

## Course Content : The 4 modules “Mindful Markets Social Enterprise Course” Towards Sustainable Food Systems

Module one (23<sup>rd</sup> - 26<sup>th</sup> of August) : Learning from panel dialogues and sharing visions. These first 4 days aim to provide a fundamental knowledge regarding food systems, leadership, and social enterprise including sharing visions. Related worldviews of food systems will be explored enabling participants to develop their business plans in more meaningful ways.

DAY 1 (23<sup>rd</sup> August)  
Afternoon: - Public lecture on “Organic agriculture a pathway to the Well-being Society”

DAY 2 (24<sup>th</sup> August)  
Morning: - Self-introduction of the participants and their projects  
Afternoon: - Presentations & Sharing Visions

DAY 3 (25<sup>th</sup> August)  
Morning: - “Transformation of Food Systems” and  
- “System Leadership”  
- “What is Social Enterprise?” Interactive Exchanges

DAY 4 (26<sup>th</sup> August)  
Morning: - Group Dynamics & Key Learning Points  
- How to develop your social enterprise in the face of the “triple bottom line”: social, environmental and economic goals  
- Working on your project with progress indicators  
- Peer to peer discussion: Sharing vision  
Afternoon: - Presentation of your plan  
- Individual work to improve your plan



Module two (27<sup>th</sup> - 29<sup>th</sup> of August) : Learning from successful green business and field visits. The excursion to successful social enterprises of various scales is a great chance to learn from real examples; how they operate and manage their business, and what challenges facing them.

DAY 5 (27<sup>th</sup> August)  
- 1st Excursion : Farm alliance in Nakorn Pathom and Sukjai market.  
- Visit small-scale entrepreneur and agroforestry (Wanakaset)

DAY 6 (28<sup>th</sup> August)  
- 2nd Excursion : Ban Dong Bang community Enterprise, herb and medicinal garden, Prachinburi province  
- 3rd Excursion : Abhaibubhejr hospital and alternative medicine business

DAY 7 (29<sup>th</sup> August)  
- 4th Excursion : Lemon Farm, green supermarket



Module three (30<sup>th</sup> August - 1<sup>st</sup> September) : Learning from international and national mindful markets’ good practices with mentoring

Mindful Markets Asia Forum will be held in this module with stories and inspiring cases of producers, consumers and social entrepreneurs in the mindful markets approach from all over Asia. In addition participants will be mentored by some of the presenters and this mentoring in small groups help the participants to improve their business plan.

DAY 8 – DAY 10 (30<sup>th</sup> August - 1<sup>st</sup> September)  
MINDFUL MARKETS ASIA FORUM at  
Srinakharinwirot University (SWU)  
- Day1: Panel & dialogue 1  
- Day2: Panel & dialogue 2  
- Day3: Panel & dialogue 3

DAY 11 (2<sup>nd</sup> September)  
Morning: - Learning in depth with mentors :  
Mindful Markets forum speakers  
and resource persons  
- Plenary  
Afternoon: - Working on your own project

Module four (3<sup>rd</sup> - 4<sup>th</sup> of September) : Social enterprise design and presenting concept/plan at public exhibition. It is time for participants to present and display their business schemes in a public forum and obtain feedback from peers, experts and audiences.

DAY 12 (3<sup>rd</sup> September)  
- (I) Individual work or small group consultations  
- 5th Excursion: Suan Nguen Mee Ma green Shop (lunch)  
- (II) Individual consultation  
- How to present your concept creatively

DAY 13 (4<sup>th</sup> September)  
- Submission + Evaluation + Future plans  
- Exhibition & presentations [Open to public and green ‘cocktail dinner’]

23<sup>rd</sup> August to  
4<sup>th</sup> September  
Bangkok, Thailand



Mindful Markets  
Social Enterprise Course

## Mindful Markets: the Concept

Mindful Markets are alternative approaches to shaping food systems based on full awareness of interconnected factors and driven by the principle of “Organic Food for All.” Mindful Markets focus on long term relationships between farmers and consumers by creating channels and building networks which provide access to healthy food and promote well being for stakeholders.

