

Summary reports of co-creation results : **Meaningful Events for Collective Impact on Food Systems in the Southern Border Provinces**

The Creation of Meaningful Events for the Building of Positive Outcome to the Food System in the Provinces of the Southern Borders.



9-10TH
OCTOBER
2021

A Workshop for the Brainstorming of Written Provision for the Creation of Events in a Direction-Oriented Manner to Build Positive Outcome to the Food System in the Southern Border Provinces.



Produced by:

BARAMIZI CO.,LTD

23/94 Sorachai Building Soi, Soi
Sukhumvit 63, Klongton-Nua, Khet
Watthana, Bangkok 10110

Tel. +66 (0) 2 714 0433

www.baramizi.co.th

FB: Baramizi_Lab

Contact the United Nations Thailand

12th Floor, United Nations Building.,
Rajdamnern Nok Avenue,
Bangkok 10200

Email: undp.thailand@undp.org

Tel: +66 (0) 2 288 3350

Fax: +66 (0) 2 280 0556

Facebook: UNDP Thailand

INTRODUCTION

Introduction

Since early of 2021, the United Nations Development Programme (UNDP) Thailand has started its' development on social innovative platform. Such targets at developing and improving the areas of design processes, public services in time of COVID-19 outbreak in systematic manner, the enhancement of good local governance, community resilience and societal cooperation. All the mentioned has ultimate goal to upgrade the local food system of the southern provinces under the name of "Social Innovation Platform (SIP)." The pursuit of shared value from beneficial parties is the important key to the approach of the platform and the operation of the related past activities. Some of the activities to name a few include the design of digital strategies for the upgrading of the food system and the services in the fresh market of the municipality of the Yala Province, the promotion of information usage for the design of local plans and the conduct of projects in order to build sustainability of the food system and joint local food safety, the presence of youth empowerment for employing innovative processes for the design of new services, the enhancement of farmers' capability in the joint building of standard agricultural production, the development local food manufacturers' competency and the export of cultural tales of the community to the outside world.

An 'event' or an organized set of activities is an important tool for driving the economic and social activities, as seen in the southern provinces of Thailand. Event organizers have created new dimensions for events in order to add vividness to the areas of concern. With the mentioned, it is a favorable opportunity to create space for exchanging of ideas for event creation. Moreover, it allows for local event organizers to collaboratively search, examine and conclude the future direction(s) of events. The outcome of events as an end-product of the exchanging of ideas will be with meaningful results and positive impact to the food system development. All the mentioned is beneficial to the current and ongoing society and economy in the provinces of the southern borders.

GOALS

Workshop Goals:

The brainstorming of local event organizers to set up written provision for an event creation in order to promote positive impact for an effective food system in the provinces of the southern borders in direction-oriented manner.

OBJECTIVES

Workshop Objectives

1. To share and exchange knowledge related to the problems and opportunities of the food system. A case study of the food system in the Yala Province.
2. To share and exchange knowledge related to event organization or festivals which show linkage with food that produce positive impact to the society.
3. To brainstorm and search for target(s) and creative guideline that stimulate positive impact to the food system of the southern borders.
4. To strengthen relationship between local creators and mastermind in order to create strong network for building of teamwork in the upcoming future.

Workshop : Meaningful Events for Collective Impact on Food Systems in the Southern Border Provinces

Workshop Schedule (Agenda)

Day 1: October 9th, 2021

Rapport Building & Exchanging of Knowledge for Past Event Creation & Summarization of Problems Related to the Local Food System.

