



รายงานผลประจำปี ๒๕๕๖ มูลนิธิยุวทูตความดี

YOUNG AMBASSADORS OF VIRTUE FOUNDATION

ANNUAL REPORT 2013

รายงานผลประจำปี ๒๕๕๖ มูลนิธิยุวทูตความดี

Y O U N G A M B A S S A D O R S O F V I R T U E F O U N D A T I O N

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Foreword

The Young Ambassadors of Virtue's 2013 Annual Report covers a fruitful year of activities for the Foundation. All 3 pillars of social virtue, namely a social conscience, a sense of altruism, and a broadened international perspective, have been promoted so that Thai youth would grow up with an appreciation for the local culture, a sense of national unity, and a preparedness for an increasingly globalized world. Projects included expanding linkages with young people in neighbouring countries, preparing for the ASEAN Community 2015, expanding the Foundation's network of schools, and promoting cooperation between the Foundation and school directors and teachers. Our cooperative projects with participating schools have become more cohesive and are based on mutual support. Through this, the Foundation has been able to carry out its work in a greater number of regions in order to create responsible and capable citizens with an increased awareness of changing society and a more challenging world today.

The 2013 Annual Report seeks to present information and photographs in a complete, up-to-date, and easy to understand format, including a summarized report in English in the annex for foreign audiences which include embassies in Thailand, foreign institutions, international organizations and foundations, and the foreign private sector.

The Young Ambassadors of Virtue Foundation hopes that this Annual Report will help readers better understand our work in developing good young citizens as well as appreciate the Foundation's role in providing a firm basis for Thailand's human resource and social development. The Foundation hopes that its work will contribute directly to the strength of the nation and help society stay abreast of the world and remain competitive, all of which is indeed the shared responsibility of all sectors in Thailand.

The Young Ambassadors of Virtue Foundation would like to appreciate its sincere appreciation to all partnered agencies, school directors, teachers, and the Young Ambassadors of Virtue themselves who have supported and made possible all the projects carried out in 2013. We hope our readers both enjoy and benefit from reading this report.

Chantipha Phutrakul
Director of YAVF



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The Foundation's Background

- The Ministry of Foreign Affairs of Thailand established the “Young Ambassadors of Virtue” Project in 1999 in commemoration of the Sixth Cycle (72nd) Birthday Anniversary of His Majesty King Bhumibol Adulyadej. At the outset, 76 primary schools representing all provinces in Thailand took part in the pilot Project, which involved several moral development activities.

- Inspired by the King’s moral guidance and vision, the Young Ambassadors of Virtue Project aimed to develop social and moral qualities in Thai youth. On 16 January 2001, the Cabinet declared the Project a model for national human resources development.

- Since 27 March 2004, Her Royal Highness Princess Maha Chakri Sirindhorn has taken the Young Ambassadors of Virtue Project under the Royal Patronage.

- With the campaign entitled “Youth: The Vitality of the Nation” adopted in 2006, the Young Ambassadors of Virtue Project broadened its scope to include the secondary school level. The underlying goal is to instil a sense of values and social responsibility among a broad range of Thai young people.

- The Young Ambassadors of Virtue Project was registered as the “Young Ambassadors of Virtue Foundation” on 3 April 2007. From 76 schools in 1999, the number of schools in the Foundation’s network grew by 1,520 in 2001 and 975 in 2002. To date, there are 2,154 schools in our network.



About the Foundation

The Young Ambassadors of Virtue Foundation is a legally recognized, non-profit organization, funded by the Ministry of Foreign Affairs. Its office is located at the Ministry of Foreign Affairs, 443 Sri Ayudhya Road, Ratchathewi, Bangkok 10400.

Vision

To instil a social conscience, a sense of altruism, and a broadened perspective in Thai youth to enhance their potential to become moral and well-rounded citizens, who will act as a strong foundation for the nation as a whole.

