

Annual Report

2023



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage



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



In 1988, Her Royal Highness Princess Srinagarindra, The Princess Mother, initiated the “Cultivate Forests, Cultivate People” concept for the Doi Tung Development Project in Chiang Rai Province. This initiative aimed not only to restore the denuded forests and improve the quality of life for the local communities, but also to address and mitigate global issues we face today, such as climate change and PM2.5 pollution.

The year 2023 marks the beginning of the sixth decade for the Mae Fah Luang Foundation under Royal Patronage. The successes of the past year remain aligned with the royal aspirations, goals, and principles. However, new projects and activities have been initiated to address the evolving economic, social, and environmental challenges.

One of the projects that reflect the enhanced efforts of the Mae Fah Luang Foundation under Royal Patronage is the forest restoration and biodiversity survey project, which has its roots in the reforestation efforts on Doi Tung initiated in 1988. Since then, the Mae Fah Luang Foundation has

maintained its mission of continuous reforestation to strengthen and increase biodiversity. Today, the Doi Tung forest, approximately 35 years old, is considered a restored forest, not yet fully mature, yet it has seen significant increases in the diversity of flora and fauna. These include 16 new plant species, 26 mammal species, and 268 bird species that have been documented, with a total of 1,338 sightings. These living organisms are evidence of the recovery of the ecosystem, contributing to the ongoing cycle of biodiversity.

This rich environment has been achieved through the efficient allocation of land use according to the Doi Tung Model, which divides 14,685 hectares into various types of forests, agricultural areas, and residential zones, with forest areas covering as much as 91 percent. This is implemented alongside the promotion of licit livelihoods to ensure a good quality of life for the community without encroaching on the forest. Additionally, a sense of conservation awareness is instilled in future generations.

The far-sighted vision of Her Royal Highness Princess Srinagarindra back then continues to guide the work of the Mae Fah Luang Foundation under Royal Patronage, proving effective in all eras, situations, and socio-geographical contexts.

Thanpuying Putrie Viravaidya
Chairman of the Board
Mae Fah Luang Foundation under Royal Patronage

Board of Directors



Board of Directors

- | | | |
|---|---|--|
| 1. Thanpuying Putrie Viravaidya
Chairperson
Chairperson of Nominating Committee | 5. Khunying Puangroi Diskul na Ayudhaya
Board Member | 10. Dr. Kulpatra Sirodom
Board Member
Chairperson of the Audit Committee |
| 2. Dr. Veerathai Santiprabhob
Board Member and Secretary-General
Chairperson of Executive Board | 6. M.L. Dispanadda Diskul
Board Member | 11. Mr. Pipatpong Israsena na Ayudhya
Board Member and Treasurer |
| 3. Mr. Banyong Pongpanich
Board Member
Chairperson of the Governance
Committee | 7. Capt. Jitas Somsongkram
Board Member | 12. Ms. Buranee Rachjaibun
Board Member |
| 4. Ms. Phawana Niemloy
Board Member and Secretary | 8. Mr. Thapana Sirivadhanabhakdi
Board Member | |
| | 9. Mr. Manoon Sankunakorn
Board Member
Chairperson of the Remuneration
Committee | |

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2. Dr. Riksh Syamananda
3. Dr. Sumet Tantivejkul
4. Mr. Nakorn Pongnoi
5. Mr. Alessandro Calvani
6. Mr. Boonchob Suttamanaswong
7. Ms. Pattama Petchriang

Advisors to the Executive Board

1. Mr. Abhichon Chandrasen
2. Mr. Abhiram Chandrasen

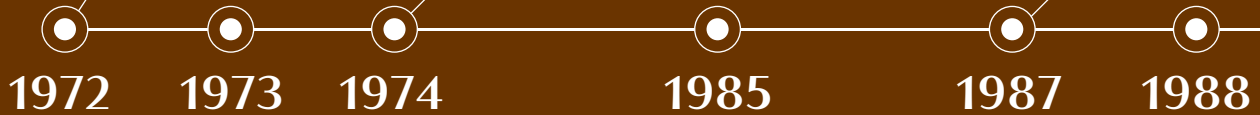
Vision

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

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, and learn about communal living and mutual support as well as leadership skills.

1985

1985

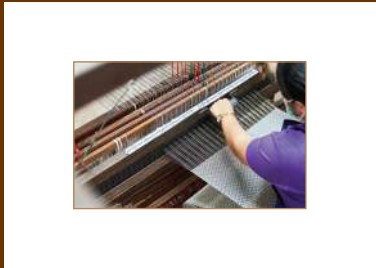
- The Foundation changed its name to "Mae Fah Luang Foundation Under the Patronage of Her Royal Highness the Princess Mother".

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 the 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 the 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".



 **UNODC**
United Nations Office on Drugs and Crime

This product contributes to the achievement of the Sustainable Development Goals by addressing and reducing illicit drug production. Communities and families that once depended on opium to make a living can now earn secure legitimate incomes by making these products. UNODC and the Doi Tung Development Project administered by the Mae Fah Luang Foundation have been partners for many years, together promoting and supporting sustainable alternative development in the Golden Triangle and other parts of the world.



1994

1994

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

1995

1995

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

1996

1996

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

1998

1998

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

2000

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”.
- The 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

2002

- The Sustainable Alternative Livelihood Development Project (2002-2004) commenced in Yong Kha, Shan State, Myanmar, becoming the first international outreach project for the MFLF.
- The United Nations Office on Drugs and Crime (UNODC) awarded the 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 a member of the UNODC Steering Committee on Thematic Evaluation on Alternative Development.



2003

2003

- The Montessori Learning Approach was introduced for early childhood development at Ban Kha Yaeng Pattana 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 Greater Mekhong Subregion - 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 the 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.

2005

2006

2006

- The Balkh Livestock and Rural Enterprise Development Project (2006-2010) commenced in Balkh Province, Afghanistan.
- The Sustainable Alternative Livelihood Development Project (2006-2010) commenced in Aceh Province, Indonesia.
- Partnered with the 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 the Geographical Indication (GI) tag 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

2008



2009

2009

- M.R. Disnadda Diskul, then-Secretary General of the MFLF, 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 (RIDF) to implement an integrated development pilot project according to Royal Initiative in Nan province (2009 - 2012), covering 21 villages in 3 districts, namely Tha Wang Pha, Song Khwae, and Chalermphrakiet.

2011

2011

- The 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

2012

- The Sustainable Alternative Livelihood Development Project (2012-2017) commenced in 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

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.
- The 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 9 temporary border camps to help understand the demographics and their future livelihood preferences.



2014

2014

- The 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 the Mae Fah Luang district.
- Partnered with the RIDF to repair check dams, reservoirs, and pipe networks in Nan Province. The MFLF conducted training and operations for the repair of a total of 663 check dams covering 16,000 hectares of farmland throughout the province, increasing income for local farmers by \$18,587,533 per year.
- DoiTung coffee was granted the Geographical Indication (GI) tag 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 subdistricts in the Mae Fah Luang district, Chiang Rai province. A total of 26 schools were targeted for this project which covered the period of 2017-2021.
- The water system development and management project in the Mae Fah Luang District was scaled up.
- Partnered with Deutsche Gesellschaft fur Internationale Zusammenarbeit GmbH (GIZ) under the “Global Partnership on Drug Policies and Development” (GPPDP) to provide consultancy work for countries facing issues of illicit crop cultivation and other related issues.

2016



2017

2017

- Partnered with the private sector and other development foundations in a project called "Team D". The four foundations included the MFLF, the RIDF, the Rakkaew Foundation, and the Thailand Sustainable Development Foundation; the 10 corporations included Bang Chak Corporation PCL, Charoen Pokphand Group Co., Ltd, Mitr Phol Co., Ltd, Pracharath Rak Samakhee (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.

2018

- The DTDP achieved success in its Zero Waste to Landfill waste management efforts within the 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, the RIDF, Yala Province and Yala Provincial Health Office, to organise the Royal Tribute Mobile Dental Clinic 2019 to provide dental health checkups 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 3 southern border

2019



provinces and received the full cooperation of all sectors.

- Signed an MoU for joint innovation development with the Geo-Informatics and Space Technology Development Agency (GISTDA) on the use of aerospace technology and geo-informatics during "Thailand Space Week 2019" to support planning and monitoring of development work in the MFLF's projects.
- Doi Tung was declared as one of the 10 top cultural travel destinations in Thailand by the Ministry of Culture.
- Co-hosted 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 DTDP 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 of Doi Tung, 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 brand 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

2020

- The MFLF was certified as a participating organisation in the mitigation of greenhouse gases campaign by the Ministry of National 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 Cafe DoiTung, Rajapruek Lounge, UN ESCAP Building, Thailand, and at the 6th Colors of Doi Tung Festival.
- Won the Prime Minister's Export Award in the Best Design category. M.L. Dispanadda Diskul, the CEO of the Mae Fah Luang Foundation under Royal Patronage, received the award from Prime Minister General Prayut Chan-o-cha.
- Won 4 Design Excellence (DEmark) awards in recognition of outstanding Thai-design products by the Thailand Institute of Design and Promotion, Department of International Trade Promotion, Ministry of Commerce.
- The DTDP received the G-Green Production Award "Gold Level" from the Department of Environmental Quality Promotion, Ministry of Natural Resources and Environment.



2021

- Partnered with the Securities and Exchange Commission (SEC) to initiate the "You Care for Forests, We Care for You" Project in 16 community forests in Chiang Rai, Chiang Mai, Mae Hong Son, and Phayao provinces. It is expected that a total of 392,220 tons of carbon dioxide equivalent will be produced in the 20-year period.

2021

- Participated in the "Thailand Voluntary Emission Reduction Programme" or T-VER and successfully registered 8 community forests under the T-VER, amounting to an estimated annual carbon offset of 5,500 tons of carbon dioxide equivalent.

2022

- Signed an MoU with Chiang Mai University for joint research and innovation development of agricultural and forestry technology for sustainable greenhouse gas reduction.
- The DTDP and Thai Airways introduced "Black Silk Blend" premium drip coffee onboard. The unique extract is environmentally friendly and exclusively served to the airline passengers traveling on the



2022

- Royal First and Royal Silk classes en route to Europe, Australia, Japan, and Korea.
- The Hall of Opium was handed over to the Office of the Narcotics Control Board of Thailand (ONCB) for the establishment of the International Narcotics Control College and a center of academic excellence in narcotics control of the Greater Mekong Subregion.
- The “You Care for Forests, We Care for You” Project through partnerships with the public and private sectors, as well as the general public was extended to cover 4,800 hectares of forests in 33 communities, resulting in a total project area coverage of 8,000 hectares and an increase of 49 beneficiary communities.
- The implementation of the “Youth Innovation Challenge to Tackle Air Pollution Issue” Project with the UNDP for youth aged 15-24 years old to create innovations to tackle air pollution issues within their own communities.
- The DTDP designed and produced special fabric for the World Boxing Council Muaythai championship belt to promote Thailand’s positive image through the use of soft power.

2023

- The DTDP signed an MoU for cooperation on the Carbon Credit from Community Forests for Sustainability Project with the Royal Forest Department, the Department of Marine and Coastal Resources, the Department of National Parks, Wildfire and Plant Conservation, Thailand Greenhouse Gas Management Organisation (TGO) under the Ministry of Natural Resources and Environment (MNEP) to advocate for registration of community forests and other forest areas to the T-VER. The MoU aims to protect Thailand’s forest areas and generate income from carbon credits for local communities.
- DoiTung won 3 Design Excellence (DEmark) awards in 2022 in recognition of outstanding Thai-design products by the Thailand Institute of Design and Promotion, Department of International Trade Promotion, Ministry of Commerce.
- The Mae Fah Luang Foundation celebrates its 50th anniversary

2023

- The Mae Fah Luang Foundation is awarded the Thai Industrial Standards Institute (TISI) certification as Thailand’s first validator of Premium T-VER projects

Executive Summary

In 2023, the Mae Fah Luang Foundation set operational goals and scaled up development work to meet the changing global challenges such as access to food, poverty, limited resources and climate change. This was done through the introduction of innovation to create positive environmental impact on various platforms that would lead to the goal of Carbon Neutrality by 2050, as well as achieving Net Zero Emissions by 2065. There was also a focus on multilateral cooperation with the government and private sectors and the general public to expand this positive impact.

Currently, the Mae Fah Luang Foundation is implementing seven sustainable development projects:

1. Doi Tung Development Project, Chiang Rai Province
2. Community Forest Carbon Credit Project for Sustainable Development in nine provinces
3. Roi Jai Rak Project, Chiang Mai Province
4. Tea Oil and Other Oilseed Crops Research and Development Project, Chiang Rai Province
5. Nan Economic Forest Processing Project, Nan Province
6. Thai-Myanmar Sustainable Alternative Livelihood Development Project (SALD),
Republic of the Union of Myanmar
7. Mae Fah Luang Art and Cultural Park, Chiang Rai Province

Outcomes of the projects for the communities in various dimensions such as economic, social and environmental are as follows.

Community Economic Impact

Project	Total income 2023	Total income 2022	Average income/ person/year 2023	Average income/ person/year 2022
Doi Tung Development Project	USD 30,160,781	USD 22,103,163	USD 2,978	USD 2,550
Tea Oil and Other Oilseed Crops Research and Development Project	USD 2,732,630	USD 2,930,162	USD 4,968	USD 5,323
Roi Jai Rak Project	USD 7,495,979	USD 5,786,468	USD 1,671	USD 1,229
Nan Economic Forest Processing Project	USD 155,416	USD 80,686	USD 2,306	USD 630

*Exchange rate USD 1 = Thai baht 36.65

Communities in development project areas implemented by the Mae Fah Luang Foundation have shown positive economic growth trends. The total income of the community in the Doi Tung Development Project increased to 1.1 billion baht (USD 30 million), a 36.54 percent increase from the year 2022. The average income per person also increased to 109,211 baht (USD 2,978) per year, a 16 percent increase from the year 2022. However, household debt increased by 20 percent from the year 2022, which is an ongoing trend. Meanwhile, savings increased by 25 percent as communities adjusted their household accounting management to reduce risks. This was in response to changes in the domestic labor market and the return to normalcy in travel for work abroad. Additionally, new occupations have emerged, such as online trading platforms.