6.00-7.30 a.m. (Optional)	The participants are invited to visit the Morning Rodfai Market to experience local breakfast and lifestyle.
8.30-9.30 a.m.	Class introduction, self-introduction and ice-breaking activities.
9.30-10.15 a.m.	A seminar with the CEA: Creative Economy Agency for sharing of creative experience for "Meaningful Event or an event full of expression" for the creation of social and economic impact in creative locations.
10.15-10.30 a.m.	Coffee Break
10.15-11.15 a.m.	Activity 1: A Lesson Learned: A Work Experience for Organizing Events in the Provinces of the Southern Borders.
11.15 a.m.-12.00 p.m.	Activity 2: Creative Culture Canvas: the decoding of cultural capital and local uniqueness
<i>12.00-13.00 p.m.</i>	<i>Lunch Break</i>
13.00-13.45 p.m.	A Research Lecture on the Topic of Food System Situation in the Yala Province
13.45-14.45 p.m.	A seminar for the sharing of experience in the food system of the provinces of the southern borders from perspectives of new-gen food content creator and business operator; Khun Abdulloh Baka, manager of the Chaba Beef Butcher, a 100% Beta-Agonist-Free Butcher, being the first butcher in one of the provinces of the southern borders to fully apply online marketing & Khun Korrawan Phuriwat, a co-founder of the "Werung Where Are You Going" Page, a new-gen content creator for the provinces of the southern borders.
14.45-15.00 p.m.	Coffee Break
15.00-15.30 p.m.	Activity 3: Refine Your Approach: Understanding the Problems Related to the Food System
15.30-16.00 p.m.	Presentation of Group Work

Workshop Schedule (Agenda)

Day 2: October 10th, 2021

Brainstorming for Setting Up of Written Provision for Event Creation to Promote Positive Impact for an Effective Local Food System.

- 8.30-9.00 a.m.

Class opening, introduction of Day 2 joint activities and invitation to the co-creation of alliance network database for area’s event creation.
- 9.00-9.15 a.m.

Familiarization with TCEB by Khun Chiruit Isarangkun Na Ayuthaya , Director of Thailand Convention and Exhibition Bureau.
- 9.15-11.00 a.m.

Inspirational Case Studies of Successful Events’ Flagship:

- Khun Anurak Inchuen, INDEED CREATION CO., LTD. - Organizer of the Chiang Mai Blooms.
 - Khun Pattanachai Singhawara - Director of Southern Convention and Exhibition Promotion Bureau
 - Representatives of the Thai International Events and Festivals Trade Association (TIEFA)
- 11.00-11.15 a.m.

Coffee Break
- 11.15 a.m.-12.00 p.m.

Activity 4: Brainstorming of organizing inspirational idea events.
- 12.00-13.00 p.m.

Lunch Break
- 13.00-14.00 p.m.

Activity 5: Plotting of Event Calendar Ideation
- 14.00-14.15 p.m.

Coffee Break
- 14.15-15.15 p.m.

Activity 6: Decoding of Idea Event to the setting of written provision of event creation in a direction-oriented manner for positive impact to the society.
- Presentation of Group Work & Workshop Conclusion.

Guest Speaker: Day 1

01



**Montinee
Yongvikul**

**Director of Creative Economy
Review**

Creative Economy Review (Public
Organization)

02



Karin Kungwankitti

**Senior Developer of the Network
for Urban Development,**

Creative Economy Agency
(Public Organization).

03



Abdulloh Baka

**An Instructor at the Faculty of
Science Technology and
Agriculture,**

Yala Rajabhat University.

Manager of the Chaba Beef.

A 100% Beta-Agonist-Free
Butcher, being the first butcher
in one of the provinces of the
southern borders to fully apply
online marketing.

Chairman of the Raman Beef
Large Plot Group

04



Korrawan Phuriwat

**Co-Founder of the "Werung
Where Are You Going" Page.**

A new-gen Buddhist-Thai who
bravely explores the world
challenges & presents the
beautiful stories through social
media to confirm the
harmonious blend between the
Buddhists & Muslims in the
southern part of Thailand.

Guest Speakers: Day 2

01



**Chiruit Isarangkun
Na Ayuthaya**

**Director of Thailand Convention
and Exhibition Bureau**

02



**Pattanachai
Singhawara**

**Director of Southern
Convention and Exhibition
Promotion Bureau**

03



Anurak Inchuen

**Managing Director of
INDEED CREATION CO., LTD**

The Owner of INDEED CREATION
CO., LTD.

A company which specializes in organizing events including international meetings, inspirational tourism and other business ceremonies. With more than 17 years of experience, the company dedicates itself to meticulous organizing of high quality events for the building of work motivation.

