects. The judges on the day were

1. Mrs.Sinee Chaktaranon From Ashoka
2. Mrs.Somrak Hutuanuwatra From Social Venture Network(SVN)
3. Ms.Pichada de Jesus From UNICEF
4. Crubaa Suttinan Pradyupruk From North-East Thai Local Wisdom Network
5. Mr. Korrakott Chaowa-vanich From THPF
6. Mr.Pattanapong Chatikade From Café de Thailande
7. Dr. Phanpimon Lor-trakul From THPF
8. Mrs. Pornrawee Sri-laungsawadra From youth environmental project specialist
9. Mrs.Pitsamai Kanopdee From Shell
10. Mr.Malcolm Hazelman From FAO
11. Mr.Michael Riggs From FAO
12. Mrs.Buppha Pulaorr From Office of Agricultural Economics

In considering all 20 projects, the judges were separated into 4 groups, in groups of 3 judges. In these groups, 3 were considering funds of Thai Health Promotion Fund, and the other 1 group was considering funding for FAO. The result decision of judges turns out that 18 projects were considered to get funding from the Thai Health Promotion Funds with another 2 projects were to reconsider some parts of their projects and could submit their projects again in the next round. In the part of FAO, their representatives decided to support 3 projects.

Project	Funding
1. Anti and campaign on wild life torment	THPF / FAO
2. La on Ta Lon Tour (stage play against HIV/AIDS)	THPF
3. Youth life skill and health promotion	THPF
4. For friend (computer skill for the blind)	THPF
5. Let the children know (activities with HIV kid)	THPF
6. Rug Meaglong Volunteer Group (environment preservation)	THPF
7. OTOB Marketing Development for sustainability	THPF
8. Learning resource for children (set up a library in rural area)	THPF
9. Youth Consult service for success	THPF
10. Youth leadership Development (Buriram province)	THPF / FAO
11. My Family (volunteer program with orphans)	THPF
12. Y-mind (web-based youth consult)	THPF
13. Text book made by Youth	THPF / FAO
14. be Political Economy Magazine	THPF
15. Thai classical dance and play through VCD	THPF
16. Art Addicted	THPF
17. Salted soil problem study and development	THPF
18. New home for sea species	THPF

How ever, these projects were approved only in principles. Many of these projects did not have a clear enough activities planning and budget management. This is why YIY had to organize a second Youth Innovation planning camp for shaping the ideas and planning for these projects. During the process of re-shaping the projects, the project "Youth Consult service for success" had

withdrawn their project and the project "New home for sea species" had postpone their project due to the changes in several team members. In conclusion, 16 projects were starting their innovative social projects with YIY helping.

- **Youth Innovation planning camp2**

This camp focus on training for projects funded from Youth Innovation Marketplace on project planning, project management, evaluation systems, team strategy and basic accounting.

- **The rest of the process**

Every project had to finish their project within 2004. Consequently in July 2004 we organized the midterm review of After Action Review (AAR) in order to follow up and evaluate their progress. Along the way we go after their working plan and give them some advises if needed. And at the end of the year we will conduct the last meeting for the conclusion.

From the midterm review, we were amazed that every project did pretty good job. Not even one project gave up, they did their ideas and fought hard to keep the project went on, kept their team together and lived their lives. They feedback so much they had learnt and people they got chances to meet more and more. A kind of network of these people was silently established. In addition all of them would like to continue their projects to make a better impact once they learnt that what and how much they can contribute. As best as we can, YIY will help one by one of them to get support and continue their valuable effort.

- **Lesson Learned**

Nature of youth

- A large number of youth in all parts of the country are interested to get involve in social development activities but do not have access and opportunity to do so.
- Many youth still have doubt that they can really make a difference and decided not to participate.
- Even in the Youth innovation marketplace project, a lot more youth are interested and hand in their projects than what we've expected. We estimated at around 60 projects but the final result were about 200 projects handed in their ideas.
- Youth really are innovative which leads to different views and vision in solving social problems.
- The Youth innovation marketplace helped to inspire large number of youth to initiate participation in social activities and social awareness.