### Mindful Markets; Why?

The free market is efficient in production and allocation, but not in equitable distribution. Food is cheap because of hidden externalities such as the cost of environmental degradation and public health services needed to offset the impact of the industrial approach to food and farming. Therefore, Mindful Markets work to develop functioning alternative models and practices.

### Characteristics and benefits

The Mindful Markets Social Enterprise Course emphasizes hands on experience through practical training in distinct modules. It will assist participants to understand the process of mindful markets and to develop and improve their green business projects. In addition, dialogue will be arranged with experts of each discipline such as active farmers, food processors, social analysts, and entrepreneurs. Group work is a very much core approach with exchange ideas, practices and notions from people with different backgrounds. Furthermore the course provides excursions to successful farms and food-based social enterprises. This will empower the participants in their leading roles developing/ managing social enterprises.

- Hands-on experience
- Distinct modules
- Understanding mindful markets and food systems

- Self-confidence and empowerment in development and improvement of green business projects and social enterprises
- Dialogue with experts from various disciplines
- Real life examples of good practices of various scales
- Intensive group work
- Design and development of a social enterprise business plan
- Interaction with the public

## Background of Towards Organic Asia (TOA)

Towards Organic Asia (TOA) was formally set up in 2010 and it currently comprises 21 partner organizations in Bhutan, Cambodia, Laos, Myanmar, Thailand and Vietnam, as well as affiliates all over Asia. The aim of TOA is to work with partner organizations to strengthen the organic movement in the Mekong River region + Bhutan. There are 4 working groups of TOA



## The Four Working Groups of TOA:

**Capacity Building and Youth:** The roles of future leaders need to be strengthened through capacity development and inter-cultural workshops.

**Action-research and advocacy:** It is a vital instrument to provide research for policy development and advocacy at national and regional levels..

**Technical support and exchanges:** It can support small farmers transitioning to organic agriculture, as well as to share local wisdom and technologies that are contextually appropriate.

**Consumer Education and Marketing:** A mutual learning process between producers and consumers needs to be set up and especially alternative marketing will help improve both farmers' and consumers' quality of life.

### Organizers

- TOA/School for Wellbeing Studies and Research
- Suan Nguen Mee Ma social enterprise (Garden of Fruition)

### Collaborators

- Sampran Riverside Hotel (Farms and Sukjai market)
- Wanakaset agroforestry project
- Ban Dong Ban, community enterprise, herb and medicinal gardens
- Abhaibubhejr hospital and enterprise; herb processing and sales
- Lemon Farm, organic supermarket chain

### Supporting partners (Thailand)

- Earth Net Foundation
- Social Venture Network
- Ma.D
- Change Fusion
- TOTA
- Other

### Partners (global)

- CCFD – terre solidaire (France)

### Objectives

1. To inspire the concept of mindful markets social enterprises through the process of sharing and learning experiences and from successful social enterprises and recognize potentiality of participants to develop their own business plan.
2. To enable participants to start their mindful markets enterprises supporting organic food for all.
3. To strengthen networks and cooperation of mindful markets at national and international levels.

### Target groups

1. A new generation and youths who are interested in establishing social enterprises.
2. Groups of civil society and farmers who want to start income generating activities.
3. Business leaders who realize the need to redirect and transform their business to be more mindful.

### Requirements

1. Participants should have adequate English language skill as this course is held in English.
2. Participants have a clear vision and intention (or are already on this path) to develop a social enterprise around sustainable food systems or play a role to transform the food system.

## Fee

Early bird  
February - April = 1,500 USD  
May - June = 1,700 USD  
July - August = 1,800 USD

## How to register

Please down load application form at [www.schoolforwellbeing.org](http://www.schoolforwellbeing.org) and send your application to [aampika@hotmail.com](mailto:aampika@hotmail.com) or [chonlaya.ekakara@gmail.com](mailto:chonlaya.ekakara@gmail.com)