Guest Speakers : Organizers of Workshop Activities

04



**Boonperm
Inthanapasat**

**President of Thailand
International Fairs and Festival
Promotion Association (TIEFA)**

Thailand International Events &
Festivals Trade Association (TIEFA)

01



**Parama
Thipthonsap**

**Director of Future Lab
Research Methodology**

Baramizi Lab Co., Ltd.
Future Lab Research
Methodology, Baramizi Lab Co.,
Ltd. Baramizi Lab Co., Ltd.

02



**Sorat
Khongkharat**

Senior Future Lab Researcher

Baramizi Lab Co., Ltd.
Future Lab Research
Methodology, Baramizi Lab Co.,
Ltd. Baramizi Lab Co., Ltd.

Summary of Workshop Activities

The Creation of Meaningful Events for the Building of Positive Outcome to the Food System in the Provinces of the Southern Borders.



Summary of Panel Discussion:

The sharing of experience for "Meaningful Event" or an event full of expression for the creation of social and economic impact in creative locations.



Montinee Yongvikul

Director of Creative Economy Review

Creative Economy Review (Public Organization)



Karin Kungwankitti

Senior Developer of the Network for Urban Development,

Creative Economy Agency
(Public Organization).



Montinee Yongvikul

Director of Creative Economy Review

Creative Economy Review
(Public Organization)

It all relates to our experience of organizing festivals. It was done as a way to respond to 'CA,' an agency which upgrades the CCC, in order to build a creative knowledge development. In other words, it promotes the understanding of design and making use of creative thinking. It supports the development of 5 economical tools which include:

1. Strategic Planning & Development: cooperation is needed from related parties for joint planning of existing plans in order to convert them into sustainable processes.
2. Creative Place Making: a project which develops basic, physical layout for the location. It determines the physical characteristics in order to build physical outline.
3. Strengthen Creative Business: the determination for support of existing or modern businesses of the area. The two are to be developed and facilitated.
4. District Branding: the realization of uniqueness or identity of the area with the locals in order to communicate or create stories to outsiders.
5. Co-Creating a Creative Community: the most crucial tool which involves the collaboration between locals and outsiders for sharing of perspectives. The sharing of ideas leads to development of creative new ideas and concepts. Such allows for a balance and a compromise for benefit sharing.

The 5 strategies form guideline for the development of organizing festivals. All the mentioned serve as tools which correspond to the issues of 'city and living, well-being & gastronomy and creative business,' where in the final process are formulated into 'mission' for the given program. Some of the themes include network creation, stimulating the city area to be with attractive activities for new learning, creation of trade show, exhibition and other business movements. The tools therefore serve to develop and stimulate both the economy and people. The overall meaning fits the organizational level. The steps to follow include the organizing of CA's festival, having the objective of developing the neighborhood.



Karin Kungwankitti

Senior Developer of the
Network for Urban
Development,
Creative Economy Agency
(Public Organization)

A narrative exhibition is one which builds engagement, at the same time creates dialogues describing lifestyles and the overall well-being of the neighborhood. It is the familiarization of the district through photographs, which creates bond between viewers and the people of the neighborhood. It is a technique to blend and build bonds with the local society. In other words, it is way for CA to become part of the ancient Songkhla.

The essence of building engagement lies in the involvement of 'people.' The locals or dwellers of the neighborhood are always the heart of projects. Spotlights are put on stories of locals. The Songkhla project was very fortunate to be with excellent group of locals. One of the most valuable persons who contributed to the connecting of the project with the local operators, monks, children and people of other professions was Khun Kay E. Y. Spaz. One of the goals of this project was its' initial introduction. Songkhla has been going through preservation and restoration after a long stagnation and decrease in population. The project's objectives also include the building of local pride, promotion of relationship and building network of creative thinkers. It all starts with a new work process which involves meeting and building rapport with locals and creative thinkers for exchanging and sharing of experience and local know-how. Locals, on the other hand are able to learn professional photography and other filming techniques. All the photographs represent pictures of a big family, a storytelling of the community's art, history and the whole of the province. The photographs aid the province in achieving more restoration.