In order to enhance economic resilience, in 2023, the Mae Fah Luang Foundation promoted alternative occupations and sought partnerships to introduce new knowledge and technologies. This included developing products for sale in the specialty coffee market, studying the processing of vanilla and cacao, which are in high demand in the Thai and international markets, developing Doi Tung black pork into local specialty products, and value-added processing to create premium products. Plant yields per plant were increased, such as mini Japanese pumpkins, sweet corn, Ito rice, and passion fruit, as well as innovating to reduce agricultural waste, such as using fertilizer made from the hulls of tea oil seeds.

In addition, the Mae Fah Luang Foundation also promoted non-agricultural occupations such as handicrafts for women and people with disabilities, using the DoiTung brand as a standard to improve production quality and increase income. The foundation also promoted the Roi Jai Rak Project into a major tourist destination in Chiang Mai province, enhanced cultural eco-tourism in the Doi Tung Development Project area, and developed courses to promote vocations and entrepreneurial skills for children and youth.

Social Impact

Results of the socio-economic survey in the Doi Tung Development Project area depict a population structure that mirrors Thailand's aging society. The project area has a working-age population (aged 15-60 years) of 60 percent, an elderly population (aged over 60 years) of 19 percent, and a child population (aged under 15 years) of 21 percent.

For children and youth in the three project areas in Chiang Rai and Chiang Mai provinces, the Mae Fah Luang Foundation aims to develop the education system in schools to provide an environment suitable for the local context, where students come from ethnic minorities in remote areas. The system is paired with extracurricular activities by creating innovative learning spaces for children and youth to develop new knowledge sets that will benefit them and their communities. At the same time, the foundation has introduced innovative learning programs to help children and youth build immunity against drugs, and prepares a new generation of leaders to be good and capable citizens, with immune responses to the challenges of the modern world.

For the general public, the Mae Fah Luang Foundation organizes training courses on sustainable development, social enterprise development, and sustainable environmental management. In 2023, there were 164 study groups and training sessions with a total of 4,909 participants. Additionally, the foundation conducts learning courses for children and youth in urban areas to experience nature and culture in the Doi Tung Development Project area throughout the year.

In addition, the Mae Fah Luang Foundation also believes in providing second chances for those who have erred in the past. In September 2023, village heads and villagers in the Roi Jai Rak project area welcomed 57 "Good Deeds Volunteers"—previous drug users who had voluntarily undergone rehabilitation in Group 1 and Group 2 of the program—back into the community. They can now lead the lives with dignity, being once again accepted by society.

Environmental Impact

In the past, the Mae Fah Luang Foundation has been dedicated to carrying out development work with a focus on environmental issues and maintaining a balance between the use and conservation of natural resources. This year, it has made climate change mitigation a key focus in its operations, starting with a green procurement process as well as the introduction of a circular economy system in its product manufacturing process. The "Green Dee Yoo Dee" (Eating Green, Living Green) project aims to change the behavior patterns of personnel within the organization, coupled with waste segregation activities based on the 5S principle and the "Use Less, Emit Less" principle, which are being continuously implemented.

The Mae Fah Luang Foundation aims to be a Net Zero Emission organization by the year 2050. In 2023, the organization increased its energy consumption per income by 15 percent compared to 2022.

The total conservation forest area in the four projects combined is 115,190 hectares, divided into conservation forests, utility forests, and separated from cultivation and residential areas as follows:

Project	Conservation Forests (hectares)	Wildfire Areas (hectares)	Proportion to Total Area (hectares)
Doi Tung Development Project	10,543	281	2.66%
Tea Oil and Other Oilseed Crops Research and Development Project	5,095	620	12.16%
Nan Economic Forest Processing Project	24,586	4,716	19.18%
Community Forest Carbon Credit Project for Sustainable Development (Phase 1-2)	75,030	609	0.81%
Total	115,254	6,226	-

The village committee, community representatives, and staff of the Mae Fah Luang Foundation have established measures to monitor wildfires, define firebreaks, and patrol wildfire-prone areas.

In the Doi Tung Development Project area, forests and natural resources have been restored to a healthy state, resulting in increased biodiversity of plant and animal species. In 2023, 16 new species of trees were discovered, as well as sightings of 268 bird species, including 10 rare species such as the Green Cochoa, Purple Cochoa, and Black-breasted Thrush. Additionally, 26 species from six mammal groups have also been found.

The Mae Fah Luang Foundation emerged as a leader and consultant in environmental impact reduction. In 2023, the foundation received an honorary award for inspiring waste management and elimination from Kasetsart University and was certified by the Thai Industrial Standards Institute (TISI) as the first organization in Thailand to validate projects under the Premium T-VER program.

In 2023, the Mae Fah Luang Foundation expanded phase 3 of its Community Forest Carbon Credit Project for Sustainable Development to cover 75 community forests under the Community Forest Act of BE 2562 (AD 2019), totaling 15,447 hectares in Chiang Rai, Chiang Mai, Yasothon, and Amnat Charoen provinces. Fourteen companies from the private sector supported the project with long-term funding.

Furthermore, the foundation advocated for environmental development, especially carbon credit management in community forests, at international forums such as the 66th Session of the UN Commission on Narcotic Drugs and at side events during the 78th UN General Assembly.



Flagship Projects

Doi Tung Development Project

Basic Information



Time Frame
1988 – present



Project Area
14,685 hectares in 29 villages in Mae Fah Luang District and Mae Sai District, Chiang Rai Province



Beneficiaries
11,140 people from 1,998 households

Background

The Doi Tung Development Project was established in 1988 following the royal initiative of Her Royal Highness Princess Srinagarindra, who declared, “I will reforest Doi Tung.” This project serves as a model for area-based sustainable livelihood development, aimed at improving the quality of life for local communities and restoring natural resources.

Doi Tung is located in the Golden Triangle, which was a major opium cultivation and trafficking region at that time. The area was characterized by rugged mountains, deforested hillsides, impoverished communities lacking basic infrastructure, limited educational opportunities, and a population of which over 70 percent was stateless. Additionally, there were armed militia controlling the area, so villagers had to resort to illegal activities for survival, such as shifting cultivation, opium cultivation, drug trafficking, and human trafficking.

Recognizing that the root causes of these issues were poverty and lack of opportunities, Her Royal Highness Princess Srinagarindra therefore established the Doi Tung Development Project to address these fundamental problems in a holistic manner, and promote balanced economic progress while maintaining a balance with social and environmental sustainability. This was to be achieved through the development of basic infrastructure, the creation of jobs suitable to geo-social conditions, the enhancement of vocational skills and knowledge necessary for the entire value chain, the restoration of nature alongside educational advancement.

The Doi Tung Development Project has a social enterprise under the brand “DoiTung,” which serves as a mechanism for creating sustainable long-term income for the community. It focuses on adding value to products by building on local wisdom, using environmentally-friendly processes. The business units are divided into five categories: handicrafts, agriculture, food processing, cafés, and tourism.

The success of the Doi Tung Development Project has been internationally recognized, and is a model for development that has been replicated in other communities in several countries, such as Myanmar, Afghanistan, and Indonesia.

Key Achievements in 2023

Occupational Promotion

1. Coffee Promotion

Climate change, market fluctuations and the emergence of new diseases and pests posed inevitable challenges in 2023. The Mae Fah Luang Foundation turned these challenges into opportunities by upgrading the capabilities of coffee farmers and processors to be able to compete in the market. This included careful planning of production processes and water reserves which are crucial factors in the production process. Coffee orchard management standards were upgraded, and exemplary farmers highlighted, with a focus on quality to increase opportunities in the specialty coffee market. Additionally, alternative technologies were sought to reduce loss of water resources during processing.

New coffee varieties were highlighted including El Paraiso and Castillo, both of which grow well and are resistant to coffee leaf rust. These varieties were planted to replace older coffee trees that were more susceptible to diseases and pests.

In 2023, the Mae Fah Luang Foundation distributed a total of 93,877 coffee seedlings to farmers, provided know-how on farm management and encouraged the use of bio-pesticides such as *Beauveria bassiana* and *Trichoderma* fungi to control pests and plant diseases, and reduce chemical use in coffee orchards. Additionally, training courses on the production of bio-pesticides from *Beauveria bassiana* were conducted for farmers from 21 villages to enable them to control plant diseases and pests in their coffee orchards. This approach helped to reduce the use of chemicals and agricultural costs while maintaining the quality of the coffee cherries, promoting safer agriculture practices for producers, consumers, and the environment.

In addition to developing the quality of coffee cherries in the orchards, the Mae Fah Luang Foundation also focused on improving the quality of coffee processing to meet the demands of the specialty coffee market. On May 6-7, 2023, the Mae Fah Luang Foundation, together with a group of coffee enthusiasts in Chiang Rai, hosted the North Thailand AeroPress Championship 2023, a regional AeroPress coffee brewing competition. The foundation submitted coffee beans from farmers in Laba village within the Doi Tung Development Project for quality assessment. The coffee received a score of 84.96 points, a source of pride for the farmers who have carefully nurtured their coffee orchards. It also served as an example for other farmers to improve the quality of their coffee.

In addition, the Mae Fah Luang Foundation also entered prestigious specialty coffee assessment competitions at international level, such as the Cup of Excellence Thailand 2023, achieving 7th place with a score of 88.73 and 11th place with a score of 87.63. This participation generated income from coffee auctions totaling 266,531 baht (USD 7,272). A Doi Tung Specialty Coffee Auction was also held, with 15 specialty Doi Tung coffee varieties on offer, totaling 200 kilograms, generating an income of 500,000 baht (USD 13,641).



2. Doi Tung Black Pork Promotion

In 2006, the Mae Fah Luang Foundation established a Livestock Development Fund and a Research and Development Center for Black Pigs in Mae Fah Luang District, Chiang Rai Province. This initiative aimed to breed pigs, expand the knowledge base in animal husbandry, manage livestock facilities, and create processed products to increase their value. The foundation also worked with government agencies and markets to support farmers in the area.

The Livestock Development Fund and Black Pig Research and Development Center aim to create food security, reduce expenses, increase household income, and develop a sustainable livelihood for interested villagers who are ready to take on the task. Black pigs are suitable for the community's needs because they align with cultural ethnic beliefs and have high potential for value creation. They are the most accepted type of livestock for the community, earning the highest income compared to other livestock in the area. For the 168 households raising black pigs in Doi Tung, the total income from sales was 5.73 million baht (USD 155,717), or 72.17 percent of the total income of 7.94 million baht (USD 215,775) from livestock sales in the area. Other livestock in the area include egg-laying chickens, native chickens, black-bone chickens, ducks, cattle, buffalo, goats and bees, as well as fishing.

In 2017, a group of Doi Tung black pig farmers formed a community enterprise comprising 30 members. Then, in 2018, 12 successful farmers saw an opportunity to develop and expand the market for processed Doi Tung black pork products. They registered a community enterprise called the "Livestock Product Development Group" to take over the management of the Black Pig Research and Development Center. This initiative aimed to promote raising Doi Tung black pigs as a sustainable livelihood for the community, and to further introduce processed products other than trimmed pork to add value, such as making sausages, fermented pork sausages and ham. The enterprise also acts as a liaison between government agencies and markets for farmers in the area. Currently, the community enterprise and its network generate an annual turnover of about 30 million baht (USD 815,273).

The Doi Tung Black Pig Research and Development Center has created a model for pig farming that has been certified in various aspects, including good agricultural practices for pig farms and a suitable disease prevention and animal husbandry system. The Good Farming Management (GFM) certification received from the Chiang Rai Provincial Livestock Department in 2023, acknowledged the Doi Tung Black Pig Research and Development Center as a model for controlling the spread of cholera and African Swine Fever (ASF) in pigs in the northern region. It was the only area without an outbreak of the disease due to an effective disease prevention and control system. After the end of the ASF epidemic, the center continued to be a source of breeding stock for educational and vocational centers, and networks of pig farmers in neighboring areas. Additionally, it has been developed into an eco-friendly farm, managing livestock and facilities with minimal environmental impact, no disturbing odors, ensuring proper hygiene.

On February 21, 2023, the Community Enterprise Group for Livestock Product Development pushed for Doi Tung Black Pigs to be registered as native livestock for the year 2023. This certification was granted by the Department of Livestock Development's Animal Breeding and Development Division, which is considered a certification of indigenous livestock breeds unique to the community. This certification can increase market value, improve access to support from government agencies for quality and production standards, and help conserve genetic heritage to maintain biological diversity.

The Community Enterprise Group for Livestock Product Development also collaborated with the Chiang Mai Livestock Product Research and Development Center, Region 5, to study the characteristics and quality of Doi Tung Black Pig carcasses compared to crossbred fatten pigs. The study found that raising Doi Tung Black Pigs had lower production costs because they can eat locally available food, such as rice bran and banana stems. After testing various processed products from Doi Tung Black Pig, seven products received certification from the Food and Drug



Administration (FDA) of the Ministry of Public Health. These products include Doi Tung Black Pig fermented pork sausage, boiled sausage, and five types of ham, including Lardo, Pancetta, Sirloin, Parma, and Coppa. There are plans to distribute these products in restaurants in community tourist areas to support local tourist businesses.

The success of promoting the farming of Doi Tung Black Pigs as a livelihood by the Community Enterprise Group for Livestock Product Development serves as a model for other community enterprises to emulate and replicate, such as black chickens, Indian honey bees, stingless bees, tea, and bamboo shoots. It also serves as a gateway to connect community enterprises and entrepreneurs with larger markets. It has received support from both government and private organizations to elevate production standards and further scale up operations.

