



Kenan Foundation Asia believes in a world where everyone has the right to build a better life for themselves, their family and their community.

Everyday, we are working in Thailand and the region to inspire students and teachers, develop strong community leaders, and help small business owners go global by providing the knowledge, technology and skills necessary to empower them to achieve their dreams.

**Empowering People
to Achieve their Dreams**



About Kenan



Founded in 1996 by Mr. Anand Panyarachun and run by an international, all-volunteer board of trustees.



Charitable Status no. 350 (Ministry of Finance)/US 501(c)3 Equivalency

100% Tax Deductible in Thailand

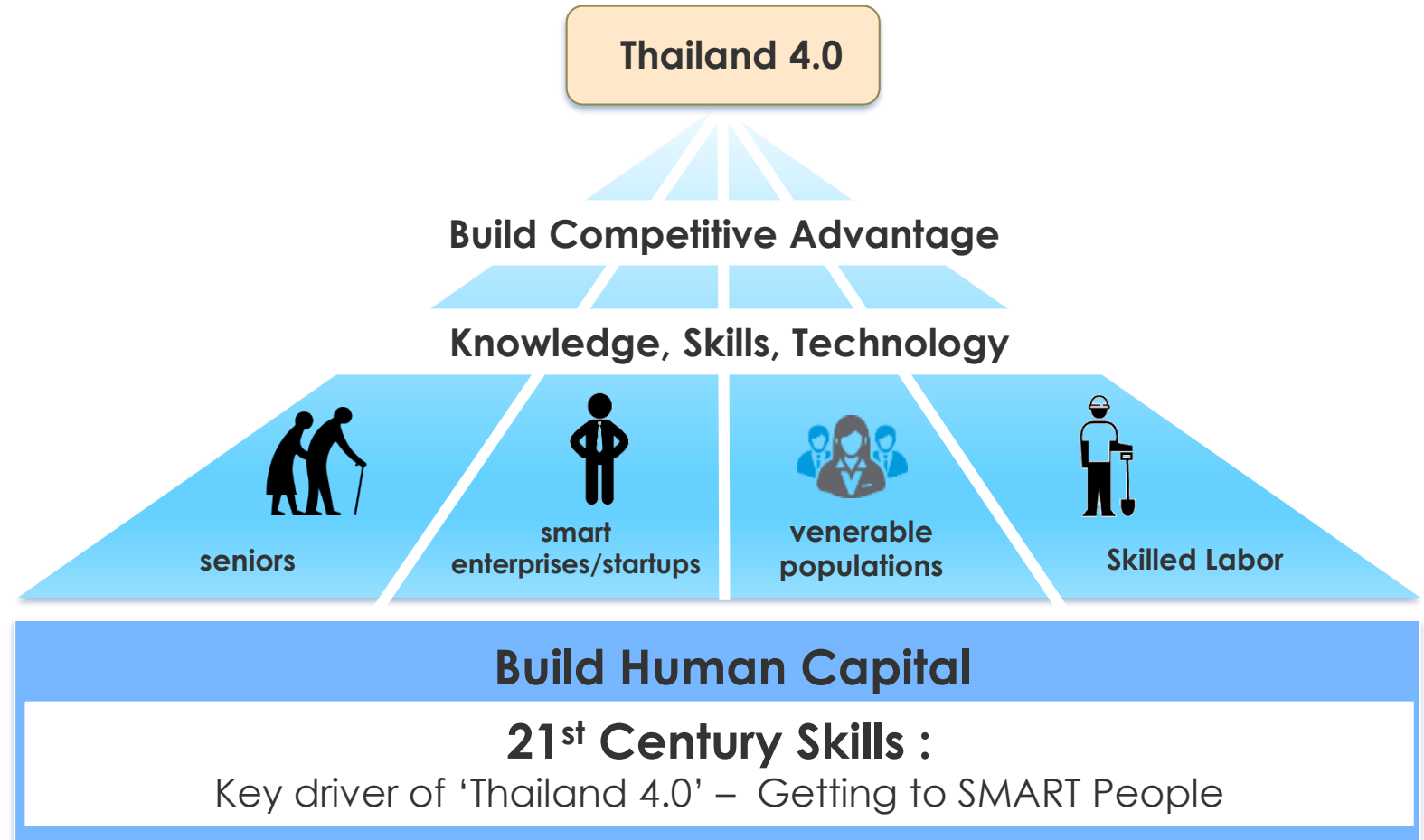
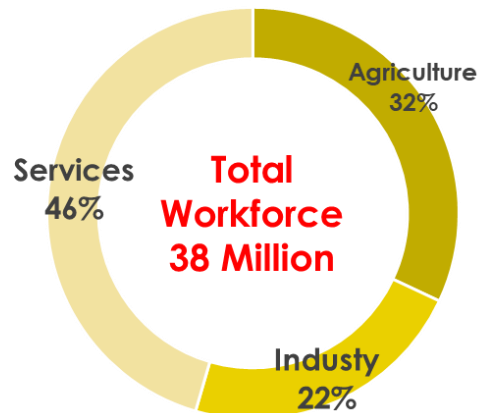
Results-oriented Experts in multi-sector partnerships and ASEAN Community.