Summary of Panel Discussion:

The sharing of experience in the food system of the provinces of the southern borders from perspectives of new-gen food content creator and business operator



Abdulloh Baka

An Instructor at the Faculty of Science Technology and Agriculture,

Yala Rajabhat University.

Manager of the Chaba Beef.

A 100% Beta-Agonist-Free Butcher, being the first butcher in one of the provinces of the southern borders to fully apply online marketing.
Chairman of the Raman Beef Large Plot Group



Korrawan Phuriwat

Co-Founder of the "Werung Where Are You Going" Page.

A new-gen Buddhist-Thai who bravely explores the world challenges & presents the beautiful stories through social media to confirm the harmonious blend between the Buddhists & Muslims in the southern part of Thailand.



Abdulloh Baka

**An Instructor at the Faculty of
Science Technology and
Agriculture,**

Yala Rajabhat University.

Manager of the Chaba Beef.

A 100% Beta-Agonist-Free Butcher,
being the first butcher in one of the
provinces of the southern borders
to fully apply online marketing.
Chairman of the Raman Beef Large
Plot Group

Beef slices under the 'Chaba Beef' Brand, under the 'Arom Dee Foods,' are the main signature products for the entity. Business of the Chaba Beef all started from the raising of own cows and producing of own fertilizers & animal feed. The mentioned also implies for own marketing and sales. The development of beef products still continues, with market expansion to the consumer markets. The main obstacle includes the basic layout and infrastructure for livestock. A research done 2 years ago revealed that during the Kuraban Festival alone, a single village consumed a total of 25 cows in 3 days and generated a monetary value of Baht 1,000 Million. The results from the research implied for production of beef supply to fulfill the stated demand.

Beef quality can be best viewed at the slaughter house. Chaba Beef possesses 2 breeds of cow and is beta-agonist-free. It is possible to expand business, though credibility of the farm has to be fully established. The challenge lies in the search for cows with high quality and specified breeds. It is critical to motivate villagers to raise quality livestock and to produce quality products. The high demand for beef during festivals show great business opportunities.

One of the problems lies to the illegality of slaughtering of cows. Legal livestock slaughter requires massive amount of fund and is still highly needed in Yala. Another problem is the consumers' preference for consuming imported beef rather than local beef. Local beef producers long for government's setting of limitations on import of overseas beef products.

From the perspectives of producers, it is still impossible to change the mindset of the villagers who are agriculturists. They are still fixated on producing and selling the same products. There is need to organize events with food design, which motivates producers of sweets, processed food and other food products to employ new techniques. Introduction of new marketing methods, distribution channel and production of new products are needed. Adding value to the products includes the case of transporting products to the buyers, without having them make real visits.

It is ideal to work in a community where there is a change in mindset. Most of the agriculturists are people of the older generation, who are used to the traditional ways. Without changing their mindset, they will be stuck with pure selling of products, which they can not set selling prices.



Korrawan Phuriwat

Co-Founder of the "Werung Where Are You Going" Page.

A new-gen Buddhist-Thai who bravely explores the world challenges & presents the beautiful stories through social media to confirm the harmonious blend between the Buddhists & Muslims in the southern part of Thailand.

The origin of the "Werung Where Are You Going" Page has its' start from Khun Gift, being a frequent traveler. She had always wanted to travel to the provinces of the southern borders since the time when the provinces were with news of violence and terrorism. Her friends refused to travel with her for many times, she therefore decided to explore the places herself. During that time, there were fake news related to Thai Buddhists who were shot by Thai Muslims for entering the Muslim area. Despite the news, she went to the Mount Tosaheh Viewpoint in Yala as her first destination in the southern borders. After her visit, her perspective towards the place had totally changed and made her realize the hidden and unveiled beauty of the region.

One of work obstacles lies to the fact that the local villagers viewed Khun Gift's team of cameramen as news reporters. She changed such attitude by presenting food of the local markets and villagers' homes. She made food trials with different menus which were eaten by Thai-Muslims and food which represented uniqueness of the 3 provinces of the southern borders. Through stories of food tasting, she was able to gain acceptance, as food sharing is considered mutual respect to the locals.