Participants in Youth innovation marketplace

- Most of the projects submitted in the marketplace were new faces to the social work who had never participated in social activities before.
- The problem in these project proposals is the writing skills but they actually have clear ideas of what they are doing and visions which can be shown from the interviews.
- Most projects that were funded want to continue their project after the 1 year period which is the end of the project that they expected.
- Many projects which were not selected to the final round still want to continue their ideas and looking forward to find other funding.
- Many projects have good initiatives but still have problems identifying their mission, targets and goals.
- Most of the projects are open for volunteer recruitment and can be further expand into a larger volunteer system for youth participation.

System

- Training camps for shaping ideas of youth projects are very helpful and needed in many youth projects.
- Many skills are still needed to be developed for further development in youth participation such as problem identification, proposal writing skills, evaluation skills etc.
- Youth projects need other support apart from funding especially consultation and training.

- Rewarding system should be developed for youth working in social development and the reward should not be money to individuals. The rewards in consideration could be training, recognition, or other interest of youth themselves.
- To expand the interest and participation of youth, organization should also focus on creating role model which youth can relate to. These role models would make youth feel that they also can participate and make a difference in their own ways.
- In the Youth innovation marketplace, many tools were created for shaping and helping people with ideas to put them into actions. This includes identifying problems, project development, finance management and many skills helpful to start projects.

Others

- The development of these projects had effect in social awareness not only the youth participated in the projects, but to the people around these youth as well.
- The output of the project was not just the result of the project but these youth really gain social awareness and are will to expand their beliefs.
- Most of these projects participants became friends through training and going through problems together. These are good prospects to creating a network of people working in social fields in the future who are really connected with each other.

5.

Youth innovation marketplace (fair)

- **The Date and venue**

This fair was our attempt to create an event for promoting the marketplace. We intentionally chose and worked hard to get a prime venue at Siam Square, zone 3 because this place was the center of Thai youth. We decided to organize the fair on February 7, 2004 (Saturday) because of availability of the venue and good timing of university student which was before their final exam.

- **Process**

1. appoint head project

The idea of the marketplace was planned as a major part of the YIY project since the founding of the project. The ideas and process of the marketplace was formed by the founding team, but the process in creating the actual fair was not yet to be concluded. We started creating the fair by finding a project manager to look over the whole marketplace creating process. How did we find the manager? We look for someone we already knew and were available (not working at that moment). We found that we were going nowhere because most people are already working. In the end, we figured that we had to do it ourselves and have other people come in as volunteers and consultants. Another reason we decided to do it ourselves is because it's easier when you already know the ideas and reasons for doing it rather than having other working from your ideas.

2. set up teams

Since the Fair consists of many elements and it's a big event, a team has to be organized and work from brainstorming to the implementation of the ideas. Many teams had been set up and changed due to the work and the availability of the teams. Most of the people in the team were university students for they have spare time and no full time jobs. Mostly they were our friends and people that were recommended from our friends. We started with a central team of about 8 people to look over the whole project and come up with the main ideas and theme of the Fair from the concepts to the process of what will be happening on the event day. After we gather ideas for the main topics of the fair, in formulating the bits and pieces, we had many small teams working in each particular area such as production, stage, venue, supplies, PR, and many other areas.

3. concept & theme

We figured that an event like this needs to have a concept and theme that is catchy and easy to understand. Before we start working, the first thing we did was to come up with the concept and theme of the fair. We brainstormed on the subject among the main team for weeks, trying to formulate the main concept and theme, after many suggestions and arguments, we ended up with the concept of "Dreams Determine and Done", explaining the process of starting to do something you have to have dreams, determination to do it, and finally actually do it. In presentation, we had many suggestions and arguments from very modern look to very traditional Thai style; finally we ended up with the theme of traditional Thai temple festival. And after we had the concept and theme of the fair, we were able to expand our work into implementation.

4. venue hunt

The main element of organizing an event is the location. We had decided from the beginning of planning that the only place that we wanted to situate our fair is in the middle of Siam Square. The reason is because Siam Square is the central of where youth hang out and it is also been seen as a spoiled place for youth. We wanted to prove that youth are not all nonsense and the best place to speak out this message is right in the center of youth.