3. Vanilla Promotion

After continuous research and development of vanilla orchard management processes since 2017, the Mae Fah Luang Foundation was able to produce Grade A and B vanilla pods at 65 percent in 2023, up from 51 percent in 2022. Vanilla pods were also successfully processed into natural vanilla essence at up to 2.09 grams per 100 grams of dried vanilla, close to the vanillin content from samples of dried vanilla pods from Madagascar at 2.11 grams per 100 grams, and from Indonesia at 1.84 grams per 100 grams. The Mae Fah Luang Foundation processed these dried vanilla pods into various food and beverage products, using vanilla as a raw material at Café DoiTung.

Upon evaluation of the return of investment of vanilla cultivation, it was found farmers are able to plant 100 vanilla plants on a 400 sq m plot. With an initial investment of 49,000 baht (USD 1,332), farmers can start selling produce by the third year, and earning a profit by the fifth year.





4. Cacao Promotion

At the start, farmers in the Doi Tung Development Project area were approached by a private enterprise to plant cacao. But at the time there was no clear market for the produce, so the Mae Fah Luang Foundation collaborated with experts from Kad Cocoa Co., Ltd., and the Innovation Center for Research and Development of Sustainable Cocoa Thailand (ISTC), School of Agricultural Resources, Chulalongkorn University (CUSAR), to focus on processing methods of dried cacao beans and improved the quality of cacao throughout the value chain, and connecting farmers to the market. In 2023, a breakthrough was achieved in processing dried cacao beans, by purchasing fresh cacao beans from 14 farmers totaling 1,414 kilograms valued at 9,357 baht (USD 254) to test cacao fermentation and drying procedures. Samples of the dried beans were then sent for quality testing by external agencies.

This research has provided knowledge that can be shared with farmers, enabling them to implement practices immediately without having to risk trial and error. The Mae Fah Luang Foundation also provides ongoing consultation, and supports the development of the entire value chain, working with partners to elevate agricultural livelihoods and create new local entrepreneurs.



Formal Education

The Mae Fah Luang Foundation develops personnel, mechanisms, and knowledge transfer systems to support compulsory education at schools in Mae Fah Luang and Mae Sai districts of Chiang Rai Province, as well as Mae Ai District in Chiang Mai Province. In total, this initiative covers 39 schools continuously. Details include:

- The Montessori teaching method implemented in 37 schools.
- Development of the Thai language learning for children whose first language is not Thai, using Task-based Learning (TBL) in 39 schools.
- Learning management through Project-based Learning (PBL) in 8 schools.
- Enhancement of basic vocational skills development in 10 schools.



In 2023, teachers of Prathom 1-3 levels designed teaching methods and materials that supported learning for students with different needs, or Differentiated Instruction (DI), in reading and writing Thai. This was developed based on the assessment results of students' learning capabilities. The teacher groups also collaborated to refine and enhance the criteria for evaluating student outcomes for standardization. They also revised the Project-based Learning (PBL) manual to make it more concise and easy to understand based on real user experiences.

Furthermore, the Mae Fah Luang Foundation also developed vocational training courses that are closely aligned with the local context, piloted in three schools in Mae Fah Luang District, Chiang Rai Province, namely Ban Huai Rai Samakkhi School, Mae Fah Luang Kindergarten, and Ban Pa Sang Na Ngerm School; as well as two schools in Mae Ai District, Chiang Mai Province, namely Chote Guna-Kasem School and Ban Sukruethai School at Mathayom 1 level. Vocational training courses include making handicrafts from local materials, agriculture, and cooking.

The Mae Fah Luang Foundation has also conducted training for facilitators to enhance the capabilities of teacher networks, including kindergarten teachers and teachers of Prathom 1-3 level. This training is crucial for knowledge transfer, and will enable teachers to independently carry out various activities in the future, with specialized consultants providing guidance.

In addition, the Mae Fah Luang Foundation has supported seven contracted teachers in four schools, namely Ban Huai Rai Samakkhi School, Mae Fah Luang Kindergarten, and Ban Huai Uen School in Mae Fah Luang District, Chiang Rai Province, as well as Chaophu Luang Upatham 5 School in Mae Sai District, Chiang Rai Province. This support is aimed at providing teachers in specialized subjects and vocational fields, such as Thai language, early childhood education, mechanics, and agriculture. The foundation also supports extracurricular activities in eight schools in Mae Fah Luang District, Chiang Rai Province, such as the Safe Food for a Happy Community Project to enhance nutrition for students, competitions for schools with outstanding waste management, and competitions for creative waste recycling efforts to promote environmental conservation awareness.

Extracurricular Education



Creative Learning Space for Children and Youth (Faidee Kids Camp)

The creative learning space for children and youth (Faidee Kids Camp) aims to cultivate a new generation of leaders who are responsible citizens, capable, and immune to social ills, a crucial factor for sustainable development. The Mae Fah Luang Foundation places great importance on youth development in the Doi Tung Development Project area and surrounding areas through creative and hands-on learning processes.

In 2023, the Faidee Kids Camp conducted proactive public relations activities to reach the target group of youth and created learning opportunities to meet their needs and align with the area's development direction. This resulted in a total of 607 service users from a total of 1,694 cumulative members. There was an increase of 213 members from 2022, with 84.35 percent representing the targeted 8-18 years age group. Activities and facilities were improved and adjusted to better meet the needs of youth in the area, such as career guidance to promote one career per month, exchanging activity spaces between the Faidee Youth's Center and the student clubs at Baan Huay Rai Samakkhi School, such as music clubs and home economics. Additionally, new vocational courses were developed that catered to the local people in the Doi Tung Development Project area, such as handicraft artisans, agriculturists, environmentalists, chefs, Thai dessert makers, fashion designers, general technicians, and dressmakers. Also included was online trading, which is currently of great interest to the younger generation. This initiative aimed to create tangible learning experiences and inspire career advancement for youth in their hometowns.



Scholarships

In 2023, the Mae Fah Luang Foundation provided undergraduate level scholarships to 22 students at six educational institutes: five students at Chiang Rai Rajabhat University, five students at Phayao University, five students at Maejo University, two students at Mae Fah Luang University, two students at Chiang Mai University, and three students at technical colleges. The students' fields of study were aligned with the professions needed in the area, including accounting, teaching, environmental management, human resource development, and programming. The foundation also sought new partnerships to increase educational opportunities for youth in the upcoming academic year.

In 2023, 18 scholarship recipients from the Mae Fah Luang Foundation successfully completed their studies. Additionally, 20 scholarship students have completed their studies and returned to work with the foundation. Currently, there are a total of 65 scholarship students.

The Mae Fah Luang Foundation offers a leadership potential development program to enhance life skills that can be applied to study and work, to create a support network among scholarship students, and foster love and attachment to their hometowns.

In addition, the Mae Fah Luang Foundation organized self-discovery activities for a total of 210 youths and Young Entrepreneur activities for 90 individuals, providing a starting point for their careers. The foundation also collaborates with Pa Sang Na Ngoen School, Ban Huai Rai Samakkhi School, and the Mae Fah Luang Kindergarten to develop academic and vocational guidance programs.



In 2023, the Mae Fah Luang Foundation organized short workshops for children and youth to give them immunity against the dangers of illicit drugs. The workshop was held in collaboration with the Office of the Narcotics Control Board (ONCB) in four strategic provinces, namely Chiang Rai, Chiang Mai, Phayao, and Mae Hong Son. A total of 40 workshops were held, with a total of 2,339 participants, or 116.95 percent of the target of 2,000 people comprising children and youth aged 9-18 years. The average effectiveness assessment scores of all courses showed that the youth's knowledge scores increased by 16.11 percent after participating in the activities compared to before the workshop.

The Mae Fah Luang Foundation has designed a curriculum and developed innovative learning media, such as "Cursed School" for children and youth aged 9-12, and "Substance Abuse Epidemic Game" for representatives of children and youth aged 13-15, focusing on analysis and hands-on experience to understand the real impact of drug abuse. This helps youth to transmit the knowledge they have gained to others in school.

The foundation has also developed learning processes for new knowledge sets, such as information technology, data mining, foreign languages, as well as inserting skills to help avoid and prevent online threats, such as gambling and scams, without neglecting the development of social and emotional skills and moral ethics. Furthermore, assessment results of various courses indicate that the activities have achieved the set objectives, and are in demand by youth, parents, schools, and development stakeholders. There are opportunities to expand the activities to new target groups and expand the partnership network in the future.



Development Project for Children and Youth in an Urban Context

The Mae Fah Luang Foundation has implemented a project to develop children and youth in urban areas, providing them with opportunities to experience nature and community culture that may not be found in big cities. They learn through arts and sciences in accordance with the Princess Mother's philosophy of life. The aim is to make the knowledge and various environments in the Doi Tung Development Project a medium for creating diverse out-of-classroom learning experiences in nature, craftsmanship, and culture, to open the hearts, senses, and experiences of children and youth in urban areas, and to embrace them as part of society and nature. This also aims to reduce negative social perceptions and disparities.

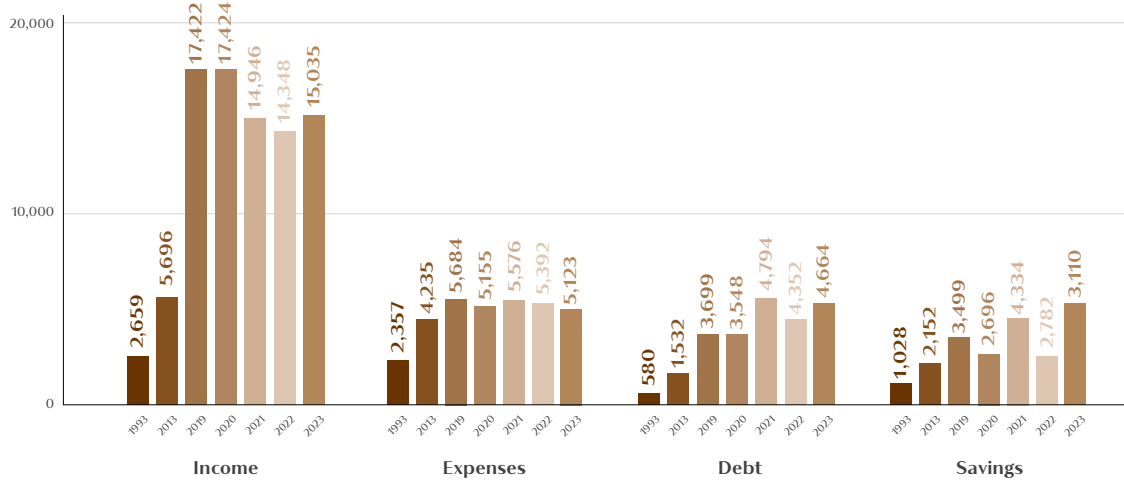
In 2023, the Mae Fah Luang Foundation developed activities and courses for learning about nature and craftsmanship conducted throughout the year. These included camps such as Faidee Kids Camp, Nature Camp and family activities; learning activities about nature, such as water detectives, wind detectives, pollen germinators, bird watching for beginners and stargazing. Additionally, there were handicraft workshops based on nature and crafts from the Doi Tung Development Project, such as art using natural water colors, creating patterns from sunlight, making mulberry paper notebooks, rug tufting, and ceramic painting. There were a total of 1,752 participants.



What do the people get?

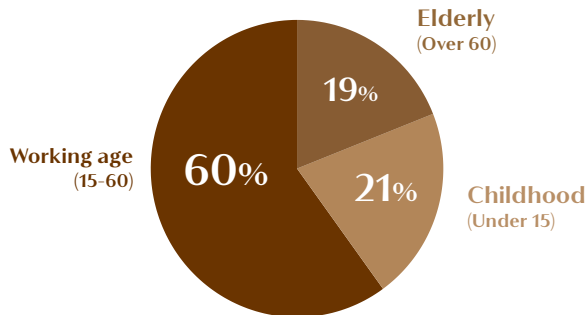
Economic Impact

Comparison of Income, Expenses, Debt, and Savings per Household per Year (USD/household/year)