Objective

- To support public activities which help develop a sense of morality and instil a social conscience in Thai youth in line with His Majesty the King's guidance.

- To promote the Corporate Social Responsibility (CSR) strategy of the Ministry of Foreign Affairs by undertaking community-service activities and fostering inter-organisational collaboration with the private sector and civil society to build "the power of giving" for a stronger, more forward-looking, and more internationally competitive society.

Being "Young Ambassadors of Virtue"

The Foundation seeks to cultivate social values and morality values, a far-reaching perspective, and the ability among Thai young people to adapt to challenges that come with a more globalised world. Through a variety of activities, *"Young Ambassadors of Virtue are expected to be models for their generation who uphold morality and integrity, are well-rounded, have the potential to lead society, and are proud to represent Thailand by fostering relations with young people around the world."*

The Foundation's Mission

1. To support school projects and activities that focus on developing “moral and smart” qualities in students in line with His Majesty the King’s guidance
2. To encourage diplomatic and consular missions in Thailand to become “Patrons” of the schools in the Foundation’s network in order to stimulate learning about their countries and, through school visits, to create a bond between the schools and the Embassy Patrons
3. To promote the creation of “sister schools” between schools in the Foundation’s network and those overseas through cooperation with Royal Thai Embassies, in order to enhance mutual understanding and people-to-people relations
4. To encourage the participation of Young Ambassadors of Virtue in the outreach programmes of the Ministry of Foreign Affairs as part of their learning activities
5. To organise the “Young Ambassadors' Partnership Exchange Programme” for participating schools from different regions of Thailand in order to forge mutual friendship and learning, including aspects of human and community development
6. To support activities covered by various of “Love our Country” Projects, which are sponsored by leading governmental and religious institutions, state-owned enterprises, and the private sector
7. To strengthen relations and friendship among young people in ASEAN and neighbouring countries by organising study tours abroad, which in turn helps to stimulate learning and broaden the perspectives of the Young Ambassadors of Virtue

Projects and Activities in 2013

1. A National Seminar for teachers from schools in the Foundation's network
2. An English Camp for teachers from participating schools to help equip Thai young people with better English skills for their future participation in the ASEAN Community
3. Selecting Young Ambassadors of Virtue who are well-informed about the ASEAN Community to join activities in the 62nd National Students Competition



4. Participating in programmes organised by “Embassy Patrons” in their partnered schools
5. Co-organising outreach programmes for students of the Young Ambassadors of Virtue schools with the Ministry of Foreign Affairs
6. The “Young Ambassadors' Partnership Exchange” programme which involves pairing 10 schools from 10 different Thai provinces based on common interests and readiness
7. Four training camps under the “Love Our Country” project:
 - Treasures of the Soil and Thai Agricultural Way Camp
 - Team Spirit and Peace Building Camp
 - Save the World, Save the Land Camp
 - Dhamma is the Light of Wisdom Camp
8. Study tours to Laos, Malaysia, Indonesia and Sri Lanka to promote exchanges of knowledge and friendship between young people in ASEAN and neighbouring countries



Executive Summary

Young Ambassadors of Virtue projects in 2013

The Foundation aims to instil a social conscience, a sense of altruism, and a broadened perspective in the Young Ambassadors of Virtue to help them become good citizens of the world. We hope to raise our nation's next generation to appreciate their country, to be eager to acquire knowledge, to adhere to moral codes, remain internationally competitive, and to be ready to foster relations with their counterparts from other countries.

The activities of the Young Ambassadors of Virtue projects in 2013 have been successfully carried out according to the principles outlined above through the Foundation's adherence to 5 approaches, which are:

- ***Creating young citizens who value their country*** : by holding a workshop in Bangkok in January to set a clear direction for all projects in 2013, and to build cohesion between the Foundation and the schools in its network. The school directors and teachers from all 77 provinces were encouraged to be key drivers of the projects and were involved from the beginning in the brainstorming and project planning processes. The participating school directors chose 3 partner schools in each province to participate in a project to cultivate morality and altruism in their students. In each group, one school would be selected as the model of good practice for the other schools. Students were also selected to represent their schools in educational camps, which also give them a chance to broaden their international perspectives.