The process in getting the venue was not so easy. Siam Square was very expensive and full of events. Money wise, we had consulted with Chulalongkorn University, who is the owner of Siam Square for a discount since we're a non profit organization. After much persuasion and the right approach that we first talked to the student affair before went to the treasury office, Chulalongkorn University decided to support us and we paid only about 10 % of what we had to pay if we were a profitable agency.

During the time in which we were negotiating with Chulalongkorn University, we had to start looking for a new location just in case we couldn't negotiate, which we ended up with several

other locations in our list but none were more suitable than Siamsquare so we stick to it and luckily we got it. The offset to this is that we had to postpone our event for several weeks due to other events that took place in Siamsquare also. But after all, it was worth it.

5. production design

Before we got the venue, we had to make an overview of what will happen in the event to present to Chulalongkorn for approval. But since we got the location, we had to really look at the plans again and created it into reality.

The designing team started from measuring every part of the venue so that they could plan accurately what would go where based on the theme that we designed. It took many nights of long meetings both on and off location to come up with the final plan for the fair positioning.

We then started looking for materials that we had designed to decorate and use for the setting up (since we decided not to use ordinary tables and other structures of common events). We then decided that many parts of our design couldn't be found in the market, so we bought materials, composed and decorated each material ourselves. This called for another team (which is mostly the designing team also) to build up what we had planned weeks ago. Much work was put in to the design of the venue and the decorations to really show the ideas of youth and to make the most impressive in the lowest budget. Everything was done at our friend's house where it turned out to be the place where everyone stuck around for many days and nights before and after the fair.

6. February 6, setting up

We were able to start setting up our location at midnight, so we had only about 8 hours of set-up time before the event kicked off. We prepared a list of what we had to do and the order we had to do it. The setup team was mostly the production team and lots of volunteers joined in.

The problem occurred when it started to rain at about 1 am. It rained so hard that the location started to flood. The production set and all the electrical system that we had to use were not of use. While many of us had a long and uneasy time in the tents waiting for the rain to stop, many of the production team decided they had to finish what they had started and so they worked in the heavy rain for about 2 hours. We were not prepared for the rain this heavy, so we had to reconsider our whole location plan. We were suppose to finish setting up around 4 – 5 am, but until 4.00 am, we were still rearranging our plans for many parts of the location that was flooding.

Finally we came up with a new plan nearly in the morning and had to work fast through the cold rain and with very tired staff. Many parts of our production were damaged because the flood and many location designs had to change. Through the rain and very limited time, our staff and organizing team did not give up and stayed up all night figuring out the best way to get out of this big test, and finally we did, with our staff and also many of our candidates who were only to join the event but had the heart to help us when we really needed. We didn't really finish the production but in the morning, when the grand opening of the fair started, we were very relieved that it worked out ok, but the experience was never to be forgotten.

The setting up of the Fair was a good story to tell of how we really stuck together as a team through times of troubles.

7. February 7, Outcome: Moment of truth

Following the heavy rain in the night of setting up, the floor plan was changed and we had to reduce the size and rearrange the whole fair to prepare incase it rain again, but it was fortunate that during the Fair it didn't rain at all. This change brought us chaos and the fair was quite a mess at the start. We had trouble finding things and many volunteers didn't know their roles because things were changed so a lot of work had to be done during the event. Although there were problems, we stuck to the process that we had planned before hand and had got through it.

The process of the fair started with registration. We separated the registration in categories as media, partners, staffs, guests and public. The walking process started with the three

concept of do, determine and done representing the working process of youth projects. The determine zone is where the youth projects are situated and this is where the judges go through each projects carefully.

Apart from the youth projects, we also have other activities for participants to join in and stage activities to present the ideas of youth. Many activities are

- **Dream writing** – is the first activities for participants to write their own dreams and ambition from the questions that we ask.
- **Vote** – for the participants to vote for their favorite youth projects.
- **Volunteer** – is the recruitment of volunteers for youth social groups that are looking for volunteers
- **Games** – is activities for participating for prizes and entertainment.
- **Stage** – consist of many shows perform by youth such as youth fashion show, music and other talent shows of youth.