60-person strong team of development professionals



Transforming to Thailand 4.0



Kenan promotes decent work, inclusive society

Growing Businesses

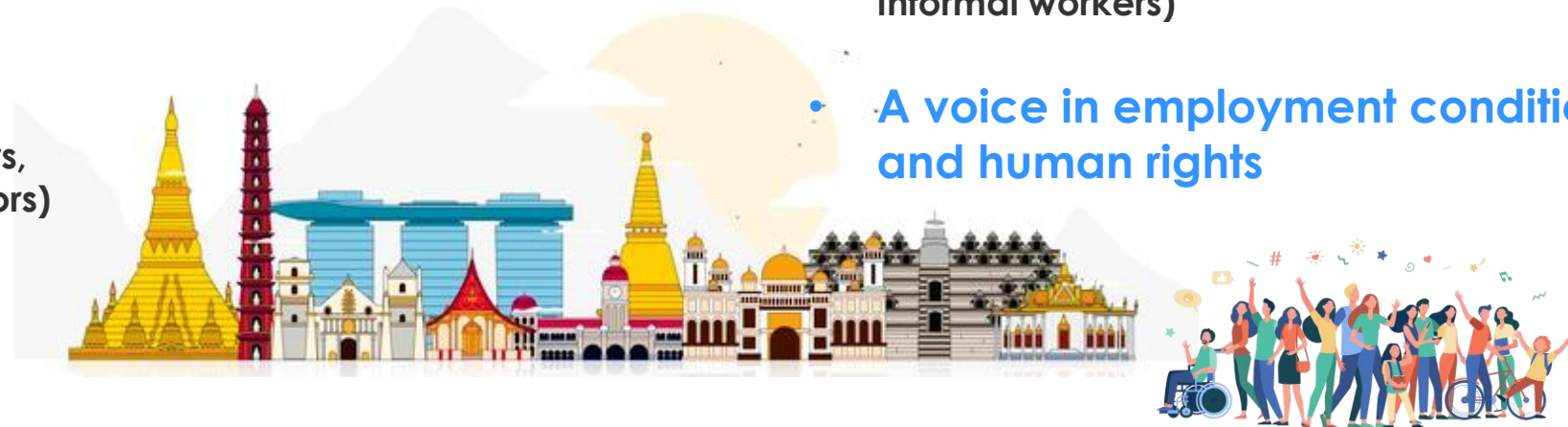
Enhance capacity in technologies adaptation, knowledge and necessary skills for increasing economic outputs and productivity.

- **Digital Literacy**
(Micro SMEs, Seniors, Youths)
- **Financial Literacy**
(Unskilled workers, Low income workers, At-risk women, Teachers, Hospitality workers, University students)
- **Entrepreneurship**
(Micro SMEs, SMART farmers, Young Entrepreneurs, Seniors)

Decent Work

Create the opportunities for everyone to get a work, include security in workplace, social protection for family and social integration

- **Gender Awareness**
(Women SMEs, Private sectors [companies] – workplace, marketplace and communities)
- **Access to vulnerable people**
(Marginalize group –LGBTQI, Guards, Informal workers)
- **A voice in employment conditions and human rights**



NextGen Aging Cares

Preparedness of Healthy Aging Society in Multi-Disciplinary Approach to improve the quality of life in target communities by considering the sustainable impacts.

