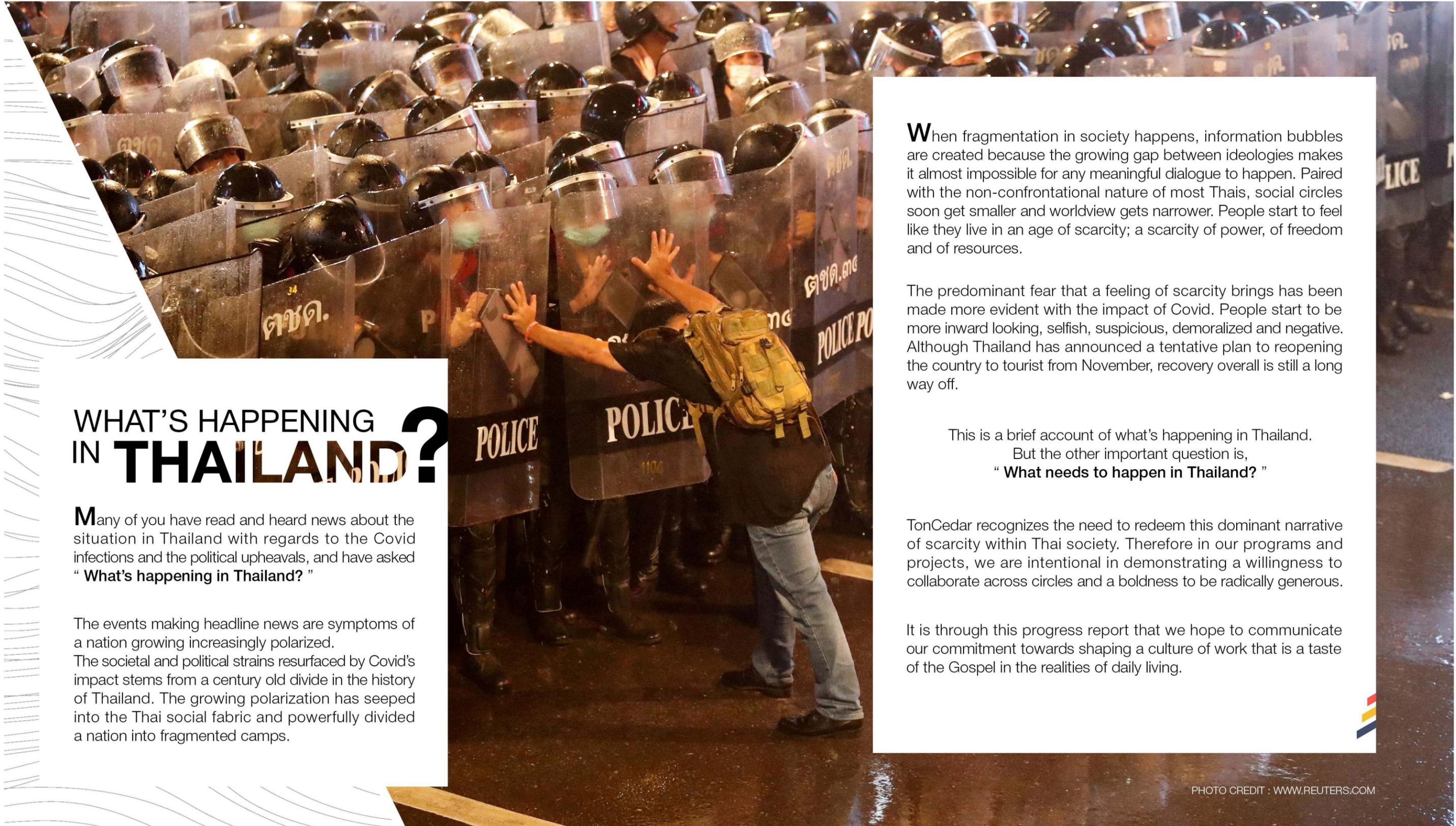




TONCEDAR PROGRESS REPORT 2021





WHAT'S HAPPENING IN THAILAND?

Many of you have read and heard news about the situation in Thailand with regards to the Covid infections and the political upheavals, and have asked “**What’s happening in Thailand?**”

The events making headline news are symptoms of a nation growing increasingly polarized. The societal and political strains resurfaced by Covid’s impact stems from a century old divide in the history of Thailand. The growing polarization has seeped into the Thai social fabric and powerfully divided a nation into fragmented camps.

When fragmentation in society happens, information bubbles are created because the growing gap between ideologies makes it almost impossible for any meaningful dialogue to happen. Paired with the non-confrontational nature of most Thais, social circles soon get smaller and worldview gets narrower. People start to feel like they live in an age of scarcity; a scarcity of power, of freedom and of resources.