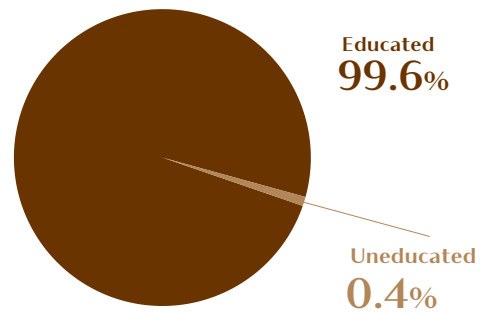


Social Impact

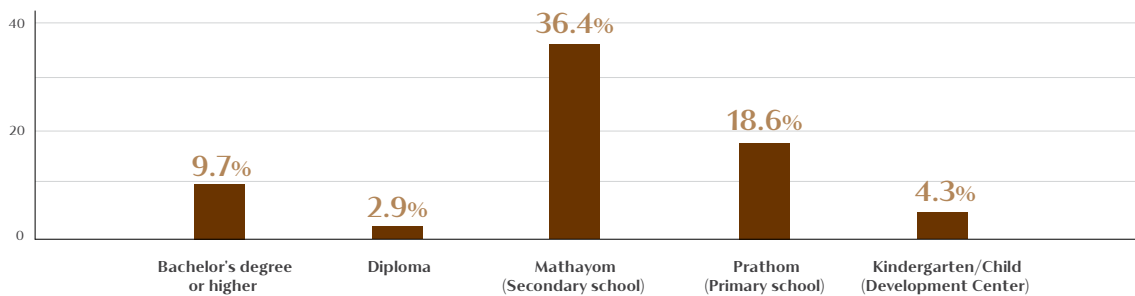
Population breakdown



Access to education for youth and children

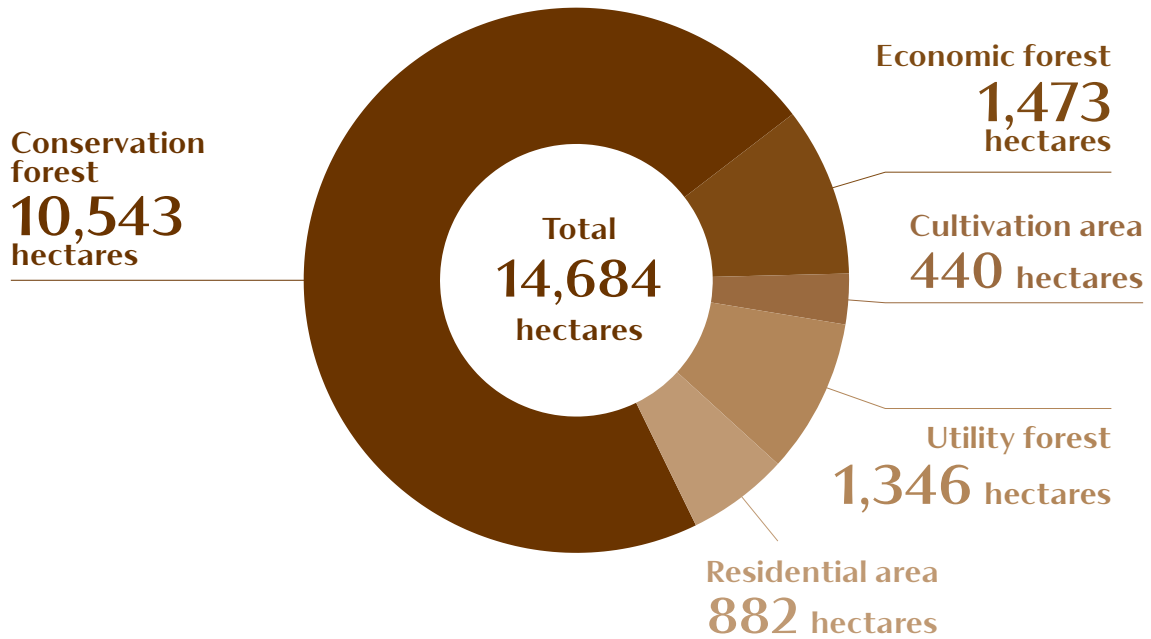


Level of education



Environmental Impact

Land usage within the project area

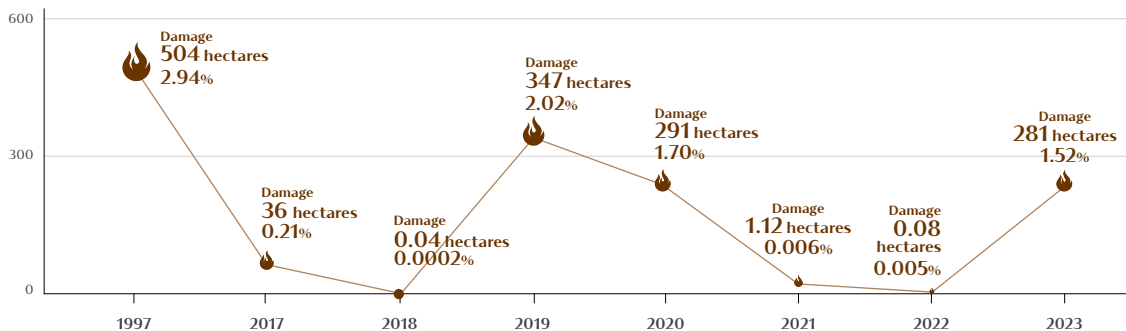


Biodiversity

The Doi Tung Development Project has been working on the restoration and conservation of the watershed forest for over 30 years. Today, the biodiversity serves as evidence of the nature's recovery, including forests, flora, and fauna, as follows:

- In 2023, a study on the native tree species in the Doi Tung Development Project area found 16 new tree species, bringing the total discovered since 2004 to 1,379 species in 181 families.
- A report on the changes and diversity of birds in the Doi Tung Development Project area found a total of 1,338 bird sightings, representing 268 species. This includes 10 rare species such as the Green Cochoa, Purple Cochoa and Black-breasted Thrush, and 66 migratory species such as the Wagtail, Buzzard, Red-breasted Flycatcher, and Pale Blue Flycatcher.
- An assessment of the ecological diversity of mammalian species using camera trapping at 30 points distributed every 2 square kilometers found 26 species from six groups.

Comparison of Forest Fire Occurrences



Mae Fah Luang Art and Cultural Park



Basic Information



Time Frame
1972-present



Project Area
313 Moo 7 Ban Pa Ngew Village, Rop Wiang
Sub-district, Mueang Chiang Rai District,
Chiang Rai Province
Total area 24 hectares



Beneficiaries
1972-present

- Ethnic hilltribe youth in remote areas with little access to education
- 12,000-15,000 tourists per year

Project Background

The Mae Fah Luang Art and Cultural Park, also known as Rai Mae Fah Luang, originally served as the office of the Thai Hill Crafts Foundation under the Royal Patronage of HRH Princess Srinagarindra (the original name of the Mae Fah Luang Foundation). It was where the Hill Tribe Youth Leadership project was conducted between 1979 and 1985, providing accommodation and life skills training for youth from remote northern regions where education was not easily accessible. The youths had the opportunity to attend schools in the town of Chiang Rai, and were known as the "Rai Mae Fah Luang Scholarship Students". This became the foundation's mission to "cultivate people" or develop individuals.

Later, as basic infrastructure and education reached more remote communities, the Mae Fah Luang Art and Cultural Park reduced its scholarship program and transformed into a space to collect, preserve, and exhibit ancient Lanna Buddhist artifacts, antiques dating back centuries, and teak wood art pieces. It has also been organizing rotating public exhibitions continuously, becoming a popular tourist destination in Chiang Rai Province, as well as a venue to welcome international dignitaries to this day.

Key Achievements in 2023



28th Anniversary Tribute to the Princess Mother

The Mae Fah Luang Foundation, together with Chiang Rai Province, organized a ceremony to make traditional floral offerings in tribute to Her Royal Highness Princess Srinagarindra on the occasion of the 28th anniversary of her passing. The ceremony took place at the Mae Fah Luang Art and Cultural Park on July 18, 2023, with a total of 99 processions from representatives of government agencies, the private sector, and the general public.



"The Way of Rai Mae Fah Luang" Exhibition

Every year, on July 18, the Mae Fah Luang Art and Cultural Park holds its annual rotating exhibition. In 2023, the exhibition was titled "The Way of Rai Mae Fah Luang" to showcase the standpoint of the Mae Fah Luang Art and Cultural Park in the field of arts and to honor the royal patronage of the Princess Mother towards Thai education and art. On exhibit were exceptional artworks that reflected traditional customs and culture, displayed alongside contemporary art pieces. A total of 5,499 visitors viewed the exhibition.

Light of Life Exhibition

The Mae Fah Luang Foundation organized the "Light of Life" exhibition of creative lighting designs, mechanics and shadow imagery, in collaboration with the Tourism Authority of Thailand and the Thailand Convention and Exhibition Bureau. The event aimed to promote Chiang Rai as an "Art Tourism City" by presenting 20 artworks and light installations that reflected the foundation's work, which has been like a guiding light in society. The exhibition took place from December 9, 2022, to May 28, 2023, at the Mae Fah Luang Art and Cultural Park, Mueang District, Chiang Rai Province, and was viewed by 9,794 visitors.



Domestic Projects



Roi Jai Rak Project

Basic Information



Project Time Frame
2018 - 2029



Project Area
The project covers four main villages in the Huay Muang Ngam River basin namely Ban Muang Ngam Neua, Ban Muang Ngam Tai, Ban Huay San, and Ban Hua Muang Ngam, as well as 20 satellite villages in Tha Ton Sub-district, Mae Ai District, Chiang Mai Province, totaling 5,939 hectares.



Beneficiaries
1,194 households comprising 4,485 people

Project Partners
Office of the Narcotics Control Board (ONCB)

Fundamental Problems at the Start of the Project

1

Villagers were impoverished due to lack of knowledge and livelihood skills, leading to economic disparity.

2

Lack of water for consumption and utilization during the dry season, with no irrigation system in place.

3

Presence of local drug users, dealers, and drug cartels in the area.

4

Farmers lacked agricultural and livestock know-how, resulting in heavy dependency on chemical fertilizers and soil degradation.

Project Background

The goal of the Roi Jai Rak project is to support the government's drug mitigation measures and policies, and enhance national security by empowering communities. Currently, the drug situation has spread into urban communities through production, distribution, and trafficking, especially in the northern region of Thailand. The project applies alternative development approaches for sustainable living to address drug issues in the urban context. It also aims to create resilience among target communities that previously relied on illicit activities for income, encouraging them to switch to legitimate occupations to enhance the community's economic, social, and environmental management capabilities, and empower them to be self-reliant on their development journey.

Key Achievements in 2023

In 2023, the Mae Fah Luang Foundation continued to focus on holistic development approaches encompassing economy, society, and environment to improve the quality of life for villagers. This was achieved through the continuous promotion of agricultural livelihoods, livestock farming, handicrafts, and tourism to help villagers reduce household expenses and increase income. Training was provided to enhance community development.

Economic Impact

Agriculture The Mae Fah Luang Foundation produced microbial pesticides and wood vinegar for distribution to farmers in the area to control insects and plant diseases, reducing expenses and the use of chemicals. Additionally, a fertilizer fund was set up to allow farmers to purchase quality fertilizers at prices lower than market rates. A total of 58,296 kilograms of pre-ionic fertilizers were also prepared and distributed to farmers in the area. Furthermore, the foundation also provided vegetable seedlings to every household in the project area, reducing food expenses by an average of 1,260 baht (USD 34) per household over a 6-month period. Vegetable planting activities were organized for 130 children to provide knowledge and skills to plant their own vegetable plot. In 2023, the Mae Fah Luang Foundation supported various income-generating activities including the increased production of short-cycle crops such as mini Japanese pumpkins, Ifo rice seeds, passion fruit, Cape gooseberries, and chrysanthemum. Farmers were loaned necessary farming essentials such as seeds, fertilizers, and pesticides as initial capital through a revolving fund of 11,837,786 baht (USD 320,373) that would generate a direct income from the produce. The foundation also provided cacao seedlings as an economic crop for the future, and training courses on commercial mushroom cultivation, resulting in a total production of 14,973 kilograms and total income of 628,836 baht (USD 17,019). Farmers were also provided training for cut flowers, generating a total income of 355,140 baht (USD 9,611). Additionally, the foundation supported the farmers with toxin test kits to check for toxin residues in their produce to ensure they meet market standards.

The Mae Fah Luang Foundation also conducted training sessions to develop skills, including 14 sessions to improve crop quality and yield with 255 participants, post-harvest training sessions for 45 pumpkin growers, and 3 capacity building sessions with 55 participants in collaboration with the Chiang Mai Skill Development Institute to meet labor market demands.



Livestock and Fishing The Mae Fah Luang Foundation team provided pig farmers with on-site advice on raising livestock and care, and pen management, as well as veterinary services for a total of 1,081 pigs. This helped farmers reduce expenses on vaccinations and medical treatments by a total of USD 487. Additionally, pig feed made from fermented banana stems was produced and distributed to 34 households, allowing farmers to access quality animal feed at a lower cost, reducing the cost from buying commercial feed by 102,500 baht (USD 2,766). Additional youth activities included

raising chickens, providing 100 local students with know-how and skills in poultry farming, and helping them spend their free time productively while also reducing household expenses.

The Mae Fah Luang Foundation also provided Silver Barb fish and Nile tilapia fingerlings to 84 local farmers with fish ponds, and distributed 21,600 froglets along with necessary equipment and tanks to 54 farmers whose income was below the poverty line. This initiative aimed to ensure food security in those households and enable them to earn a supplementary livelihood.

Handicrafts In 2023, the handicraft group produced 26,758 items for the Doi Tung Development Project, and 3,401 handicraft items for the Roi Jai Rak Project, generating a total income of 1,367,444 baht (USD 36,898). Skills development training as well as quality control (QC) training were also provided for handicraft group members.

Processing for value-added In 2023, the Mae Fah Luang Foundation supported the processing of agricultural products to increase product value and variety within the community. New products were developed such as fried pumpkin, chrysanthemum juice and roselle juice, in addition to the existing product line. The total sales of all processed products sold at the Roi Jai Rak Market and online channels amounted to 670,311.20 baht (USD 18,087). Additionally, the community rice mill purchased 218,787 kilograms of paddy from local farmers for processing into rice grains to be sold back to the community, as well as organizations and shops in the area, generating revenue of 2,324,010 baht (USD 62,709).

Tourism Roi Jai Rak Park has become a new tourist destination in the area, creating jobs and income for the community. In 2023, the park welcomed a total of 29,841 tourists, generating a total income of 1,167,120 baht (USD 31,492) from entrance fees. The Roi Jai Rak Community Market welcomed 58,091 visitors, contributing to a revenue of 5,579,890 baht (USD 150,562) from the sales of community products and agricultural goods at the market and online channels.

Additionally, the Mae Fah Luang Foundation organized young tour guides training session and conducted four home-stay study tours for 73 youths. These activities aimed to develop the skills and abilities of young people and motivate them to pursue careers in the tourism industry, preparing to support the future expansion of the tourism business.

Social Impact

Education Development In 2023, the Mae Fah Luang Foundation monitored and evaluated teachers' performances and teaching processes in classrooms to develop a Montessori-style learning and teaching approach, enhance Thai language skills, and strengthen the development of basic vocational skills of the Doi Tung Development Project.

Public Health and Hygiene In 2023, the Mae Fah Luang Foundation conducted a total of 37 monitoring sessions on the progress of the "Volunteer for Good" Project, Groups 1-10, in 17 villages. In September 2023, community leaders and residents welcomed 57 members of the Volunteer For Good Project, Groups 1-2, back to the community. Additionally, the Drug-Free Village Project steering committee, in collaboration with the Mae Fah Luang Foundation, evaluated drug-free villages, with all 100 percent of villages meeting the evaluation criteria in 2023.