- ***Promoting unity and harmony among Thai youth by exchanges of visits***, starting from a workshop in Khonkaen Province in February which was attended by school directors and teachers from 40 schools in 10 provinces. This resulted in the pairing of 20 schools from different regions of Thailand, each with unique local identities and culture. Examples of school pairings are: schools from Prachuab Khirikhan with schools from Chaiyapoom, schools from Suphanburi with schools from Nakorn Ratchasima, Nan with Surin, Loey with Chonburi, and Krabi with Khonkhaen. These schools carried out exchanges of visits to promote better understanding

between youth from different regions and cultural background as well as to broaden their perspectives and experiences. These visits gave the opportunities for participating youth to gain new experiences by studying local history, visiting historical sites, learning wisdom from local philosophers, and contributing to charitable activities. The project also strengthens solidarity between the schools, teachers, and students as well as promotes cooperation between schools and parents associations, government administration, and local community. All this contributes to the process of building good citizens and achieving the goals set out by participating schools.

- Preparing the Young Ambassadors of Virtue for the ASEAN Community

through a competition on knowledge about ASEAN during the 62nd National Student Competition in February, and through an English training course for teachers from schools' Foundation's network in April to equip them with the essential skills to teach English in their schools. In all training courses organised by the Foundation, officers from the Ministry of Foreign Affairs also participated by providing information on the ASEAN Community, which helped prepare students for the competition. During the visit to the ASEAN Secretariat in Jakarta, students displayed a good knowledge of the ASEAN Community, which was well received.

- Broadening the Young Ambassadors of Virtue's perspectives

through joint activities with foreign embassies in Thailand in the "Patronage" project, which aims to increase participating students' knowledge about the countries of the "Patrons" as well as to foster friendship between the schools and the embassies. For example, the Embassy of the Republic of Korea was patron of Anuban Phranakhon Si Ayutthaya School in May. Activities also include visits to Malaysia, Indonesia, Sri Lanka, and Laos between June and September. 107 Young Ambassadors of Virtue, together with 32 school directors and teachers from 84 schools in 67 provinces, represented Thailand during these visits, making new friends with leading schools in ASEAN and other neighbouring countries. These visits to neighbouring countries were co-organised by the Ministry of Foreign Affairs through their CSR programme, which helped prepare Thai youth for the ASEAN Community in 2015.



- Shaping the Young Ambassadors of Virtue into good citizens through cooperation with the public and private sectors, as well as Buddhist institutions. The Foundation organised 4 camps for participating youth between April and September so that they could learn about Thai ways of agriculture, how to live harmoniously with the land, to further study the Buddha's teachings. This also helps prepare them for their further education and possible overseas studies in the future. The Foundation organised a "Team Spirit and Peace Building" camp in Songkhla Province for 13 network schools in the South with support from the Southern Border Province Administration, the "Treasures of the Soil and Thai Agricultural Way" camp in Pathum Thani Province for youth from 14 Northern and Northeastern provinces with support from the Office of the Basic Education Commission, Ministry of Education, the "Save the World, Save the Land" camp in Petchburi Province for youth from 19 provinces with support from PTT Public Company Limited, and the "Dhamma is the Light of Wisdom" camp in Chiang Rai Province for youth from 21 provinces with support from the office of the Venerable V. Vachiramethi

The "3-step Philosophy" underlying the Young Ambassadors of Virtue Projects in 2013

Young people are like seeds – with loving upbringing in nutritious soil, good seeds will grow up to become big trees capable of providing shade for others. It is the Foundation's underlying belief that youth requires attentive care in order to instil in them good values and social conscience, as well as to develop good habits of helping others and continuously expanding their perspectives.