The predominant fear that a feeling of scarcity brings has been made more evident with the impact of Covid. People start to be more inward looking, selfish, suspicious, demoralized and negative. Although Thailand has announced a tentative plan to reopening the country to tourist from November, recovery overall is still a long way off.

This is a brief account of what’s happening in Thailand.
But the other important question is,
“**What needs to happen in Thailand?**”

TonCedar recognizes the need to redeem this dominant narrative of scarcity within Thai society. Therefore in our programs and projects, we are intentional in demonstrating a willingness to collaborate across circles and a boldness to be radically generous.

It is through this progress report that we hope to communicate our commitment towards shaping a culture of work that is a taste of the Gospel in the realities of daily living.

PHOTO CREDIT : WWW.REUTERS.COM

GROWING AN ECOSYSTEM

“ Startup communities thrive in environments where information, talent and capital flow freely and horizontally through networks. Since humans are involved, this network is a system of relationships.”

Brad Feld in “The Startup Community Way”



LOCAL UNIVERSITIES

- Two students from Chiang Rai Rajabhat University doing their internship program with TonCedar.
- Invited to advise and collaborate on a community sustainability project with Chiang Rai Rajabhat University.
- Introductory visit to the Innovation Division (MFii) of Mae Fah Luang University.

LOCAL GOVERNMENT

Sam was invited to be part of the advisory committee for "10 Years Sustainable City Planning Project" with the Governor of Chiang Rai.



NATIONAL AGENCIES / ORGANIZATIONS

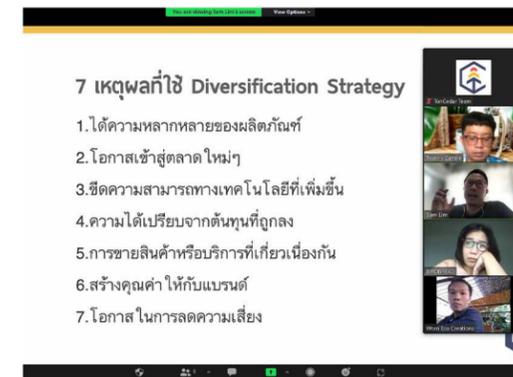
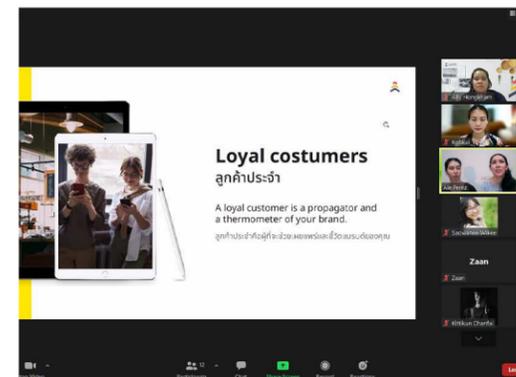
Introductory meeting with the incubator / accelerator program of National Innovation Agency (NIA) via Zoom.

CREATIVE CIRCLE

So far this year we have run 6 Creative Circle gatherings.



We are slowly beginning to expand our network of relationships to grow an ecosystem that is conducive for the support of entrepreneurs and startups. These are the various key Thai activators (people, organizations and resources) we had the opportunity to connect and collaborate with this year.



FELLOWSHIP PROGRAM

Overall it has been a rather challenging year for our fellows. Political turmoil within the country on top of surging Covid infections are the main reasons for more stringent government policies and measurements being applied to businesses and life.

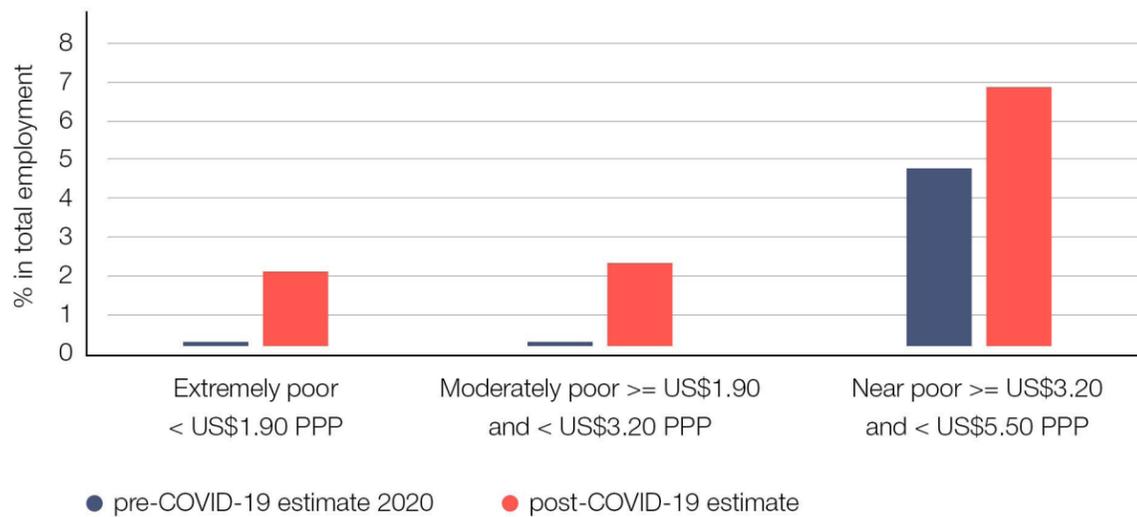
These along with a substantially handicapped tourism industry, one of Thailand's major contributors to the country's economy, led to a chain effect that affected other core sectors that eventually affected the survivability of many businesses and startups.