To ensure that the community has access to clean drinking water at an affordable price, the Mae Fah Luang Foundation provided a water vending machine in the community, reducing the villagers' monthly expenses on drinking water by an average of 3,106 baht (USD 84). Furthermore, the foundation collaborated with Mae Ai District, Fang District, and Chai Prakan District to organize a project to screen and treat cataract patients as part of the celebrations for the 71st birthday anniversary of His Majesty King Maha Vajiralongkorn at Fang District Hospital, Chiang Mai Province, from July 27-29, 2023. A total of 106 villagers received treatment.

Environmental Impact

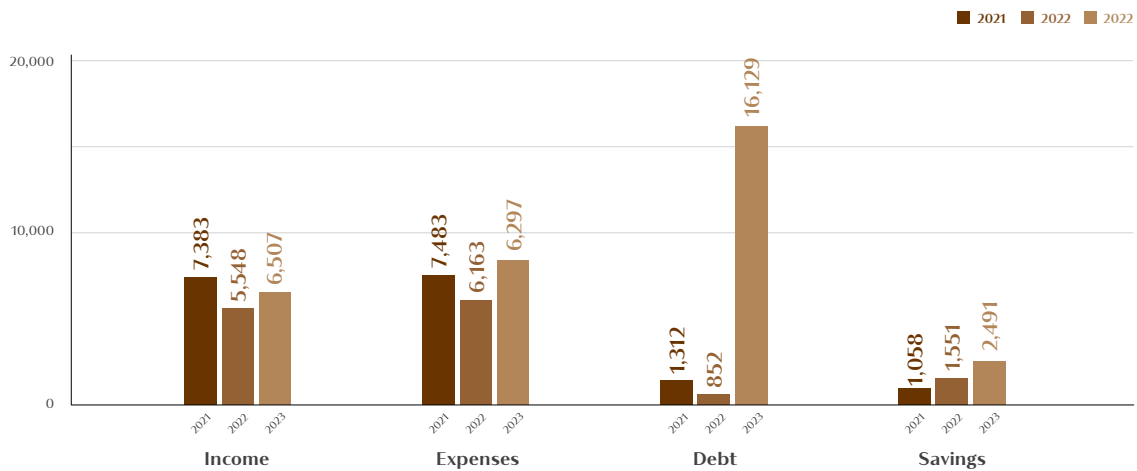
Waste Management The Mae Fah Luang Foundation, in collaboration with the Director of the Tha Ton Sub-district Health Promotion Hospital, led representatives from four model waste management villages, including Ban Muang Ngam Nuea, Ban Huai San, Ban Klang Na, and Ban Ya Pha, to conduct town hall sessions to share knowledge and develop a waste management agreement in target villages to reduce waste and instill an awareness of sustainable environmental conservation. Additionally, water samples from 25 remote village clusters were collected to test water quality and find ways to work with the local communities to treat wastewater.

No Wildfire Fund In 2023, wildfires occurred in an area of 114 hectares, or 3.37 percent of the total forest area of 3,396 hectares within the project. These fires were caused by dry weather conditions and wildfires spreading from neighboring countries. The success in controlling the wildfires and preventing them from spreading came from the “No Wildfire Fund,” established by the Mae Fah Luang Foundation in conjunction with the community to prevent and manage wildfires.

What do the people get?

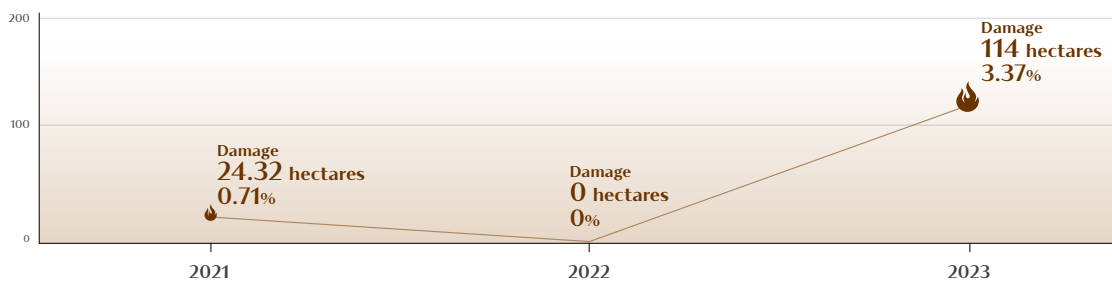
Economic Impact

Comparison of Income, Expenses, Debt and Savings per Household (USD/household/year)



Environmental Impact

Comparison of Forest Fire Occurrences



The Carbon Credit from Community Forests for Sustainability Project

Basic Information

Phase	Project Time Frame	Project Area	Beneficiaries
1	2020 - 2025	16 community forests according to the Community Forest Act of B.E.2562 (2019) located in Chiang Rai, Chiang Mai, Phayao, and Mae Hong Son provinces, covering an area of 2,940 hectares.	A population of 8,609 people comprising 2,954 households
2	2021 - 2026	36 community forests according to the Community Forest Act of B.E.2562 (2019) located in Chiang Rai, Chiang Mai, Kamphaeng Phet, Uthai Thani, and Krabi provinces, covering an area of 4,529 hectares.	A population of 21,516 people comprising 7,805 households
3	2023 - 2028	75 community forests according to the Community Forest Act of B.E. 2562 (2019) located in Chiang Rai, Chiang Mai, Yasothon and Amnat Charoen provinces, covering an area of 15,447 hectares	A population of 38,074 people comprising 12,307 households

Project Background

The Carbon Credit from Community Forests for Sustainability Project aims to develop sustainable solutions in collaboration with the private sector to establish a carbon assessment and sequestration system for the forestry sector under the Thailand Voluntary Emission Reduction Program (T-VER). This is to prepare a sufficient stock for a future carbon credit exchange system in an attempt to limit greenhouse gas emissions from the business sector.

Carbon credits provide a mechanism for community forests to develop a balanced and sustainable quality of life. Simultaneously, this project helps generate income for communities, reduces the loss of forest cover, lowers the occurrence of wildfires and resulting PM2.5 particles, and alleviates unemployment and household debt issues. Additionally, it assists the private sector in offsetting greenhouse gas emissions from their operations.

Development partners

The government (agencies under the Ministry of Natural Resources and Environment) plays a role in providing advice on operational guidelines, as well as monitoring and evaluating the project in compliance with relevant laws, regulations, and criteria. They also provide information and support the participation of all stakeholders.

The private sector has a role in supporting budgets for forest conservation and livelihood development, as well as providing expertise in marketing, product development, and community capacity building.

Communities have a role in establishing two types of funds: a forest conservation fund and a sustainable community development fund. They manage these funds for maximum benefit, devise and enforce community regulations for the use and care of community forests collectively.

Key Achievements in 2023

The Carbon Credit from Community Forests for Sustainability Project is the first project carried out by the Mae Fah Luang Foundation under the framework of issue-based development. It is a collaborative effort between stakeholders from the government, the private sector and the general public to achieve carbon neutrality by 2050, and net zero greenhouse gas emissions by 2065.

In 2023, the project entered its third phase, targeting 3.5 times the area covered in the second phase in 2022.

In the third phase, 14 private companies collectively supported the project with a total budget of 252,180,000 baht (USD 6,809,052), covering a forest area of 15,447 hectares. This long-term support is provided to all communities that protect forests within the project area, unlike the selective support provided in the first and second phases, which was in the form of a one-time corporate social responsibility donation benefiting specific communities. The private sector receives a minimum carbon credit guarantee of 0.9 to 1.5 tons of carbon dioxide equivalent per year per rai (1,600 square meters).

In 2023, the Mae Fah Luang Foundation established two funds: the Forest Conservation Fund and the Sustainable Community Development Fund. These funds support various conservation activities in community forests, such as building firebreaks, conducting wildfire patrols, constructing check dams, and planting additional forests. They also support community development and livelihood promotion, such as establishing groups for producing bamboo products, raising cattle, village landscaping and environmental improvement, and conducting study tours of model self-sufficient economy villages.

In addition, the Mae Fah Luang Foundation, in collaboration with the Geo-Informatics and Space Technology Development Agency (GISTDA), conducted surveys and assessments of areas prone to wildfires in target areas. Maps were created showing hotspots and areas impacted by wildfires over the past five years (2019–2023) in community forests under the Community Forest Act of B.E. 2562. These maps serve as baseline data for assessing risks and measuring the impact of wildfires.

To prepare for the land allocation of the project, the Mae Fah Luang Foundation adjusted its survey method. Instead of surveying 1,600 sqm per 1.6 million sqm of forest area, statistical principles were used to define sample plots distributed according to the forest's biodiversity. This improved efficiency and reduced survey time without compromising quality and standards. The forest areas surveyed jointly by the Mae Fah Luang Foundation and local communities have been registered under the T-VER project.

The monitoring of the Phases 1 and 2 of the Carbon Credit from Community Forests for Sustainability Project revealed that several communities have the potential to develop into learning centers, study tour destinations, and training centers for the Forest Carbon Credit Management for Sustainable Development project for other interested communities. One example is the Ton Phung Village Community Network in Mae Pong Sub-district, Doi Saket District, Chiang Mai Province, which is an important learning and ecotourism center in Chiang Mai Province.

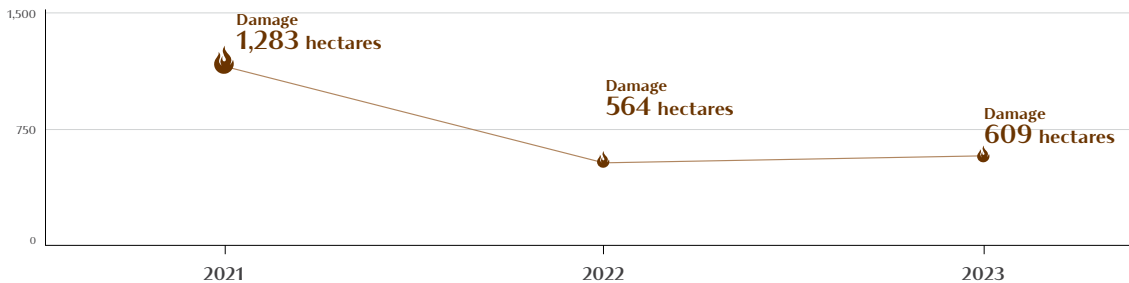


Operation Procedure



The 14 companies are PTI Exploration and Production Public Company Limited (PTTEP), IRPC Public Company Limited, Ratch Group Public Company Limited, Thai Beverage Public Company Limited, PTT Oil and Retail Business Public Company Limited, PTT Global Chemical Public Company Limited, Bangkok Aviation Fuel Services Public Company Limited, Government Savings Bank, Bangchak Corporation Public Company Limited, Uni-Charm (Thailand) Company Limited, Siam Commercial Bank Public Company Limited, Bank of Ayudhya Public Company Limited, Pruksa Holdings Public Company Limited, and Mitr Phol Sugar Corporation Limited.

Environmental Impact Comparison of Forest Fire Occurrences



Phases 1-2 of the project, totaling 7,497 hectares

Tea Oil and Other Oilseed Crops Research and Development Project

Basic Information



Project Time Frame

2009 - present



Project Area

Pang Mahan and Puna villages, Thoet Thai Sub-district, Mae Fah Luang District, Chiang Rai Province. Total area: 2,726 hectares in Pang Mahan village and 5,332 hectares in Puna village, totaling 8,058 hectares



Beneficiaries

2,670 people
553 households

Development Partner

Chaipattana Foundation

Project Background

The Tea Oil and Other Oilseed Crops Research and Development Project began in 2008 as a collaborative effort between the Mae Fah Luang Foundation and the Chaipattana Foundation on the royal initiative of Her Royal Highness Princess Maha Chakri Sirindhorn to alleviate poverty, address environmental degradation, and promote sustainable natural resource and forest management. It focused on the Assisted Tree Regeneration method and the Natural Tree Regeneration method alongside livelihood development, natural resource management, and land use planning to ensure sustainable food security and income to allow people to co-exist with the forest.

This area serves as a pilot area for the study and experimental cultivation of tea oil crops, which have economic potential in increasing value and providing long-term income opportunities for local communities.

Fundamental Problems at the Start of the Project

- 1 Encroachment and destruction of watershed forests
- 2 Monoculture, lack of water management, and insufficient rice for local consumption
- 3 Conflict among communities over water usage and agricultural land
- 4 Lack of knowledge and livelihood skills among villagers

The villages were located along a drug trafficking route, with drug users in the area.

Key Achievements in 2023

In 2023, the Mae Fah Luang Foundation and farmers worked together to manage and care for the tea oil plantation. They pruned branches and replanted old trees with 312,386 good quality seedlings to increase yield per tree. As a result, the total production for 2023 was 65,683 kilograms of tea oil seeds, generating revenue of 1,642,075 baht (USD 44,338) for the community.

Furthermore, the Mae Fah Luang Foundation experimented with producing compost from tea oil seed husks in conjunction with agricultural experts and the Chiang Rai Provincial Agriculture Office. The exercise served to reduce the cost of chemical fertilizers, reduce waste, and address issues of smoke and haze caused by the burning of agricultural residue. Over 200 tons of tea oil seed husks per year were recycled as compost, aligning with the foundation's Zero Waste policy.