The Foundation, therefore, aims to strengthen Thailand's future human resources through the following three steps:

Step 1: Developing a shared understanding between the school directors and teachers by holding workshops to discuss common goals and initiating activities and projects focusing on social unity, agriculture, the environment, and local wisdom. Such activities centre first on building a social conscience

and altruism within the schools, then later expanding these values to other “partnered” schools. Through time, this would help create far-reaching and concrete results for local communities and the provinces.

Step 2: Organizing training camps where participating students can learn from experts in particular fields. Selected students from participating schools would join the camps, learn about current affairs, develop social and public-speaking skills, practise how to live in harmony with others, as well as learn how to apply their acquired knowledge for productive use.

Step 3: Developing global perspectives and learning from examples which could be applied to the schools. The Foundation, together with other relevant parties, selects students and teachers from the camps as representatives to travel overseas. The objective is for them to share the knowledge gained abroad with their schools back at home as well as exchange with partnered schools.

For 2013, 150 school directors and teachers from 75 provinces participated in Step 1, 599 students and 137 teachers participated in Step 2, and 32 school directors and teachers and 107 students participated in Step 3.

The most important objective for the Foundation is to instill a social conscience among Thai youth, including appreciation for one’s motherland, helping them to represent their hometowns with confidence and develop friendship with Thai young people from other regions. The next step is to help them broaden their international perspectives and develop friendship with youth from other countries, particularly in Asia, and share their experiences with others back home.

The Foundation has a clear goal to create “good” citizens endowed with integrity and conscience. It is hoped that one day in the future, these Young Ambassadors of Virtue would grow up to become big trees which are capable of strengthening the fabric of the society and bring it prosperity.



Getting to know the world through foreign embassies in Thailand

The Young Ambassadors of Virtue Foundation has encouraged foreign embassies in Thailand to become “Patrons” of schools in the Foundation’s network. Activities include visits by embassy staff to their “paired” schools to share information about their respective countries through cultural activities, as well as exchanges of students between the two countries.

Between 2012 and 2013, the Foundation has been successful in establishing the “Patronage” project with 3 foreign embassies in Thailand: the Embassy of Kenya, the Embassy of the Republic of Korea, and the Embassy of the People’s Republic of China. Altogether, 4,300 students have benefited from this project.

The Embassy of Kenya and Thanyasittisilpa School

The Embassy of Kenya in Thailand is the patron of Thanyasittisilpa School in Pathum Thani Province. In coordination with the Foundation, the Embassy held a Knowledge Week with Kenya Exhibition at the school.

On 15 November 2012, the spouses of the Diplomatic Corps and Thai foreign service officials attended the opening ceremony of the Kenya Week Exhibition. The delegation was lead by the spouse of the Permanent Secretary of Foreign Affairs and Ambassadorial spouses of Kenya, Canada, Denmark, Germany, Sweden, Hungary, Luxembourg, New Zealand, South Korea, Mongolia, Nigeria, Ukraine, and Timor Leste. The delegation was received by Mr. Siripong Hantrakoon, the Governor of Pathum Thani Province, and his spouse. Altogether, 1,400 students participated in the activities, which included a Thai welcoming ceremony, and introduction of the school and its mission, a knowledge contest, an exhibition of Thailand-Kenya relations, an exhibition of writing compositions and drawings on Kenya, an exhibition of the Young Ambassadors of Virtue activities of the school, and a demonstration of Thai arts such as handicrafts produced from natural materials and local cuisine.



Mrs. Varaporn Phuanketkeow, spouse of the Permanent Secretary of Foreign Affairs, led the spouses of the Diplomatic Corps to participate in the day's activities with students of Thanyasittsilpa School.

Mrs. Shirley Nawana Ekai, spouse of the Ambassador of Kenya, presided over the student knowledge contest.

Mrs. Phantiva Changkapichian, Director of Thanyasittsilpa School, delivered the welcoming remarks and presented the school activities.