- **Lesson learned**

Organizing events

- The process of registration and name tagging should be ongoing all day during the event and should be able to identify the staff from participants, partners and judges.
- If the event takes a long time, managing the teams and resting time is very important.
- Central managing office is extremely needed in events and especially when problems occur.
- Meetings for staff before the event to explain the whole process of the event is extremely important, especially in events that has many parts and lots of staff.
- System of keeping and managing accessories and tools needs to be able to point out where things are when needed.
- Always have back up plans for unexpected situations.
- Prepare people and energy for packing up after the event is finished.
- The theme and decoration of the event has a lot of influence on the mood and understanding of the participants.
- Location design should be base on how the participants can understand and relate to the context that we are trying to send out.

PR

- Analyze the target group you want to reach and find the best PR source to focus your energy on instead of working through all the media.
- Try to get the right message out in the first place and try to scope the right target groups.
- Don't forget to contact media to come to the event for post PR after the event has been finished.
- Documenting what was going on in the event is very useful for post PR and for port folio of the organization.
- If you are able to contact reporters to come visit the event, don't forget to give them to right information and send the right message that you want to get out to public.

HR

- Working with youth, always keep in mind that most of them are still studying so the time limit can cause problems if were not in consideration.
- System of managing people between volunteers and part time staff is not the same in task and responsibility, so the team needs to setup a standard compensation and responsibility.
- Recruitment of staff needs to be considering carefully of how to find them and compensation.
- Try to keep contact of all staff and volunteers for future activities and updates of news of the organization since events are a good way of recruitment new members.
- Team works is very important and always try to get through problems by solving it together and not by ordering.
- Try to make everyone feel that the task they were assigned really belong to them and feel ownership of the event together.

**Make it possible
coz I' M P O S S I B L E**

the story behind the making of YIY project
by Phonchan Kraiwatnutsorn

YIY

is a youth participation promotion project, initiated and ran by a youth group. Start in February of 2003 with warm supports from adult like UNICEF, Civicnet Institute, THPF, FAO, KNIT and many more.

YIY stands for Youth Innovation Year.

Also YIY is the name people call this group of young people (18-25 years old) who initiated and ran the project. We deserved more innovative name but the tight schedule of the project left us no time to name ourselves. (Too bad)

February 2003**The accidental beginning**

I never intended to be a social worker or get involved in NGO sector at all. Though I was an activist more than a dedicated student in college. I was asked to join Civicnet Institute for part time to run a short project with Kettering Foundation from US just because my ability to communicate in English.

Before I couldn't set my own business or apply for a job, I was assigned to coordinate the children's day project which Civicnet got financial support from UNICEF.

I told myself that it would be my last project after the children's day I would start to settle down with my own small business. But seemed to me that business world wasn't my destiny. In February, I was first introduced to Jib and Sunit from Thairuralnet arranged by Khun Chaiwat, the president of Civicnet Institute. I initially recognized them as a group of active students from Thammasart University.

Jib and Sunit were the core member of Thairuralnet. A youth group mostly from Thammasat University who won the award of Bt400,000 from World Bank to run a project about ICT for rural development.

I was impressed by their brilliant idea but Sunit was like a nerd for me. However he strongly believed that youth could be really innovative if they got opportunities; access to resources like funding or advice and supports. Thai youths were expected to only study; with encouragement they could turn their energy into innovations for social development. Sunit called this project "Youth Innovation Year" or YIY which I learnt later that Sunit had drafted this project long time before. I was hooked by their idea and determination.

Communication office of UNICEF Thailand invited many organizations to brainstorm for Child Right Promotion and Civicnet was one of them. The funding met the right people who longed for giving birth to their dreams. What a perfect coincident!