Health, Mental health, Well Being



NCDs, Nutrition, Exercise,
Emotional anxiety, Community
living, intergeneration
Universal design

Finance



Household accounting,
Debt management,
Retirement plan

Income generation



FB business page, Business
canvas, marketing and
online marketing, income
opportunity

Digital literacy



Cross cutting – to boost
digital literacy and skills to
access healthcare, health
information, applications,
smart housing

Blended-Learning Approach

Community Awareness

Certified Finance Trainer

Financial Advisory

Mobile App Adoption

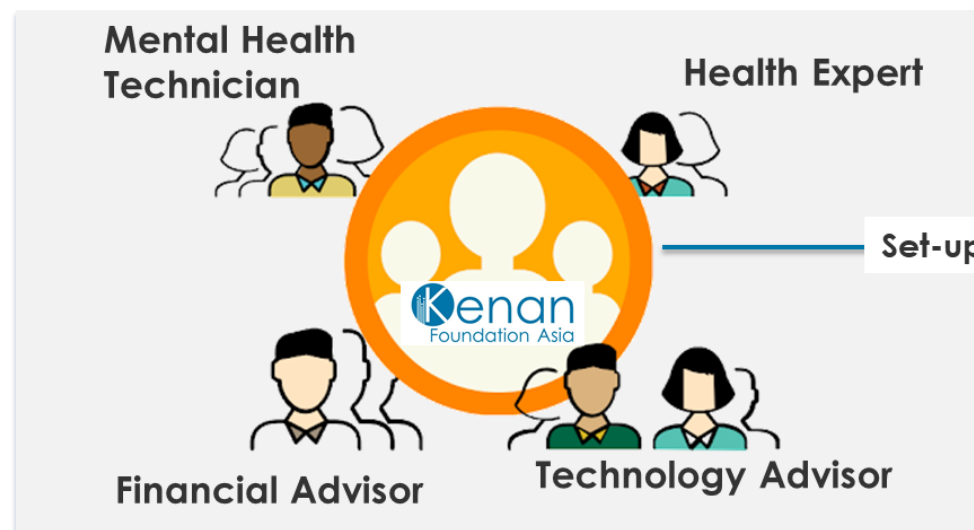
Interactive Health Literacy Training

Game Based & Edutainment



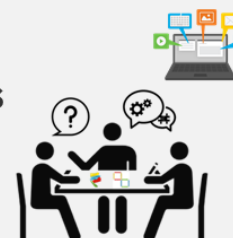
Replicable model in sustaining aging community

Master Trainers — Provide knowledge, advise, mentor



Blended Learning
(50 persons per class)

- Health Volunteers
- Change Agents



Community



**Seniors/
Pre-seniors**

Take care, support



Enhance entrepreneurship and online marketing skills of senior citizens



GHB
SENIORS GOT TALENT

เตรียมความพร้อม
สู่สังคมสูงวัย

100 senior citizens who were either GHB retired staff or clients



Areas: THAILANDS



Digital marketing



- Facebook pages insights
- Storytelling
- Accounting 101
- Digital marketing
- Visualization for Success

Health and Well-being

- Body Composition
- Fitness test
- How to get FIT
- Mental Health Assessment
- Brain Activation



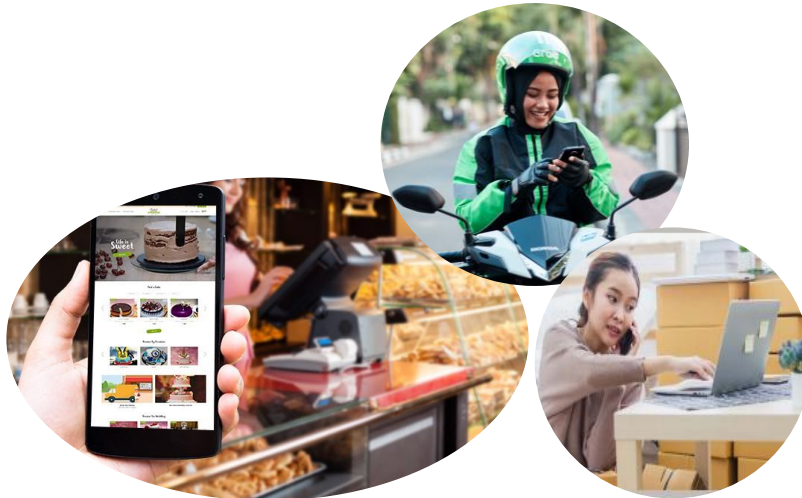
Nurture decent worker under Covid-19 pandemic

Opportunities, costs and outcomes of platformized home-based work for women

Evidence-based recommendations to both **platform firms** and **policymakers** with the ultimate impact of enabling women to engage with **digital platforms** in ways that expand their agency, economic security, and inclusion.