The Embassy of the Republic of Korea and Anuban Phranakhon Si Ayutthaya School

The Embassy of the Republic of Korea in Thailand is the patron of Anuban Phranakhon Si Ayutthaya School, Ayutthaya's leading primary school with 1,950 students. The Embassy and the school organised activities to promote knowledge about South Korea including Korea Week, a knowledge contest, and cultural and food demonstrations.

On 14 June 2013, H.E. Mr. Jeon Jae Mun, Ambassador of the Republic of Korea to Thailand and his spouse visited Anuban Phranakhon Si Ayutthaya School together with spouses of the Diplomatic Corps and Thai foreign service officials, led by the spouse of the Permanent Secretary. The delegation was welcomed by the school director, Mr. Chamnien Khunphuag, together with teachers and students and civil service officials from the Ayutthaya administration, led by Mr. Witthaya Phewphong, Governor of Ayutthaya province, and his spouse.

Activities included a knowledge contest on South Korea, where H.E. Mr. Jeon Jae Mun presented prizes for the winners of 9 contests and over 200 pieces of souvenir to participants. The Korean Embassy also presented an electric piano to the school, as well as 90 books for the Korean corner in the school library.





Anuban Phranakhon Si Ayutthaya School and 3 network schools, namely Wat Nong Pao School, Wat Sawang Arom School, and Wat Hantra School, co-organised an exhibition on Thai-Korean relations, Young Ambassadors of Virtue activities, Thai musical performance, student handicrafts, and Ayutthaya products. The schools also held a demonstration by 250 kindergarten pupils of traditional Thai games, in which the spouses of the Diplomatic Corps participated.

The “patronage” programme between the Korean Embassy and Anuban Phranakhon Si Ayutthaya was successfully carried out with the cooperation of the directors, teachers, and students of the four schools. The result was a broadening of perspectives for students, as well as developing closer relations between the schools and the Korean Embassy.





The Embassy of the People's Republic of China and Pratumnuk Suan Kularb School

The Embassy of the *People's Republic of* China in Thailand and Pratumnuk Suan Kularb School jointly organised many activities including a China Week, China tourism promotion through 100 questions, an exhibition on Thailand-China relations, studies of the Chinese language through music, and demonstrations of Chinese writing and painting.

On 19 December 2013, H.E. Mr. Ning Fukui, Ambassador of the People's Republic of China to Thailand and his spouse visited Pratumnuk Suan Kularb School together with the Chairman of the Young Ambassadors of Virtue Foundation, the Director-General of the Department of Information, and the Director of the Young Ambassadors of Virtue Foundation. A representative of the school welcomed the visitors in Chinese, and the students sang Chinese songs and participated in a knowledge contest on the PRC. H.E. Mr. Ning Fukui presented 200 prizes to the participants as well as 600 books and educational material on Chinese culture and language. The school's director Mrs. Pattana Ketkanchano showed the Ambassador around the school, highlighting activities such as the strengthening of Thailand-China relations through cultural and musical performances.



Expanding the Network of Young Ambassadors of Virtue

Expanding cooperation with Buddhist institutions, government agencies, public enterprises, the private sector, and Friends of the Young Ambassadors of Virtue Foundation (YAVF)

For the Young Ambassadors of Virtue Foundation, friends and partners include a broad range of eminent persons, governmental institutions, civil society organizations, agencies from the public and private sectors, both domestic and foreign, who support the Foundation in its endeavours and help the Foundation achieve its goals.

In 2013, the Foundation held the “Love Our Country” project for the first time. In this project, the Foundation emphasized activities that will help instil a social conscience, altruism, and eagerness to broaden perspectives through workshops and activities with foreign youth.

The Foundation received support for 4 workshops for 662 participants. Its key benefactors are:



สภานันวิมุตตยาไสย
VIMUTTAYALAYA INSTITUTE



Vimuttayalaya Institute and Rai Chern Tawan International Vipassana Centre, by Phra Maha Vuthichai (Venerable V. Vachiramethi), supported the workshop “Dhama is the Light of Wisdom” for 130 young people and 42 teachers by providing the venue, food, and arranging the workshop for 5 days.