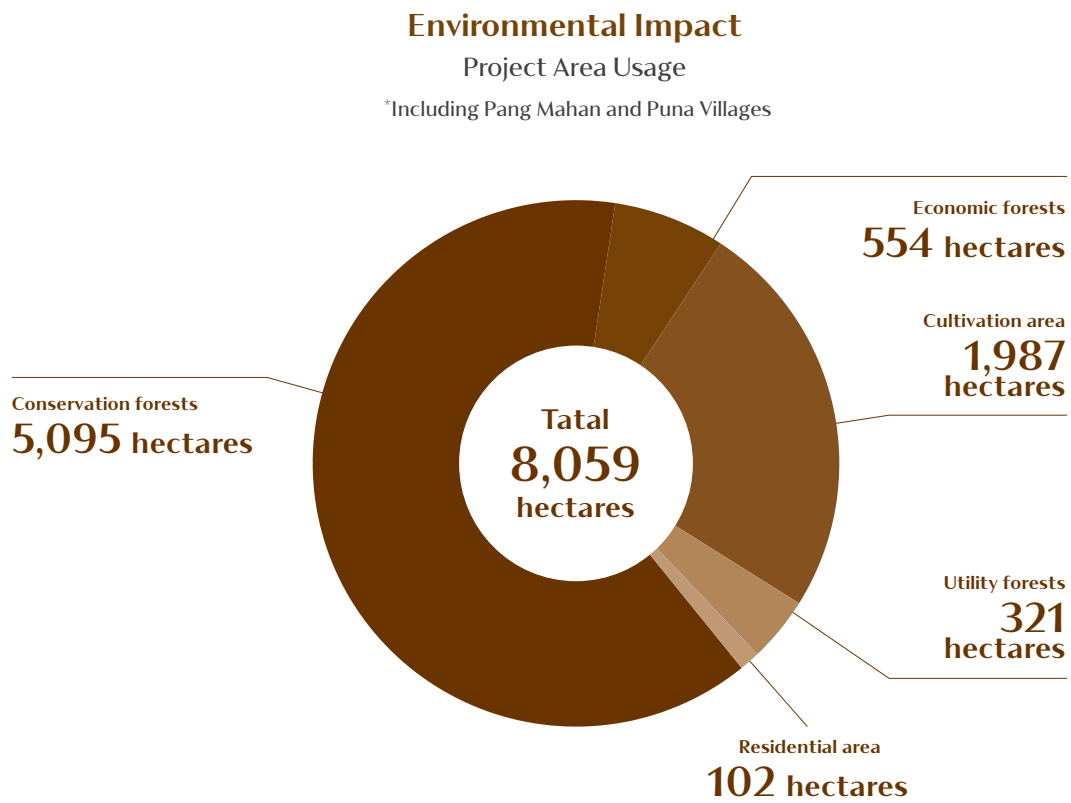
In addition, the foundation promoted the rearing of black chickens by setting up a fund of 400 black chickens to be loaned to farmers under contractual obligations. Farmers who raised these chickens according to the fund's conditions earned an average income of 27,275 baht (USD 735) per household per year after expenses. Furthermore, the foundation also provided breeding roosters and hens so farmers could become high-quality chicken breeders. In the future, this will be able to generate a total income of 138,000 baht (USD 3,717) or 69,000 baht (USD 1,859) per household per year.

In 2023, the women's handcraft group expanded to a total of 312 members, especially in the Puna village where women were committed to making handicrafts their main occupation. Making handicrafts was also an alternative livelihood for disabled individuals in the community, providing them with an income and self-reliance, allowing them to live with dignity. Handicrafts generated a total income of 711,611 baht (USD 19,167).



Despite the occurrence of wildfires in 2023 due to drought and accumulated fuel in some forest areas, the joint efforts of the community, led by the village committee, community representatives, and Mae Fah Luang Foundation officers, led to the establishment of wildfire prevention measures, firebreak delineation, and fire monitoring. This enabled the timely extinguishing of fires, resulting in an overall damage rate of 7.69 percent.

What do the people get?





Nan Economic Forest Processing Project

Basic Information



Project Time Frame
2020 - 2023



Project Area
29 villages in 4 sub-districts, 3 districts in Nan Province, namely Yot Sub-district in Song Khwae District; Nam Pak Sub-district in Tha Wang Pha District, Khun Nan and Piang Ko sub-districts in Chaloem Phra Kiat District. The project covers a total area of 40,000 hectares.



Beneficiaries
6,042 people

Project Partners
Government Savings Bank (2022-present)
Enserv Holding Co., Ltd (2022-present)

Project Background

The Mae Fah Luang Foundation initiated the Nan Economic Forest Processing Project which focused on research and development to increase the productivity of economic crops and study alternative crops suitable for cultivation, while conserving forests and natural resources. The project is an extension of the Nan Reforestation Project from 2013-2019, which focused on reforestation and the restoration of natural resources, increasing forest covers while improving the overall quality of life in a holistic manner to achieve a balanced coexistence between people and forests.

Fundamental Problems at the Start of the Project

1

Forest areas were depleted as a result of shifting cultivation.

2

Agricultural land and water sources were contaminated with chemicals used in monoculture farming. Villagers were impoverished, with unstable incomes.

3

Poverty

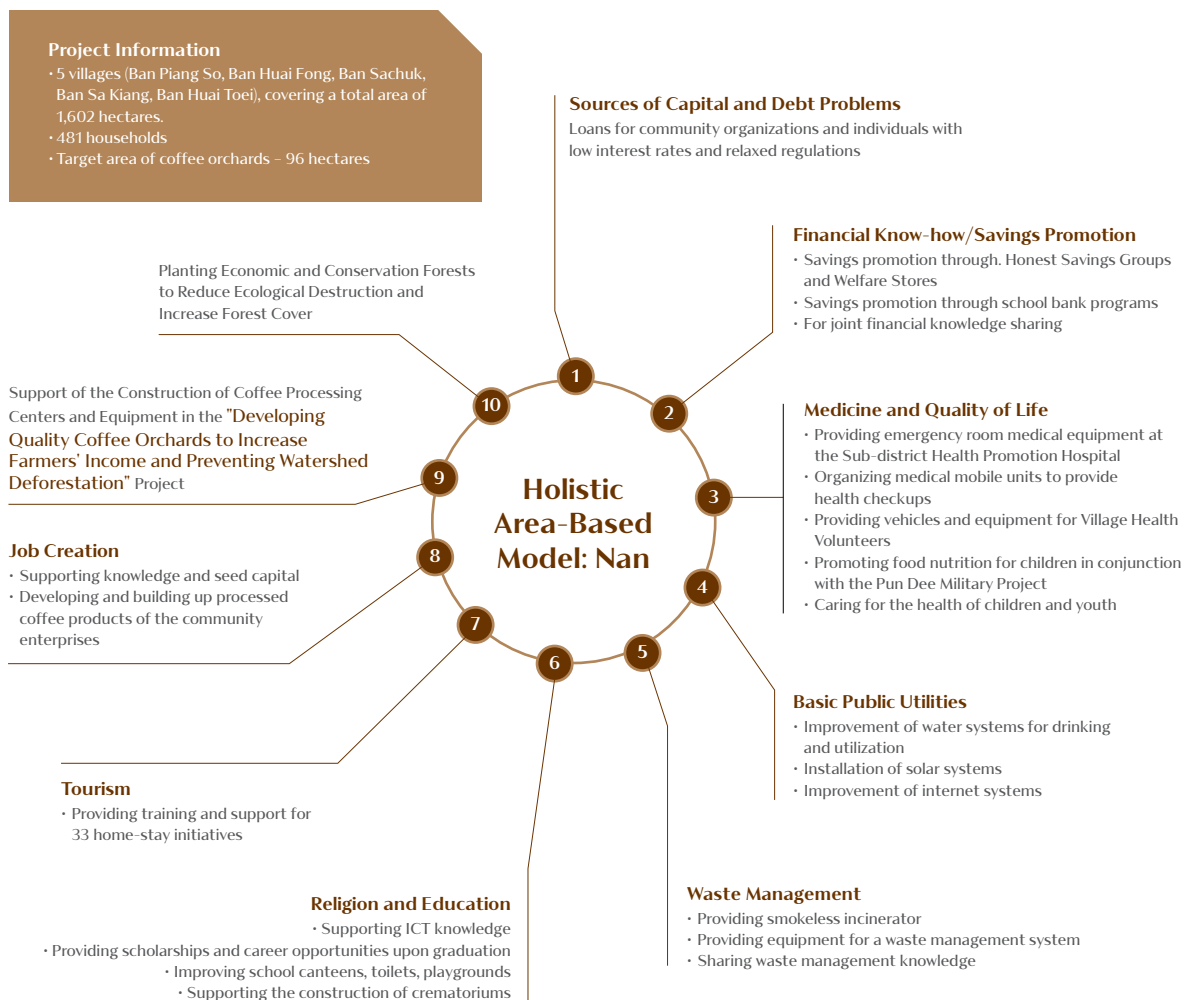
Achievements in 2023

In 2023, there were three main achievements:

1. The creation of a development partners' network, and the sharing of know-how to the local communities
2. Research and development on coffee and nam wa bananas
3. Raising the efficiency level of the management of Ban Piang Ko Knowledge Center, Khun Nan Sub-district, Chaloen Phra Kiat District, as a self-reliant knowledge and study center

In 2023, the Mae Fah Luang Foundation, in partnership with the Government Savings Bank, initiated the Holistic Area-Based Development Model, in five target villages namely Huai Fong, Piang So, Sa Kiang, Huai Toei and Sachuk, covering a total area of 1,602 hectares. The project benefited a total of 2,073 people in 481 households.

The bank's executives and staff regularly visited the project area to gain a real understanding of the area, observe the development procedures, and witness the empirical results of the development efforts, as well as exchange ideas on the Holistic Area-Based Development Model: Nan Province. This project covered 10 aspects of development:





In 2023, the Government Savings Bank supported the construction of a coffee milling factory and funds for the production of high quality coffee, allowing local coffee farmers to process their coffee cherries to be sold as parchment coffee totaling 14.14 tons, earning a total income of 2,174,705 baht (USD 58,697).

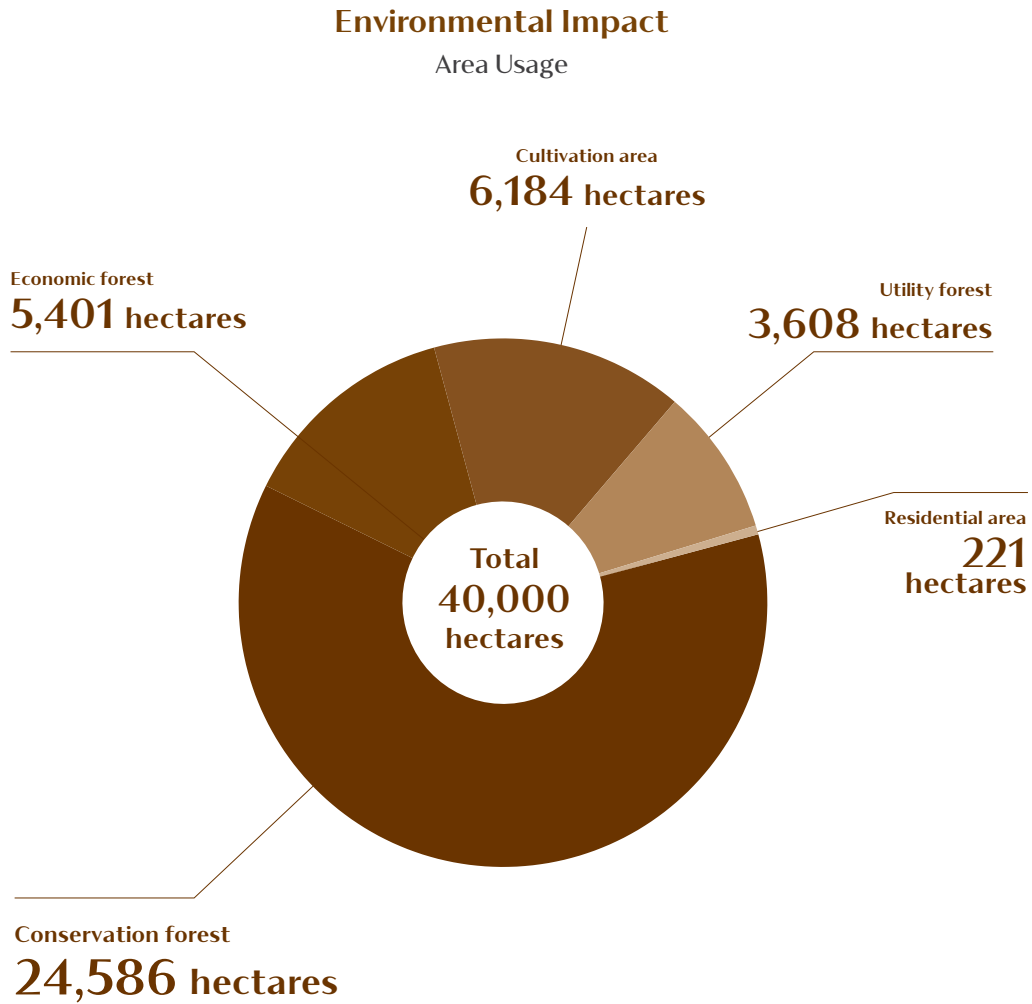
In 2023, the Mae Fah Luang Foundation promoted the planting of Caturra coffee and Bourbon coffee to local farmers in an area of 32 hectares in Ban Sa Kiang village. These coffee strains were selected because of their outstanding aroma and high yield per tree, as well as high market demand. The orchards yielded a total of 156.72 tons of cherries which sold for 2,796,213 baht (USD 73,032). The coffee from the orchards was also submitted for competition at the Cup of Excellence Thailand 2023, a global event for specialty coffees. It ranked 11th place with a score of 87.63, and constituted a significant step for local coffee in the international Specialty Coffee market, and was in line with the Mae Fah Luang Foundation's goals in the development of the quality of local coffee.

The Mae Fah Luang Foundation also signed an MoU with Enserv on January 26, 2023, to conduct studies in process raw nam wa bananas into banana flour as an alternative cooking ingredient for those who are gluten intolerant and the health conscious. This provided value-added for the local Luang Nuan bananas that the foundation has been promoting among local farmers since the start of the project. Processing banana flour raises the value of raw bananas from 6 baht (USD 0.16) to 150 baht (USD 4) per kilogram, while extending the shelf life of raw bananas. It is also easier to package and transport.

