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Our belief that **“A quality society comes from quality people”** has resulted in many youths growing up to live quality lives. Siam Commercial Bank Public Company Limited has appointed **the Siam Commercial Foundation** to support and develop the youth of Thailand to become quality citizens.

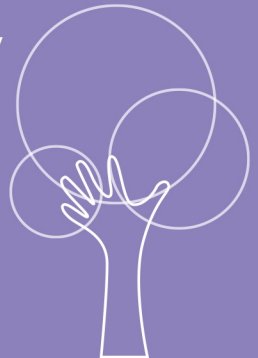


## How does one become a quality citizen?

Quality youths are not just intelligent and studious, but they also...

- ▶ Know oneself and one's goals in life
- ▶ Think critically, take action, and solve problems.
- ▶ Able to work with those with different opinions.
- ▶ Possess leadership qualities.
- ▶ Socially responsible.
- ▶ Show compassion and humanitarian spirit, willingness to devote oneself to society.

We believe characteristics such as these are achieved by **“learning by doing”** more than just **“rote learning”**. We want to give youths the **“opportunity”** to learn by real world experiences in actual community or social settings, stressing the importance of **“Journey before destination”**.





# Our process

Our role as a catalyst has achieved organizational success more rapidly and in a sustainable manner. We support youth development projects based upon learning by doing, and our support comes in form of “friends sharing a journey” as follows:

- ▶ Support in Planning and setting targets
- ▶ Budgetary support
- ▶ Knowledge and new skills support
- ▶ Curriculum support utilizing lessons learned to add value



Projects under our support are as **“social laboratories”** and our target groups play the role of **“fulcrum”** in youth development as follows:

## 1. Educational Institutions

- **Youth Development through The Sufficiency Economy Project** : Promote teachers as “coaches” so that youths apply the sufficiency economy philosophy to their lives.
- **Thammasat University’s Volunteer Center Project** : Support the University Adjusting the basic course (TU 100) for students to learn from real problems of society.
- **Youth Empowerment Creative Social Media for Livable Thai Society** : University Network for Change : UNC : Support the University The revised curriculum that encourages students to learn from the real problems of society.

## 2. Local government administrations

- **“Local Youth Empowerment” Project** : support local government as “Host” in developing the quality of the next generation.

## 3. Non Government Organizations (NGO)

- **The Young Active Citizen of Songkhla Project** : support NGOs at the provincial level to be “Host” in developing youths to become Active Citizens.

## 4. Government Agencies

- **Incubate the young IT generation Project** : support Information and Communications Technology (ICT) talented youths for their work to create the greatest value.

## 5. Youth leaders

- **The Organic – Agriculturist Network Project** : Supports youth leaders to build organic farming network.

*These projects are social “innovations”  
that will lead to continuous and sustainable youth development.*





## Who do we work with?

We support local community **“Elders”** who work closely with youths, divided into 5 groups as follows:



Parents & community leaders



Government agencies



Teachers



NGOs



Youth leaders

These people possess the skills to be **“Coaches”**, because to develop quality youth as model citizens for society, elders must play a part in mentoring and **“coaching”** real life skills to children. They are Change Agents, the **“Multipliers”** who develop quality youths for Thai society.



## 2 things must change for a Good Coach

### 1. Change way of thinking



Do not be overly dependent on grades and give importance on practical skills



Stress the importance of goodness, compassion, and sharing

### 2. Change teaching method



Do not spoon feed



Promote individual learning by doing



Inspire, encourage, and nurture.

“

A quality society comes  
from quality People

”



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