PTT Public Company Limited, Thailand’s leading energy explorer and developer with a notable portfolio of CSR projects relating to energy issues and the environment, helped the Foundation promote awareness among participating youth, teachers, and parents on planning and using energy efficiently through the “Save the World, Save the Land” project. This was a joint initiative between PTT and the Ministry of Foreign Affairs carried out through the Young Ambassadors of Virtue Foundation to create readiness for energy issues in the 21st century. PTT covered the expenses for the 5-day camp, in which 203 people participated.



Southern Border Province Administration (SBPA), with its vision of developing the Southern region through social strengthening and peace building in the local communities, has supported the workshop “Team Spirit and Peaceful Living” for 147 participating young people from 14 provinces in the South. The project aims to promote social harmony and deepen understanding among youth by raising socio-cultural awareness of pluralistic societies and enhancing peaceful coexistence between different cultures.

Office of the Basic Education Commission of Thailand, one of the Foundation’s partners from the beginning and Thailand’s leading regulator of school education, helps inform school administrators, teachers, and students about the Foundation’s tasks. In 2013, the Office of the Basic Education Commission of Thailand supported the workshops “Love Our Country” and exchange of visits projects, in which 230 school directors and teachers from 77 provinces participated, as well as supported the 4-day workshop “Treasures of the Soil and Thai Agricultural Way” Camp for 140 students.

Throughout all of its activities, the Foundation has also received invaluable support from the following partners.





The Ministry of Foreign Affairs is the main agency supporting the Foundation. It provides office premises for the Foundation as well as financial support. In 2013, the Ministry of Foreign Affairs supported the exchange of visits project, in which 1,324 students and teachers participated, and trips abroad to Malaysia, Indonesia, Sri Lanka, and Laos, in which 133 people participated.



Royal Thai Embassies

and Consulates General have provided support during the visits of the Young Ambassadors of Virtue. They helped facilitate the organization of trips and consistently gave a warm welcome to the delegations, which has left a lasting impression on the Young Ambassadors of Virtue and inspired them to become future diplomats.



The support from Royal Thai Embassies and Consulates General reached a milestone with the Royal Thai Embassy in Jakarta providing an opportunity for two delegations of 6 students in the Foundation's network to participate in activities with Indonesian students for 12 days. The Foundations hopes to continue these activities in more countries in the future.

Foreign Embassies in Thailand have been important contributors to knowledge-sharing on foreign countries for the Foundation’s network schools. The Embassies of Brazil, Kenya, South Korea, and People’s Republic of China have provided valuable support to 4 network schools, including Sarittidech School in Chantaburi, Thanyasittisilpa School in Pathum Thani, Anuban Phranakhon Si Ayutthaya School in Ayutthaya, and Pratumnuk Suan Kularb School in Bangkok, which helped raise awareness and enthusiasm for events around the world. These activities also helped to promote Thai arts and culture.



Currently, the Foundation has 44 volunteers from the Ministry of Foreign Affairs

Volunteers The Young Ambassadors of Virtue Foundation and the Ministry of Foreign Affairs encouraged members of the organisation to empower Thai youth by participating as volunteers in all activities organised by the Foundation to broaden perspectives and create inspirations for themselves.

In a short period of time, the Foundation’s projects have expanded in both the number of participants and the variety of activities undertaken. It is therefore essential to expand the network of sponsors in order for participating schools to benefit fully from these projects.



Faces of the Young Ambassadors of Virtue from various regions

The Private Sector Currently, the private sector has generally become more active in their CSR programmes, targeting schools in all regions of Thailand. Private companies that are interested in sponsoring the activities of the Foundation can apply for a partnership status with the Foundation (Friends of YAVF) by contacting us directly.