April 2004**Teaming Up**

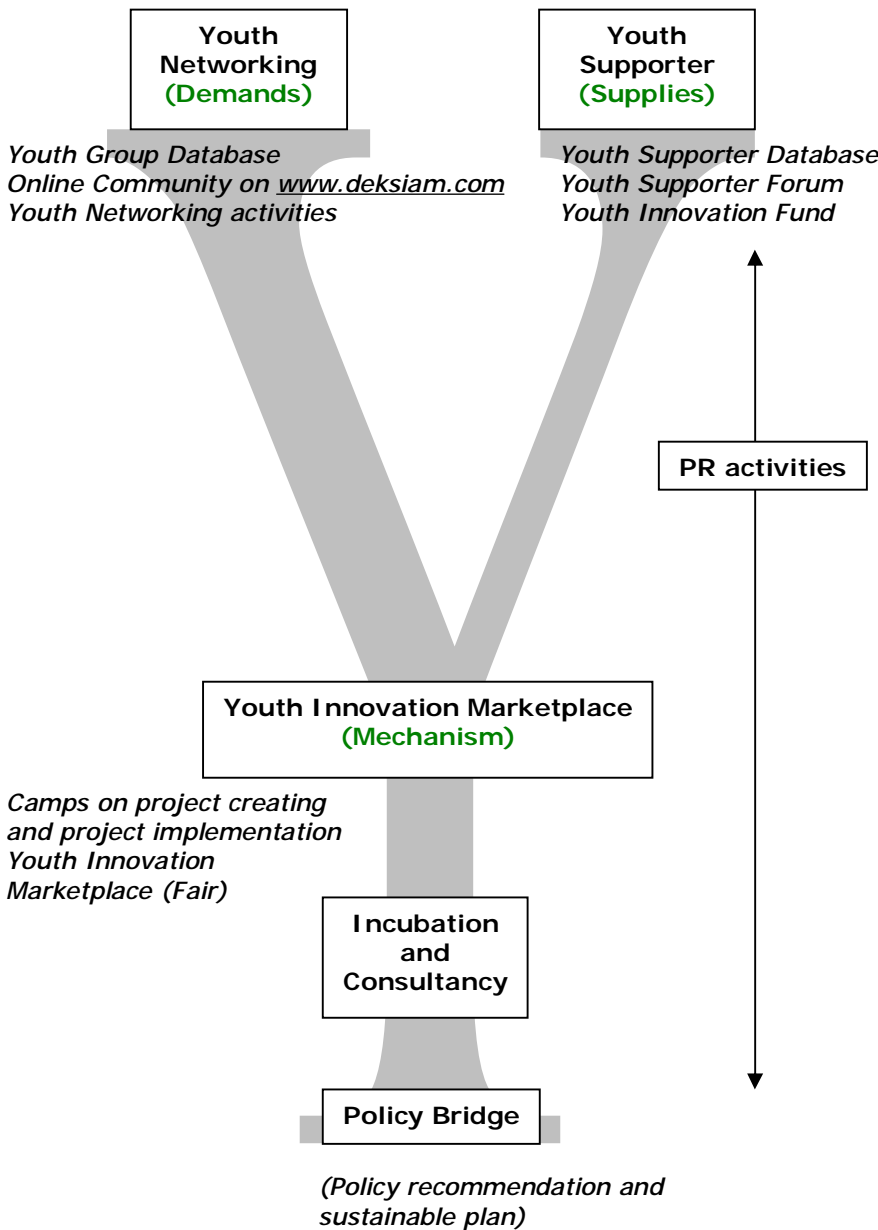
After we chose to run YIY, we started building team by inviting ThairuralNet team who was mostly newly graduated and youngsters who linked to Civicnet Institute to meet and talked to them about our YIY concept. Most of them were appealed with the idea of doing something good and cool, our offers almost never be turned down. So we started with about 10-15 people.

We first held the first big meeting in April at Krangkajarn, Petchburi for two days to work on the project elements. YIY's action plan came out of brainstorming and discussing about what all of us really believed and wanted to do. This is the key why we can take action and make impact. We chose to do it ourselves, worked hard on planning, fully committed, and tried our best to turn it into reality.

May 2003**What we will do**

After the longest meeting we had in Petchburi, We agreed to make YIY as a project that would create an experimental environment that allowed youth to create innovations for social betterment. We planned our action plans in order to test that with the sub-projects what we were going to do, they would create such a youth-friendly condition or an urge for youth to spend their time on volunteering.

Detail of each sub projects could be explained with Y-model as shown below.



The environment we planned to test if it would work. We started with what we knew best because we were one of them, the demands of youth to express themselves and to volunteer for social works. They were energetic, creative and available. In order to support them we need to know them first, where were they and what were their need. The youth group database was the first task we had in mind and then in order to nurture their good will there should be a community for them to meet and exchange ideas, information and supports. We decided to launch a website called www.deksiam.com that would serve us as an online community we need. Also to strengthen this community we planned to promote youth network as well.