Food of the 3 provinces of the southern borders are excellent, though lack publicity and added value. A change in distribution and promotional channels will help add value to the products. Storytelling and public relations are tools to also help stimulate sales of these products. Events which are targeted at the new generation will aid in the publicity of the unique, distinct food innovation.

One of the next steps for the "Werung Where Are You Going" Page is to maintain the presentation of the page. Time is needed, as well as perseverance, endeavor and resistance to pressure. The current shootings are ones of 'how-to' cook the different dishes. The aim of the clips is to demonstrate the traditional and local know-how, which needs to be continuously passed on to the people of the new generation.

Summary of Panel Discussion:

Inspirational Case Studies of Successful Events' Flagship



**Pattanachai
Singhawara**

**Director of Southern
Convention and Exhibition
Promotion Bureau**



Anurak Inchuen

**Managing Director of
INDEED CREATION CO., LTD**

The Owner of INDEED CREATION CO., LTD.

A company which specializes in organizing events including international meetings, inspirational tourism and other business ceremonies. With more than 17 years of experience, the company dedicates itself to meticulous organizing of high quality events for the building of work motivation.



**Boonperm
Inthanapasat**

**President of Thailand
International Fairs and Festival
Promotion Association (TIEFA)**

Thailand International Events &
Festivals Trade Association (TIEFA)



Pattanachai Singhawara

**Director of Southern
Convention and Exhibition
Promotion Bureau**

TCEB has the responsibility to attract foreigners to organize events in Thailand. In the first stand, it is yet necessary to prepare the city's readiness. TCEB has the ability to support the event preparation for operators in terms of human resources, support for area network partners, consultation, upgrading of the event, financial support and linkage with the public sector. All the mentioned, however has to undergo a feasibility study for the proposed event.

An organization of events involves people from diverse thinking. The most common obstacle lies with the misunderstanding of the public body towards the events, for having redundant TOR, arrangement, and participants. The transmission of messages gets communicated to the wrong groups of audience. Communication is to be transmitted to outsiders and not the people who are already engaged in the event. The organization of an event for a particular area requires the engagement of the locals who truly understands the theme and the core messages. Not only that joint effort of the locals creates sustainable events, they also assemble events to be with strong, distinguished themes which possess the areas' true identities.

For the case of Yala, local food is the main theme used to attract viewers. Apart from food, other elements have to be added in order to fulfill and distinguish the province's uniqueness. The mentioned has to be done in order to grasp the attention of the audience to make actual visits, as way to create additional income.

TCEB possesses a network of experienced functions, including educational institutions, which have the ability to support local tasks. There is financial support for budgeting of events, with assessment tool to help develop the whole process. To conclude, joint effort from related parties including the private sector and personnel is required to accomplish goals.



Anurak Inchuen

**Managing Director of
INDEED CREATION CO., LTD**

The Owner of INDEED CREATION CO., LTD.

A company which specializes in organizing events including international meetings, inspirational tourism and other business ceremonies. With more than 17 years of experience, the company dedicates itself to meticulous organizing of high quality events for the building of work motivation.

The process of organizing the Chiang Mai Blooms required a collaborative effort of the local public sector which embraced the 26 districts of the Chiang Mai province. In order to persuade and gain trust from the local bodies, the organizers had to explicitly demonstrate the benefits of the project. With added effort from the private sector, the project was able to remark itself to the travel calendar of the Chiang Mai Province. The event was successful, with the collaboration between the private and public sectors. By the end of the event, the parties had already started brainstorming for the upcoming year's Chiang Mai Blooms. Not only that the event created value, it generated income to the community. The success of the event lies in joint collaboration and the financial support from sponsors, which distributed monetary benefits to the participants.