Service areas

- Food delivery
- Online retail
- Crowd work
- social media for business



JustJobs
NETWORK



Platform economy support decent work inclusion

Social distancing measures and stay-home campaigns have sped up digitalization at work, and bringing new opportunities to home-based workers.

Type of platforms in platform economy

- ❑ **Location-based platforms**  
- ❑ **Social Networks**  
(Online shopping, FB, Instagram)
- ❑ **Crowdwork platforms**  **fiverr®**
(For contractors, freelancers, and short-term contract workers who are hired for short assignments)

Emergence of popular foreign platforms has created job opportunities for Thai people.



Recommendation



To promote **home-grown platforms** that can cater to home-based workers who operate as individuals, or to those who lack bargaining power.

The home-grown platform will not only benefit economy, but it will also **promote informal workers' access basic social services**



Promote job equity among vulnerable people

Benefits from online gig work tend to vary depending on the intersection of many factors, including gender, education and skill level, and socioeconomic class

The low-skilled, lower class women [cleaners, masseuses] are among the most vulnerable.



- Associated with low social status, leave them with low self-esteem.
- Require to stand by at home, waiting to be called in to work. The standby is part of the women's work hours, but not be paid.
- Concerns over the health, safety, and sexual harassment risks due to their working conditions



Recommendation

Remain other groups, such as low-skilled labor **migrants and the digitally illiterate**, that could be entirely excluded from the system in the first place.



Ensure the rising popularity of the platform economy would leave nobody behind

Policy options under consideration for regulating platform work

The development of Informal Workers Protection Act

“All uninsured persons above 15 years of age are protected by this law. The act ensures the rights to registration, rights to association, and potentially financial access to the Home-Based Workers Fund.”



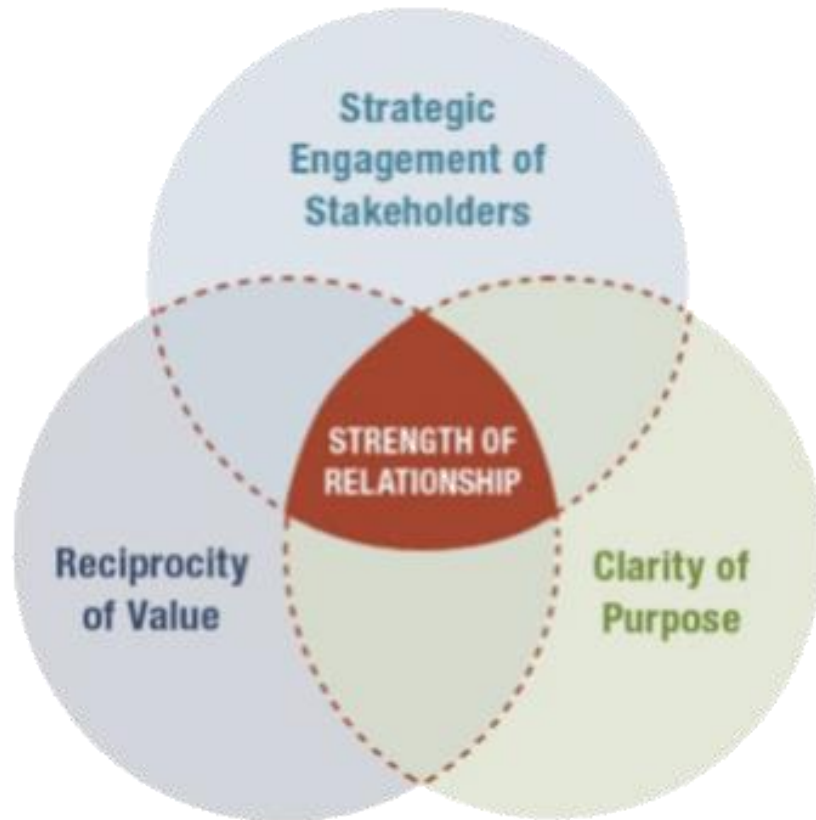
International Labor Standards set forth by the ILO

“The labor relationship between platform workers and platforms do not deviate from that of non-platform informal workers, and this distinction should be taken into serious consideration.”



Foster Public Private Partnership Model

Framework Of Effective Partnership



Long-term relationship and sustainability approach

Essential Factors to Ensure Program's Success



Transparent and aligned objectives



Unified legal and regulatory framework



Clear communication strategies



Effective governance and monitoring mechanism

**What can you do to help aging preparedness
for the decent work in 21st century?**