The Nan Economic Forest Processing Project area includes a total of 18,703 hectares of combined conservation forest and utility forest. It is also part of the watershed forests that form the source of the Nan River. The challenge of wildfires and encroachment for monoculture crops, while not new, remains a pressing issue that cannot be ignored. The Mae Fah Luang Foundation and its development partners are therefore moving forward with ongoing integrated development of the area while promoting economic crops to ensure sustainable income generation, allowing people to coexist harmoniously with the forest.



What do the people get?



International Projects

Thai-Myanmar Sustainable Alternative Livelihood Development (SALD)

Basic Information



Project Time Frame
2018 - 2026



Project area
99 villages, 4 village clusters in Naungtayar Subtownship, Pinlaung Township, Southern Shan State, covering a total area of 54,714 hectares



Project Beneficiaries
5,764 households comprising 26,953 people in Naungtayar Subtownship

Project Partners
The Office of the Narcotics Control Board (ONCB), Republic of the Union of Myanmar

Project Background

The Thai-Myanmar Sustainable Alternative Livelihood Development (SALD) was implemented at the request of the government of Myanmar to address drug issues in the area, namely opium poppy cultivation, trade and trafficking. This was achieved through providing alternative legitimate livelihoods and poverty mitigation, helping to 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.

Fundamental Problems at the Start of the Project

1

Cultivation of illicit drug crops, drug trade and trafficking.

2

Villagers lacked knowledge on efficient water management.

3

Villagers lacked livelihood knowledge on agriculture and livestock.

Key Achievements in 2023

In 2023, the Mae Fah Luang Foundation developed activities in the area focusing on natural resource management that would be conducive to licit livelihoods, while also investing in human resource development to support ongoing development efforts.

The foundation held meetings with the Myanmar central government and local officials in the area to present project progress reports, and discussed the direction of future collaboration to integrate efforts from all sectors in the joint implementation of the project.

In terms of the area-based development activities, the Mae Fah Luang Foundation collaborated with local communities to develop water systems and water management in highland areas, ensuring access to water resources which are essential for livelihoods and agriculture throughout the year, with the foundation supplying know-how and necessary equipment. In 2023, the communities jointly constructed two check dams for consumption purposes, with seven water pipe systems with a total length of 15,123 meters, seven water tanks with a total capacity of 385 cubic meters, as well as three agricultural check dams that irrigated 32 hectares of land. Additionally, the Mae Fah Luang Foundation assisted each community in setting up a water fund committee and collecting funds for the long-term maintenance of the water systems. Nine out of 15 villages have successfully established water funds and installed signs indicating their successful water system development.

In addition, the Mae Fah Luang Foundation has promoted various sustainable livelihoods for the local communities, including the cultivation of high-quality coffee and maize, livestock fund promotion, and tea processing. Agricultural centers have also been set up to share agricultural models among the local communities.





In 2023, the Mae Fah Luang Foundation provided an additional 42,326 coffee seedlings for 43 farmers covering an area of 11 hectares. Currently, there are 140,129 coffee trees. The foundation has also provided planting materials such as fertilizer, chaff, and 7,200 silver oak seedlings to provide a canopy for coffee trees.

Additionally, the Mae Fah Luang Foundation collaborated with Charoen Pokphand Foods Public Company Limited (CPF) to support maize cultivation for farmers for five consecutive years. This support includes providing farming necessities such as seeds, fertilizers, and chemicals for pest control to 2,583 farmers. The total cultivated area is 3,254 hectares covering 70 villages, including 62 villages within the project and eight villages outside the project. Results of monitoring the activities showed that the maize planted in 2023 yielded an average of 1,125 kilograms per 1,600 square meters, generating a total profit of 123,813,585 baht (USD 3,380,466), or an average of 83,793 baht (USD 2,269) per person for the 1,361 participating farmers.

In terms of value-added processing, the Mae Fah Luang Foundation promoted tea processing as a cottage industry by funding the construction of small-scale tea processing factories and tea roasting pans for 55 households in 17 villages.

In terms of livestock, the project's paravet volunteers provided veterinary services for a total of 1,014 animals in the area, and administered vaccinations for Hemorrhagic Septicemia (HC), BQ vaccines, and de-worming medication to a total of 6,669 animals. Farmers pay minimum fees for animal care and medication, which goes towards a revolving fund for the long-term operation of the livestock fund. Additionally, the Mae Fah Luang Foundation also distributed 32,680 Napier grass seedlings to farmers interested in growing crops for high-nutrient animal feed, helping farmers reduce the cost of livestock feed for their animals.

In 2023, the Mae Fah Luang Foundation focused on the development of human resources and knowledge in the area related to the promotion and purchase of coffee, waste management, artificial insemination for cattle and buffalo, as well as methods of producing food supplements for cattle and buffalo for paravet volunteers. Training workshops covered both theory and practice. The foundation also began constructing an agricultural center and a solar-powered agricultural produce drying facility.



Living University

For over 30 years, the Mae Fah Luang Foundation has implemented sustainable development projects domestically as well as internationally. The knowledge gained from the experience has been extracted, compiled, and managed into a systematic core for dissemination to those interested in participating in courses and learning processes, both theory and practical, through the Living University. This knowledge comes from the expertise and direct experiences of the Mae Fah Luang Foundation in various fields, such as sustainable development, social enterprise, and sustainable environmental management.

The Living University is a large on-site learning space that opens opportunities for everyone, regardless of gender, age, or role, from all sectors, to come together to exchange experiences and learn from each other. It aims to inspire and build a network of change leaders who will replicate the principles and ideas of the Mae Fah Luang Foundation on the ground and expand their impact for the continued development of society and the environment.

Key Achievements in 2023

In 2023, the Living University developed 11 sustainable development courses and 11 educational tourism courses, known as the Doi Tung Excursion packages, to cater to target groups interested in study tours. This included developing courses to showcase the wisdom and culture of the Black Lahu ethnic community, in collaboration with the Lahu of Pa Kluay village, to conduct village tours in the Doi Tung Development Project area. The Living University also collaborated with the Sasin School of Management, Chulalongkorn University, to develop three courses for the private sector: Decarbonization, Carbon Credit, and Decarbonization and Carbon Credit.

In 2023, the Living University welcomed a total of 4,909 participants in 164 training courses and study tours at its various development projects, as well as off-site training courses. This included 143 domestic study groups with 4,391 participants and 21 international study groups with 518 participants.



The principles of the Mae Fah Luang Foundation address key issues at the individual, organizational, and global levels, attracting participants from all sectors nationally and internationally. These included:

- Prime Minister Prayut Chan-ocha
- The Minister of Labour
- The Senate Committee
- Office of the Narcotics Control Board (ONCB)
- Department of Information and Thailand International Cooperation Agency, Ministry of Foreign Affairs
- King Prajadhipok's Institute
- RTAF Narcotics Prevention and Suppression Command
- Office of the National Security Council
- Minister of Home Affairs, Republic of the Union of Myanmar
- Embassies of the Netherlands, Belgium and Luxembourg in Thailand
- Mitsui & Co., (Thailand) Ltd

In 2023, the private sector showed increased interest in studying sustainable environmental management, which is significantly aligned with current business trends that emphasize environmental impact and efficient resource utilization. Examples included:

- Bangchak Corporation Public Company Limited
- Mitr Phol Sugar Corporation Ltd.
- B.Grimm Power Public Company Limited
- Thailand Biodiversity Network (B-DNA)
- Bellabon Co., Ltd
- Nebula Corporation Limited
- Ratch Group Public Company Limited

Equally showing interest in this trend were local administration organizations, government offices, non-profit organizations and educational institutes such as:

- Ban Dai Subdistrict Administrative Organization and Si Mueang Chum Subdistrict Administrative Organization, Chiang Rai Province
- Thai Udom Subdistrict Administrative Organization, Sa Kaew Province
- Office of Provincial Commercial Affairs Chiang Rai
- Royal Food Processing Factory 1 (Fang)
- Khonthai 4.0 Program
- Public Policy Studies Institute Foundation
- Energy and Environment Group, Phayao University
- St Catherine University, USA



Study Groups in 2023

- A visit by high-ranking officials from Myanmar from August 21-23, 2023. Lt. Col. Ni Linn Aung, Deputy Minister for Home Affairs, Chief of the National Police, and Secretary of the Central Committee for Drug Abuse Control (CCDAC) of the Republic of Myanmar, led a delegation to visit the Doi Tung Development Project. This project serves as a model for sustainable development that addresses the issues of drug cultivation and poverty alleviation. They also visited the Roi Jai Rak Project, a community-based alternative development project in an urban context.

- A study visit by the Ambassador of Colombia to Thailand, H.E. Ana Maria Prieto, from August 1-3, 2023, at the Doi Tung Development Project. The Ambassador showed interest in Thailand's sustainable development principles which could be replicated in the context of the Republic of Colombia.

- The Mitr Phol Transformational Leadership Program, organized by the Mitr Phol Development Institute, Mitr Phol Sugar Corporation Limited, conducted the 2nd batch of its 4th generation program. This program aimed to provide new generation executives of Mitr Phol Group with sustainable development principles based on the Mae Fah Luang Model to inspire them and help them apply development know-how to their business operations to create transformation within their units and organization. The program took place from May 17-19, 2023, with 25 participants.

Policy Advocacy and International Conferences

Today, the Mae Fah Luang Foundation plays a major role in collaborating with the Thai government and alliance countries to advocate for policies that address issues of narcotic drugs through a development-based approach, and continuous sustainable development efforts. In 2023, the foundation focused on environmental development linked to alternative livelihood development and sustainable development. Carbon credit management in community forests was used as a tool to integrate cooperation between the government and private sectors, and the public, a key to achieving Carbon Neutrality and Net Zero greenhouse gas emissions.

In 2023, the Mae Fah Luang Foundation, in collaboration with the Ministry of Foreign Affairs, the Office of Narcotics Control Board (ONCB), the Federal Republic of Germany, and the Republic of Peru, pushed policy agendas through two main activities: participation in international conferences and side events as well as study tours.

1. Participation at International Conferences and Side Events

7th Brandenburg Forum

The Mae Fah Luang Foundation was invited to attend the 7th Brandenburg Forum (BBF) along with representatives from the government sector, international organizations, experts in various development fields, and various civil society organizations. The conference discussed the implementation guidelines of the 2019 Ministerial Declaration under the Joint Commitment to Address and Counter World Drug Problems, as well as the reaction towards the proposal of the World Health Organization (WHO) to change the scope of control of drugs and psychoactive substances derived from cannabis. Additionally, the conference discussed strategies to advocate for the implementation of development and public health-based approaches in drug control policies from 2022-2024.

The Mae Fah Luang Foundation collaborated with the Ministry of Foreign Affairs and alliance countries, namely the Federal Republic of Germany and the Republic of Peru, to draft documents of the main resolution setting strategies to promote the draft resolution in 2023, focusing on the rights of indigenous peoples in the implementation of alternative development.



Session 66th of the United Nations Commission on Narcotic Drugs (CND) and the Organization of Side Events

The Mae Fah Luang Foundation joined the Thai delegation at the 66th session of the United Nations Commission on Narcotic Drugs (CND) held from March 14-18, 2023 in Vienna, Austria. The foundation played a role in advocating for resolutions promoting cooperation between the government and relevant stakeholders in alternative development, particularly linking environmental issues with alternative development. This included the incorporation of the concept of carbon credit management and payment for ecosystem services into alternative development practices, all of which were discussed during this meeting. The alternative development proposals presented by Thailand, Germany, and Peru received support from 16 member countries. Thailand will take the lead in drafting proposals on alternative development for the 67th CND session.

The Mae Fah Luang Foundation also collaborated with the Federal Republic of Germany, the Republic of Peru, and the United Nations Office on Drugs and Crime (UNODC) to organize a parallel event at the 6th CND conference to present the outcomes of the expert group meeting on alternative development in Thailand held in November 2022. The key points focused on the application of alternative development principles from rural illicit crop cultivation areas to urban community contexts based on the Roi Jai Rak Model. The foundation focused particularly on the urgency of law enforcement against drug traffickers simultaneously with the implementation of community development to achieve visible results. Focus was also on developing the potential of communities in managing forest resources and increasing income from carbon credits. This could be a source of funding for future alternative development projects that promote cooperation between government and various sectors, with emphasis on environmental issues. The parallel event drew attendance from 25 member countries.



Schwab Foundation and Global Alliance Annual Summit

The Mae Fah Luang Foundation was invited to attend the annual meeting of the Schwab Foundation for Social Entrepreneurship at the World Economic Forum headquarter in Geneva, Switzerland. The meeting included leaders in social innovation and organizations from the Global Alliance for Social Entrepreneurship network worldwide, totaling 200 participants, who met to discuss social innovation in promoting the social-solidarity economy (SSE) in line with United Nations resolutions.

Asian Venture Philanthropy Network

The Mae Fah Luang Foundation was invited to participate as an Impact member at the annual meeting of the Asian Venture Philanthropy Network (AVPN) held in collaboration with Yayasan Hasanah, a foundation working on sustainability in Malaysia, from June 21-23, 2023. The main theme of the meeting was "Global Challenges: Asian Solutions," and it was attended by 1,329 participants from 44 countries across the Asia-Pacific region.

Side Event at the 79th ESCAP Conference on Sustainability at ESCAP: Delivering Solutions with Business Partners

On May 16, 2023, the Mae Fah Luang Foundation was invited to participate in a panel discussion with private sector representatives who are business partners with the United Nations at a side event during the UN-ESCAP conference. The panel discussion was held on the topic "Sustainability at ESCAP: Delivering Solutions with Business Partners." Additionally, the Mae Fah Luang Foundation organized an exhibition to share knowledge on Thailand's alternative development, as well as conducting businesses that consider environmental impacts, in collaboration with the United Nations.