The Chiang Mai Blooms is a festival which combines beautiful flowers of the 26 districts of the Chiang Mai Province in one place. The festival involves competition of locally grown flowers. In the past, the main drawback of local events is the limited number of visitors who were mainly locals. The Chiang Mai Blooms therefore arranges for joint effort from different parties around the area in order to brainstorm the needs of outsiders, including foreigners. Proposal of the festival was successful in the way that financial support was given by the private sector. Such was used for the development of the orchards, facilities, activities and sales of accommodation. Some of the activities were musical concert and biking around the festival. The festival was self-sufficient, where profit was given to the local children and senior citizens. In short, tasks and activities have to correspond to the theme. For the case of Yala, being a province with uniqueness, the strong points can be used to create a meaningful event.

Work experience usually consists of both positive and negative encounters. Learning from mistakes and striving to improve are ways to build human resources. For the initial year of event's organization, there was limited budget, where parts of the fund were used for publicity, which successfully led to the succeeding year. The sustaining of network is the most important aspect, which should correspond to the perspectives, feedback and size of the event. Chiang Mai Blooms is an example of an event with changes in location every year. It is a creation of an event which stresses joint effort, mutual support and trust. Such gets translated to the local new-gens to foresee the dimensions of work collaboration to pass on.



Boonperm Inthanapasat

**President of Thailand
International Fairs and Festival
Promotion Association (TIEFA)**

Thailand International Events &
Festivals Trade Association (TIEFA)

TIEFA is with members who are the organizers of the event called “Nak Pan Muang Tedsakarn Sue Talad Loke” (The sculptures of the cities to the world market). The main vision of the TIEFA is to create the best experience by constructing new economical heritage. Its’ main mission is to build cities by organizing unique festivals with local and global networks. Such is done to carry on the development of the local economy, by adding value to the location with use of festival. It employs the communicative strategy of “constructing the city by building tasks through festivals in order to add value to the local community.” The key to success lies in the design of the event by emphasizing the true identity of the city. The areas which successful events should include are sports, music, artistry, technology and local festivals. Work essence is the building of network. Understanding among locals and outsiders is also crucial. Yala is a province with potential. The marketing of the Yala Province must take the factor of presentation variation into consideration in order to correspond to the world. Some cities which serve as role model include Danang of Vietnam, Saitama of Japan and Busan of South Korea.

The most important aspect in organizing an event is the joint effort of the locals. There is need for compromise in terms of different know-how, work expertise and conflicting ideas. All have to be developed together. Knowledge must be shared and improved in order to lessen language barrier. Sustainable events require openness and determination.

For Yala, when it comes to food, commoners think of ‘Betong Chicken Rice.’ With one of the famous movies called “Okay, Betong,” people know the place for its’ giant postbox and the positive relationship between Thai Muslims and Thai Buddhists. It is possible to create a food festival which redesigns local dishes to communicate the stories of Betong Citizens. The process of design becomes important step in letting the outsiders learn and see, at the same time gives room for locals to feel the pride of being host. The people of the new generation becomes dominant force in designing products and events.