TonCedar's focus this year in our support for our fellows is specifically to help them navigate through this storm and allow them to keep their jobs and business.

“WORKING POOR IS EXPECTED TO INCREASE FROM 4.7% TO 11% OF TOTAL EMPLOYMENT.”

*Working poor is defined as working people whose income is below the poverty line.

Working poverty projections, 2020



Source: Employment by economic class, ILO modelled estimates, Nov. 2019, www.ilo.org/ilostat



- 3 new hires
- Revenue growth with introduction of subscription model for sales
- Development stage towards an e-commerce platform.
- YOY Revenue Growth: +37.5%



MAGPIE ECO FARM



- Registration of Magpie Eco Farm as a business, July 2021.
- Accepted into MFU Coffee Farmer Co-Op in Chiang Rai.
- Project to develop infrastructure of farm that will help boost quality of coffee produce.
- 1st batch of Hass Avocado produce out. Product development and review for the 1st batch under way.
- YOY Revenue Growth: +73.9%



- Working towards business registration.
- Research ongoing to scale market and distribution.
- Pop up store at TonCedar office for 2 months during Covid shut down of street markets (main platform of sales for Twinny Candles) in Chiang Rai.
- Working together through a Sales & Product Diversification exercise.
- YOY Revenue Growth: -19.6%

PLANT POWER



- Sales badly affected by Covid disruptions.
- Had to move out of current farm and office due to misaligned vision with his uncle who is owner of the land.
- Setting up his micro urban farm and infrastructure anew at a rental space.
- Rebranding and restrategizing of business ongoing.
- YOY Revenue Growth: -40%



eco creations

ECO CREATIONS



- Short video on EcoCreation's impact on community got aired on National Thai TV.
- Working on developing a simple product line for EcoCreation.
- Project to start office and a natural dye lab in the community.
- Increased impact to communities and partnership with universities. Recognized as one of the leaders on natural dye techniques. Invited to lead workshops in Chiang Rai.
- YOY Revenue Growth: -57.1%



สำมาร์ต
PROJECT SAMART

PROJECT SAMART

“Samart” in Thai means ‘ability, competence’ and the root word speaks about ‘a joining with, combining with’ to bring about that potential.

Project Samart is started with the aim of capturing the heart of the Gospel. Which is for Christ's community to respond to the world's brokenness.

Through this project, **we seek to create job opportunities for the marginalized segments in society by providing salaried work and mentorship from our entrepreneurs and businesses.** We educate our entrepreneurs to be mentors to those who are less privileged and often overlooked, because paid work helps greatly in building dignity and self-esteem of the marginalized.

“AN APPROXIMATE 80% OF THAI SME MAY FACE BANKRUPTCY BY 2021.”

Sangchai Theerakulwanich,
chairman of the Federation of Thai SME.

“Pandemic pushes millions of small Thai companies into crisis”
Bangkok Post 6 Jul 2021.



Introducing **BAICHA** the Lead for Project Smart.

Baicha, a graduate in Political Science and Humanities, joins the TonCedar team with years of work experience in social development in the non-profit sector. Her calm and cheerful demeanor makes her a welcoming presence especially when engaging with the marginalized communities. We love how she is also an entrepreneur at heart, having had a go at starting her own restaurant before.



5 entrepreneurs and businesses signed up as mentors to offer work and on the job training.

6 recommendations in our marginalized workforce group, ready to learn and be hired for work.

We have connected **3** marginalized people with mentoring and work with our entrepreneurs.



PROJECT MANYHANDS

Christmas Gift Boxes available for order and delivery. Specially curated from the artisan communities that we work with.

CHRISTMAS BOX 1

- Christmas in Thailand Themed Card Sets (3)
- "Holly Jolly" 90g Twinny Candles
- Natural Wooden Ornaments Set



CHRISTMAS BOX 2

- Village Home Set
- Christmas Tree Set
- "Holly Jolly" 90g Twinny Candles