Side Event at the 78th United Nations General Assembly (UNGA)

The Mae Fah Luang Foundation was invited by the Ministry of Foreign Affairs and the ASEAN Secretariat to participate in a panel discussion during a side event of the 78th United Nations General Assembly (UNGA) on September 20, 2023. The discussion was on the topic "Fostering Partnerships for our Common Future: Enhancing Multi-stakeholder Partnerships to Accelerate the SDGs in ASEAN." During the event, the foundation presented successful models of Thailand's alternative development projects which have improved the quality of life in communities previously involved in drug cultivation, and have expanded to sustainable development projects, particularly focusing on environmental conservation and addressing climate change. The panel discussion was attended by 60 participants.

2. Study Tours

Expert Group Meeting on Alternative Development (EGM on AD)

Between November 28 and December 2, 2023, the Mae Fah Luang Foundation, together with the Office of the Narcotics Control Board (ONCB), the Ministry of Foreign Affairs, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Republic of Peru, and the UNODC, organized an Expert Group Meeting on Alternative Development (EGM on AD) on the theme “Promoting Sustainability in Alternative Development.” The meeting was attended by government representatives, experts in alternative development, civil society, and the private sector from Asia, Africa, Latin America, and Europe, with a total of 52 participants from 17 countries. Participants conducted a study visit to the Roi Jai Rak Project in Chiang Mai Province and held discussions in Chiang Rai Province.

Key points of the meeting included the application of alternative development principles, the integration of gender equality and environmental sustainability in addressing drug issues. Additionally, there were discussions on draft laws for cannabis legalization or the reduction of penalties within the framework of international drug policies to encourage countries to find the most balanced approach internationally. The outcomes of the Expert Group Meeting on Alternative Development were included in a Conference Room Paper at the 66th session of the Commission on Narcotic Drugs (CND) held on March 13-17, 2023, in Vienna.

Lessons Learned and Comprehension of Case Studies to Compile Models Linking Environmental Conservation and Preservation to Alternative Development by the UNODC Research Team

From July 24-28, 2023, the UNODC research team, which is responsible for drafting the Technical Guide on Alternative Development and Environment Mainstreaming, made a study visit to observe the case studies of Doi Tung Development Project, the Roi Jai Rak Project, and the Community Forest Carbon Credit Management Project for Sustainable Development. The study visit covered the following topics:

1. Practices and methods that are friendly to the environment, such as the production process of the DoiTung brand that reduces environmental impact, and the circular economy concept of the Mae Fah Luang Foundation, including the expansion of development activities to the Roi Jai Rak Project, and using agricultural technology to increase yield, as well as environmentally friendly farm management practices
2. Forest conservation, including land use, sustainable forestry management, community-based forest fire management within the Doi Tung Development Project and Roi Jai Rak Project areas
3. Carbon credit development plan
4. Principles of Payment for Ecosystem Services, namely carbon credit management and working with communities for sustainable natural resource management

The Technical Guide on Alternative Development and Environment Mainstreaming was to be printed and presented at the 10th anniversary of the United Nations Guiding Principles on Alternative Development (UNGP on AD) during the CND Intersessional Conference on October 23-25, 2023.

Report on the Organization's Environmental Impact Reduction Campaign

1 Greenhouse Gas Reduction to Address Global Warming and Climate Change

The Mae Fah Luang Foundation collects data on greenhouse gas emissions, or Carbon Footprint of Organization (CFO), from both its production processes and employee operations to assess environmental impact, and discloses this information transparently. The foundation is committed to continuously reducing greenhouse gas emissions and aims to become a Net Zero emission organization by 2050. It has therefore implemented strict measures to reduce the organization's greenhouse gas emissions and has clear indicators for various activities to achieve the set goal within the specified timeframe as follows:



Chart showing the Mae Fah Luang Foundation's Greenhouse Gas Emissions for 2023

Project Areas	Scope 1 Fuel Combustion	Scope 2 Electricity Usage	Scope 3 Other sources such as the use of fertilizers and paper	Direct GHG Emissions	Total GHG Emissions (Scopes 1-3)
Bangkok Office	42.04	241.83		-	283.87
Doi Tung Development Project	757.79	587.08	2,749.57	23.71	4,118.16
Nan Economic Crop Processing Project	56.11	11.02		-	67.13
Roi Jai Rak Project	188.54	109.29		-	297.83
Cottage Industry Centre and Outlet	599.39	436.92	5,711.05	41.64	6,789.00
Mae Fah Luang Art and Cultural Park	6.38	33.02		1.41	40.81
DoiTung Lifestyle and Café DoiTung branches	4.21	90.53		-	94.73
Other Projects	56.05			-	56.05
Tota	1,716.89	1,509.69	8,460.63	66.76	11,753.96

*Indicator: Greenhouse gas emissions and removals shown in carbon dioxide equivalent (CO2-eq)

In 2023, the Mae Fah Luang Foundation continued to operate under the principles of "Use less," which means reducing the use of fossil fuels, and "Emit less," which means reducing environmental pollution. The foundation has also developed a green procurement process by creating a database of environmentally friendly DoiTung brand products, or green label products, and has upgraded the information system for product sales to support the search for environmentally friendly products. In 2023, the proportion of green label product orders was 9.88 percent of the total product orders.



Meanwhile, the Mae Fah Luang Foundation recognizes that its employees are crucial to driving development work. Therefore, the foundation organized the “Green Dee Yoo Dee” (Eat Green, Live Green) program throughout the year to foster individual participation in reducing environmental impact. The program includes activities such as “Monday Mungday,” encouraging employees to eat vegetarian meals one day a week to reduce greenhouse gas emissions from the meat industry. The “You Bring, We Give” initiative aims to reduce the use of single-use plastic packaging by rewarding employees who bring their own water bottles or cups with free drinks randomly given each day. The foundation also creates awareness on World Environment Day and conducts a workshop on World Wetlands Day to raise environmental awareness. A total of 594 employees participated in the program, accounting for 37 percent of the organization’s workforce.



Additionally, the foundation promotes waste segregation activities and the management of offices and factories using the 5S principles (Sort, Set in order, Shine, Standardize, and Sustain) as a continuous practice. The foundation also organizes daily life innovation contests to encourage employees in the factories to reduce energy use and resource consumption. Examples include using fabric scraps to make tote bags for carrying water bottles and repurposing packaging materials to create carrier bags.

2 Circular Economy Management System

Circular economy is a core approach in the operations of the Mae Fah Luang Foundation, aligning with its development principles. This approach involves creating a cycle of production, use, reuse, recycle and repurposing to maximize the lifespan of resources. It aims to minimize resource destruction to maintain a balance between utilization and conservation in a world with limited resources.

In 2023, the Mae Fah Luang Foundation implemented the Circular Economy Management System (CEMS) indicators for the first time to elevate operational standards. The foundation collaborated with Chulalongkorn University to adopt the Material Circularity Indicator (MCI) assessment through the entire life cycle to evaluate the environmental impact of the macadamia factory. The assessment found that the macadamia factory had an MCI of 0.6, indicating that the business operations are geared towards a circular economy model by maximizing the reuse of waste within the organization.

However, a significant challenge of the circular economy is balancing efficiency with cost, known as the Green Premium. This refers to the additional cost associated with environmentally friendly products, which creates a price difference that both producers and consumers must bear. This remains a sensitive issue that requires further understanding and awareness.

3 Leader in the Field of Environmental Impact Reduction

The Mae Fah Luang Foundation received an honorary award for excellence in inspiring waste management and disposal from Kasetsart University. With extensive hands-on experience in reducing environmental impact, the foundation has come to understand the various benefits, disadvantages, limitations, and best practices, making it qualified to become a valuable consultant to organizations just starting out or facing different challenges and contexts.

The Mae Fah Luang Foundation’s greenhouse gas reduction efforts, certified by the Thai Industrial Standards Institute (TISI) in 2022 to assess voluntary greenhouse gas reduction projects under the Thailand Voluntary Emission Reduction Program (T-VER), received further certification in 2023 as an examiner of projects and as an advisor on greenhouse gas emissions for 13 organizations. The foundation also became the first organization to be certified as Thailand’s first examiner for Premium T-VER projects, through recognition for its meticulousness, reliability, and expertise in the forestry sector.

Furthermore, the Mae Fah Luang Foundation was invited to conduct a workshop on carbon credits and biodiversity for the Thailand Bio-Diversity Network Alliance (B-DNA), a collaborative network operating under the International Union for Conservation of Nature (IUCN) to enhance the private sector’s role in environmental conservation in Thailand. This workshop took place on July 27, 2023.

Special Events and Activities in 2023



25th "Remembering...the Princess Mother" Exhibition and 50th anniversary of the Mae Fah Luang Foundation

To mark the birthday anniversary of Her Royal Highness Princess Srinagarindra on October 21 as the annual tradition, Her Royal Highness Princess Maha Chakri Sirindhorn graciously presided at the opening of the 25th "Remembering...the Princess Mother" exhibition and the 50th anniversary of the Mae Fah Luang Foundation on the theme "From Start to Change and Opportunity: Cultivating Forests, Cultivating People". The event served to pay tribute to Her Royal Highness the Princess Mother and her generosity shown towards all the Thai people without discrimination. The event was organized by the Mae Fah Luang Foundation under Royal Patronage, together with Siam Piwat Co., Ltd, Siam Paragon Shopping Center, Thai Beverage Public Company Limited, and Frasers Property (Thailand) Public Company Limited, on October 14, 2022, at Fashion Hall, 1st Floor, Siam Paragon Shopping Center.



9th Colors of Doi Tung Festival

The Mae Fah Luang Foundation, together with Thai Beverage Public Company Limited, organized the 9th Colors of Doi Tung Festival under the theme “Future Forest”. The event served to encourage visitors to preserve Thailand’s forests in a sustainable manner through activities that connected them with nature, and also offered a selection of tribal stalls. It was held from December 2, 2022, to January 29, 2023, at the Doi Tung Development Project, Chiang Rai Province.



"Light of Life" Exhibition of Lights, Mechanics and Shadow Imagery

The Mae Fah Luang Foundation organized the “Light of Life” exhibition of lights, mechanics and shadow imagery comprising 20 large scale lighting installation exhibits that focused on the beauty of white light as a medium to inspire and emit positive energy for change. The exhibition took place from December 9, 2022, to May 28, 2023, at the Mae Fah Luang Art and Cultural Park (Rai Mae Fah Luang), Mueang District, Chiang Rai Province.



Floral Tributes Ceremony July 18, 2023

On the occasion of the 28th anniversary of the passing of Her Royal Highness Princess Srinagarindra, the Mae Fah Luang Foundation, in conjunction with the Province of Chiang Rai, organized a merit-making and floral tributes ceremony as the highest form of respect according to Lanna traditions. The event was presided over by the Governor of Chiang Rai, joined by board members and senior management of the Mae Fah Luang Foundation. Over 3,000 representatives from the government and private sectors as well as the general public joined the event which took place on July 18, 2023, at the Mae Fah Luang Art and Cultural Park (Rai Mae Fah Luang), Mueang District, Chiang Rai Province.



Declaration of Intent to Preserve Natural Resources

The Mae Fah Luang Foundation held an event to declare intent to preserve natural resources together with the Royal Forest Department, Ministry of Natural Resources and Environment, and 14 leading private corporations as well as representatives of civil society in four provinces. The declaration served to advocate for solutions to economic, social, and environmental issues through its forest carbon credit management project for sustainable development. This initiative aims to restore and preserve healthy forests while simultaneously generating sustainable income for local communities. The event took place on August 17, 2023, at C Asean Auditorium, CW Tower, Ratchadaphisek Road.

Statements of Financial Position

		For the years ended 30 September	
		2023	2022
	Remark	(in Baht)	
Assets			
Current assets			
Cash and cash equivalents	4	112,787,454	39,607,550
Cash and cash at banks for specific purpose funds	5	1,553,220	1,547,032
Current investments	6	1,051,880,340	1,171,124,766
Investments in securities	7	36,490,070	26,735,170
Trade accounts receivable	8	7,841,924	32,588,602
Other receivables	9	262,337,639	207,272,380
Inventories		5,990,663	4,486,186
Interest receivable	10	13,287,383	20,495,845
Total current assets		1,492,168,693	1,503,857,531
Non-current assets			
Investment in subsidiaries	11	15,353,091	16,532,000
Property, plant and equipment	12	226,437,114	247,076,885
Intangible asset	13	2,027,711	4,645,755
Other non-current assets	14	12,292,750	12,035,721
Total non-current assets		256,110,666	280,290,361
Total assets		1,748,279,359	1,784,147,892

Statements of Financial Position

	Remark	For the years ended 30 September	
		2023	2022
		(in Baht)	
Liabilities and fund balances			
Current liabilities			
Trade accounts payable and other payables		35,631,965	28,064,932
Unearned income		4,649,262	4,192,311
Accrued expenses	15	25,172,955	22,814,196
Other current liabilities	16	5,951,693	3,872,424
Total current liabilities		71,405,875	58,943,863
Total liabilities		71,405,875	58,943,863
Specific purpose funds	17	169,096,371	139,764,317
Fund balances			
Fund balances		1,323,516,401	1,400,136,121
Reserve for project support		184,260,712	185,303,591
Total fund balances		1,507,777,113	1,585,439,712
Total liabilities and fund balances		1,748,279,359	1,784,147,892

Statements of Financial Position

		For the years ended 30 September	
		2023	2022
Remark		(in Baht)	
Statement of revenues and expenses			
Revenues			
	Revenue from sale of goods and rendering of services	458,812,220	386,991,654
	Revenue from donations	361,588,264	349,988,219
	Investment income	29,448,598	22,881,425
	Other income	25,016,350	25,485,756
	Total revenues	874,865,432	785,347,054
Expenses			
	Cost of sale of goods and rendering of services	9	269,725,525
	Selling and service expenses	18	161,653,107
	Administrative expenses	19	507,663,235
	Loss from investment		12,443,285
	Total expenses		951,485,152
	Expenses over revenues	(76,619,720)	(108,998,207)



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage

Annual Report 2023

This Annual Report summarises the activities of Mae Fah Luang Foundation under Royal Patronage from 1 October 2022 -30 September 2023.

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