Secondly we need supports. No youth group could run any good project or a impact task without support from grown-up. So we need the supplies. There were funding out there to support youthful project, YIY would tried to learn who is who and gather all the needed information. Then we would raise some fund to run our

project and establish an informal forum of supporters not only for making an access for youth to the resources they need which included money, advice, cooperation and connection, but also to assist the funding agencies to be more coordinative and perhaps avoid the repeat attempt.

To match demands and supplies we need mechanism. YIY chose to organize a special project contest (Youth Innovation Marketplace) to provide youth groups

chances to work out their dreams. Additionally we held two camps before and after the marketplace, the first aimed to help youth about creating a impact project and the latter was for implementation. We had three criteria for judging the right project; 1) it must be innovative and practical 2) originated by youth themselves 3) for social development in anyway. Finally we organize a fair for the contest final-round judgment and publicize the idea of "youth can do" at Siamsquare.

After that we would match fund for 16 projects according to the Youth Innovation Marketplace and start the Incubation and Consultancy work. After the second camp we would help them to implement their dream projects and also develop some tools for young social entrepreneurs; like problem defining, project management and others.

Due to our intention was to test a system of establishment of youth-supporting environment, we aimed to make the most of our project by report our trial and error and lesson learn to the policy makes. Hence we organized a Policy Bridge meeting after we completed the project competition. We hosted a meeting among youth-related organization such as OPP, THPF, FAO and others to meet and discussed about the direction of their youth support mission.

What would be the most challenging of YIY was the PR Activities. Though we wanted to create the system for youth, we couldn't overlook to communicate with them and public. To create such a environment was not only set the right structure, the atmosphere was also very important. One constraint we learnt that stop youth to volunteer was the attitude. Not their attitude but their parent's and public are in general. Volunteering was believed only for who was only available and ready. If you were students, your only duties were to complete your degree. Do your business first before trying to help others. To set the right tune, PR activities were set to do the job and also to make known of the YIY project, competition and activities as well.

Fund Raising

To be honest we didn't intend to create a dream project and would do anything to get supports to follow our plan. We weren't the ideal type. Instead we created YIY because we got the initiative support from UNICEF and Khun Chaiwat from Civicnet Institute.

After our Krangkajarn meeting, we ended up with quite a size project which would be ran one full year and cost Bt4.5 millions and we first submitted the proposal to UNICEF right away.

At the time we were quite optimistic that we would get the funding we need because the project was really interesting and it was what UNICEF wants to see. However after a few months of proposal adjustment, we learnt that we need other funding agencies to support YIY, if we want to run it full scale. Otherwise we had two choices of cutting every element smaller and ran them all or partly ran only the element that we were supported or readier.

June 2003

Decision Making

At the time of making those decisions, in June UNICEF eventually approved us the first instalment of Bt1.3 million while our proposal needed Bt4.5 million. It was not a little amount to run a project but it allowed us to pay only one full time staff and two par timers while we had to have at least five full times to run it. The Thairuralnet team and I were not so close at that time. I couldn't work without pay or being the only one who would get paid.

So I gave up. I did not want to continue my social work as a career anyway; it was lower paid and required most of my time, my brain and energy. I told myself that I need to end my volunteer work and got into the real world of

competitive business world before it was too late. Kritaya was in East Timor for her research work. Khun Chaiwat was not in Bangkok at that time as well. So I found it was easy to write them the e-mail to declare my will.

Khun Chaiwat was the first who e-mailed me back. Because of UNICEF refused to let YIY proposal included the institutional fee. He informed us that Civicnet unable to support YIY as well. Then I told everyone in the team that if we dared to run YIY we were on our own. Khun Chaiwat would only be our adviser and would pass the entire budget from UNICEF to us.

To my surprise, Kritaya did not want to give up and Sunit as well. Neither had they let me just walked away. I never believe in serendipity or any kind of fate. But their e-mail was really determined and they did change my mind. Actually those e-mails did turn my entire life upside down later when I was hooked in YIY completely. Kritaya offered to work without pay until we would be able to raise more fund. She would take care of the Thairuralnet staff as well.

I did remember and would never forget that Sunit's e-mail even quoted Yoda from Star Wars; I couldn't remember exactly what he said. It was something like we need to realize what we could do and what was our mission, if we knew that we were in the right position to contribute. If we didn't do it, it was like we ignored our responsibilities. Also Sunit convinced that if we didn't run it, who else in Thailand would? While we were experienced and had access to the resources.

How could I turn them down while they came up with these good reasons? I knew that if I decided to run YIY. There would be numerous tasks I need to do. First the fund raising, we would need more money. Secondly we would need to set up and manage a team. Then we must work full time and dedicate completely in order to achieve the plan. I thought that there wasn't only me that so scared of what was waiting for us on the way of making YIY. One side I was so afraid that I might fail or I might pay the handsome price in return, but the other side how would it be if YIY really existed. We knew that it would create such an effect on youth movement in Thailand and maybe regionally. I could not afford to lose the opportunity to be the part of it.

I did promise myself that it would take me only a year. After that I could continue my further study or any business.

I learnt later that I was so wrong. At the intersection once you took the road, you continued and very rarely that you would be able to take the road you overlooked again. Dream and reality were much different. For just dreaming was so easy and nothing you would loose (just your mind, sometimes) but to make your dream comes true, you have the price to pay always.

However, the decision was made, now let do it!

July 2003

Money hunt and partner seek

We set the priority of more fund raising. We thought about any name of organizations that might potentially fund YIY. Who would support youth project? How could we get the right person to read our proposal? Mainly, Kritaya. Sunit and I named our target and set the meeting with them which were Thai Health Promotion Fund (THPF), Food and Agriculture Organization of United Nation (FAO), Knowledge Network Institute of Thailand (KNIT) We finally got all supports from these three organizations, included UNICEF we totally got about Bt8 million.

YIY was a good case study for fund raising. We were so lucky as much as our endeavor was fruitful. YIY was supported by these organizations because we could show them that we would be able to do what we put in the paper. As a youth group, we also faced the constraint of credibility. The lucky part was that we had a good connection with those organizations.

We got Bt1.3 million from UNICEF, Bt1.6 million from KNIT, Bt4.5 million from THPF and \$5,000 from FAO. With Bt7.6 million we were more than ready to rock the boat!

August 2003 and further on

Recruitment

After we were able to pay for full time staff and also we got offer from KNIT to share the office space at its office on Sri Ayuthaya Rd., We did need young, smart and creative people to join, however we couldn't offer good compensation to attract people so we convinced them with dream, freedom and opportunity of full participation and influence they could make to work with YIY. We never really open recruit staff because we couldn't afford to go through the process of interview as well as we need the right person who shared the same dream. Instead we sought each position specifically by looking around and talking with the potential. If YIY was right for them, and they were qualified with the position, they belonged to the team.

Recruitment process leaded us to learn that money didn't always matter; many people just need to do what really meant to them. If the job allowed them to express themselves meaningfully, they would overlook money or willing to find the sideline. However comparing what YIY staff did, all the hard work, creativity and impact they made, for sustainability, they deserved to be paid more reasonably.

Staffing

We never really know exactly how many people were with us. People kept coming and going. However we usually have about 10 full-time staffs and 3-5 part timers. Besides we were so lucky that there were many volunteers assisted in each activities around 30-100 people.

One of our weaknesses is that we never think about Human Resource before. We planned about what we were going to do without a good plan to do with ourselves. Our project partly relied on volunteer, who naturally came and gone. Staffs must stay ready to cover up. Additionally each of staff was responsible for the whole department which means to cover all tasks they need to find their own down-line volunteer to help. This caused us trouble throughout the project that each of us had to deal with convincing friends, friends of friend and anyone who passed by, simultaneously running the job. We tried to solve this problem by appointing one of our staffs to take care of HR. However workload left her only a chance to build up the database of staff volunteer. We ran the project without the official HR department but the older staff would take care of the younger in their teams. Also we faced the problem of shortage of volunteers occasionally, passed on the hard work to all staffs helplessly.

Action!

The way YIY work is rather unique. We are newly graduated. Our strength is energetic and creative. However we are not so experienced about team management and systematic working procedure. So we have to balance our chaotic and systematic work as good as we can. We have learnt that to manage young people especially as volunteers is to manage motivation not tasks. Young people need no money for working but acceptance and opportunity to learn to doing.

Go on and on

The wild way of working

We worked as a team, the best I ever worked with. Kritaya was the project manager. I was a co-manager. It was so strange that we never talk about who would be the leader or how we were going to manage YIY. It just went that way it should be. Everyone in the team showed their respect to our management. The way we leaded the team was like guiding them more than giving them instruction. Mostly in the meeting we made it everyone's task and every task of YIY was their task as well. Also we never level our staff, there is only one level, which is everyone is YIY team, there is no board. Sense of belonging and

equality built YIY team so strong and everyone devoted themselves and that was the way we created our success.

However I know that we can work that way forever. No one can just work all the time. Life has other aspects, family and friend, their other interesting

Then we set up teams and everyone had their own responsibilities. However we did the planning together and we helped each other. Youth network team would join PR activities that PR team held. Every team operated following each team's plan.

We started any work with meeting. YIY team got together to discuss on each plan. I remembered at the beginning, the idea just poured out easily. One small event we had discussed for six hours to find the most interesting and economical choice as we could. We never just chose the easiest way, instead we devoted ourselves to see the work we have dream up really happened. But sometime when we were so busy. Sometime I had three meetings in one day or 12 meetings per week; it was hard to squeeze any bright ideas out. But we always do our best as we can. This is one of YIY tradition.

Also every team made an action plan first but we couldn't follow the plan exactly. We achieved about 30% of what we had planned to complete. Not because we were lazy or incompetent but because we aimed too high. Although we worked our tails off both day and night we couldn't meet our goal. We learnt after one year of operation that we didn't need to complete everything but we need to pick wisely what was our specialized and concentrate on.

What YIY achieved, I thought was not only a proof that youth can create innovation for social development. The 200 projects submitted to Youth Innovation Marketplace showed that there were other youth nationwide that also to be more participative in their society. We also influence others; people get inspired to work out their dreams as well.

YIY team**Kritaya Sreesunpagit**

B.A. Economic faculty international program, Thammasart University
project manager, accounting and anything about FAO, KNIT, THPF
Youth Innovation Marketplace

Phonchan Kraiwatnutsorn

B.A. Communication Arts, Chulalongkorn University
co-manager, anything related to UNICEF, Youth Network and PR activities

Sunit Shrestha

Senior student, Economic faculty international program, Thammasart University
external affair, Incubation and consultancy

Ekawee Sreesunpagit

B.A. Law, Chulalongkorn University
start with Youth Network, then Road shows, Youth Innovation Fair and Journey of Inspiration, also
take care of composing YIY song, a driver and available to help everyone

Alongkorn Sanguanlorsit

B.Eng. Engineering, Kasetsart University
Webmaster for www.deksiam.com, technician and everything that is too high tech than normal
people can understand.

Todapon Kritsanabud

Senior student, Allied Health Science, Thammasart University
Youth Network

Supatra Homhuan

B.A. Business Administration, University of Thailand Chamber of Commerce.
Youth Innovation Fair and HR

Natsuda Lerdpachareekul

M.Eng. Engineering, Kasetsart University
Consultant (start in November 2003)

Pitch Muenrak

Senior Student of Law faculty, Chulalongkorn University
Consultant assistant

Volunteer

Tanyaphon Tammaprawat
Patcharapa Naksanit
Ekanop Suwankosum
And many more.



**Thai youth network
Information**

APPENDIX 1.

Region.....province.....

type of work.....

Name of group/organization
.....

Address.....

Tel..... Fax.....

E-mail.....

Website.....

Coordinator.....

Tel.....

e-mail.....

Established since.....

Background

.....
.....
.....
.....
.....
.....

Goals/Objectives

.....
.....
.....
.....
.....
.....

Activities

.....
.....
.....

Implemented projects

.....
.....
.....
.....
.....
.....
.....
.....

Problems/ Obstacles/

.....
.....
.....
.....
.....
.....

name /nickname of the person who fills the
form or gives the information
.....
Date.....

Comments/Assistance needed

.....
.....
.....
.....
.....
.....

Member

Amount Age range.....

Long term plan and expectation

.....
.....
.....
.....
.....
.....

Study cases from previous project/program

.....
.....
.....
.....
.....

Lesson Learn

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Recommendations

.....
.....
.....
.....
.....