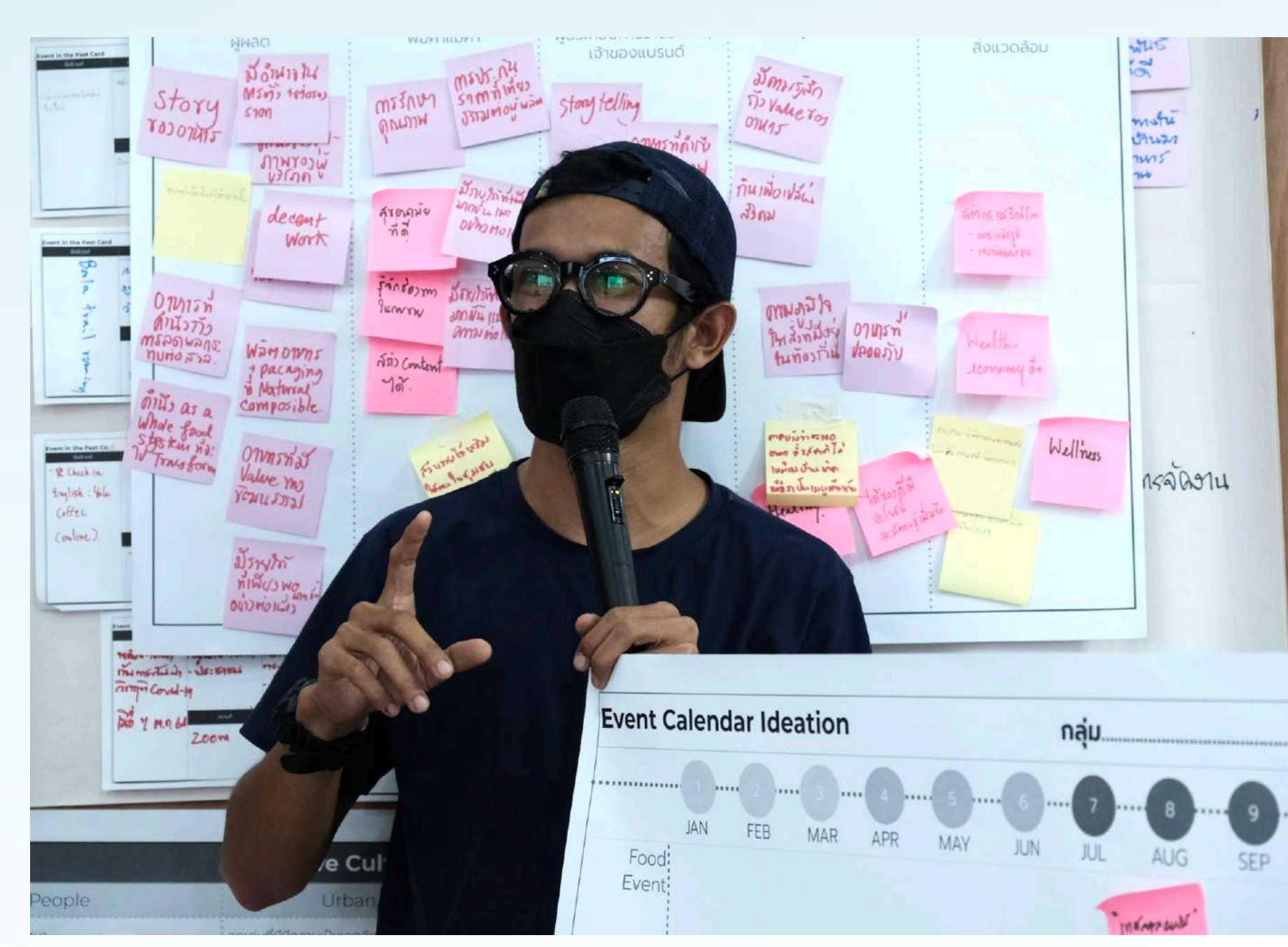
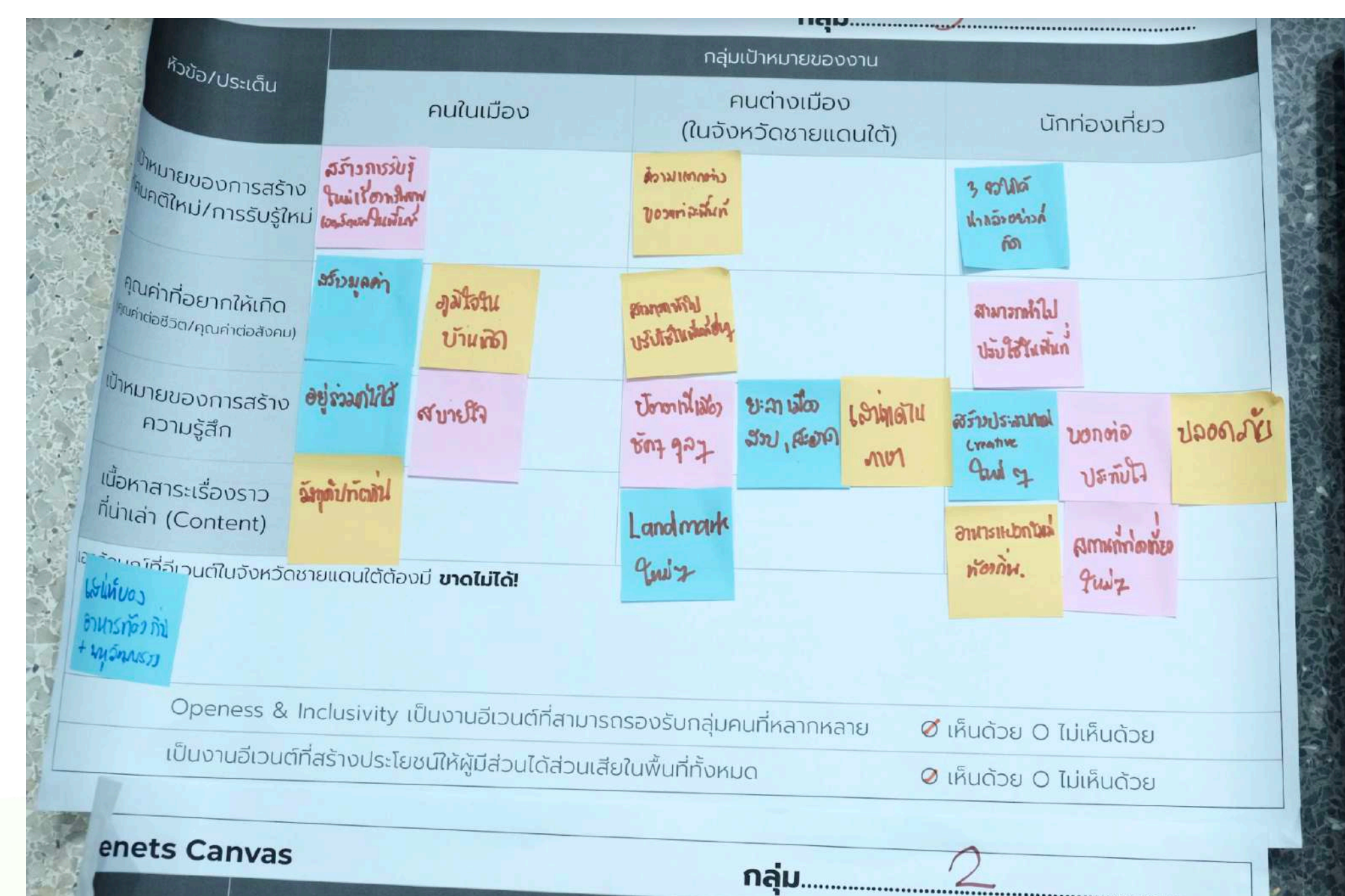
There must be a starting point to a flagship. Targets must be set for the particular job. The questions to be answered include the location, theme and purpose of the task. In the case that a creation of a sustainable event is the main objective, sales volume and profit are to be generated. Such can be achieved through business matching from various channels.

From the experience of organizing a musical event, variety of concerts were held. Some did not gain acceptance by the locals, while some did not give any return to the community. Such reflects failure in terms of thinking, though fulfills business target. Setting the local community as the center of focus is therefore the starting point. The essence lies in the ability to create a storytelling for the community, at the same time relate work with the locals and their resources.

The building of network requires work with common target and ideology. Such creates harmonious work environment. The sustaining of network requires strong joint effort, including annual co-planning, evaluation and feedback.

WORKSHOP

**Brainstorming for Setting Up of Written
Provision for Event Creation to Promote Positive
Impact for an Effective Local Food System**



The workshop of “Brainstorming for Setting Up of Written Provision for Event Creation to Promote Positive Impact for an Effective Local Food System,” involved representatives from the municipalities of Rusamilae, Pattani, Thasap and Yala, as well as event creators, organizers, local food manufacturers and tour operators through both onsite and online network. The 30 plus members were able to generate creative ideas and concepts for the organizing of food related events for individual areas. The ideas, when put into use in the future will aid in creating a positive impact on the economy, society and culture in the provinces of the southern borders as follows:

Workshop Activities:

Activity#1 - Lessons Learned from the Organizing of Events in the Provinces of the Southern Borders.

The past events which have been organized by the group members

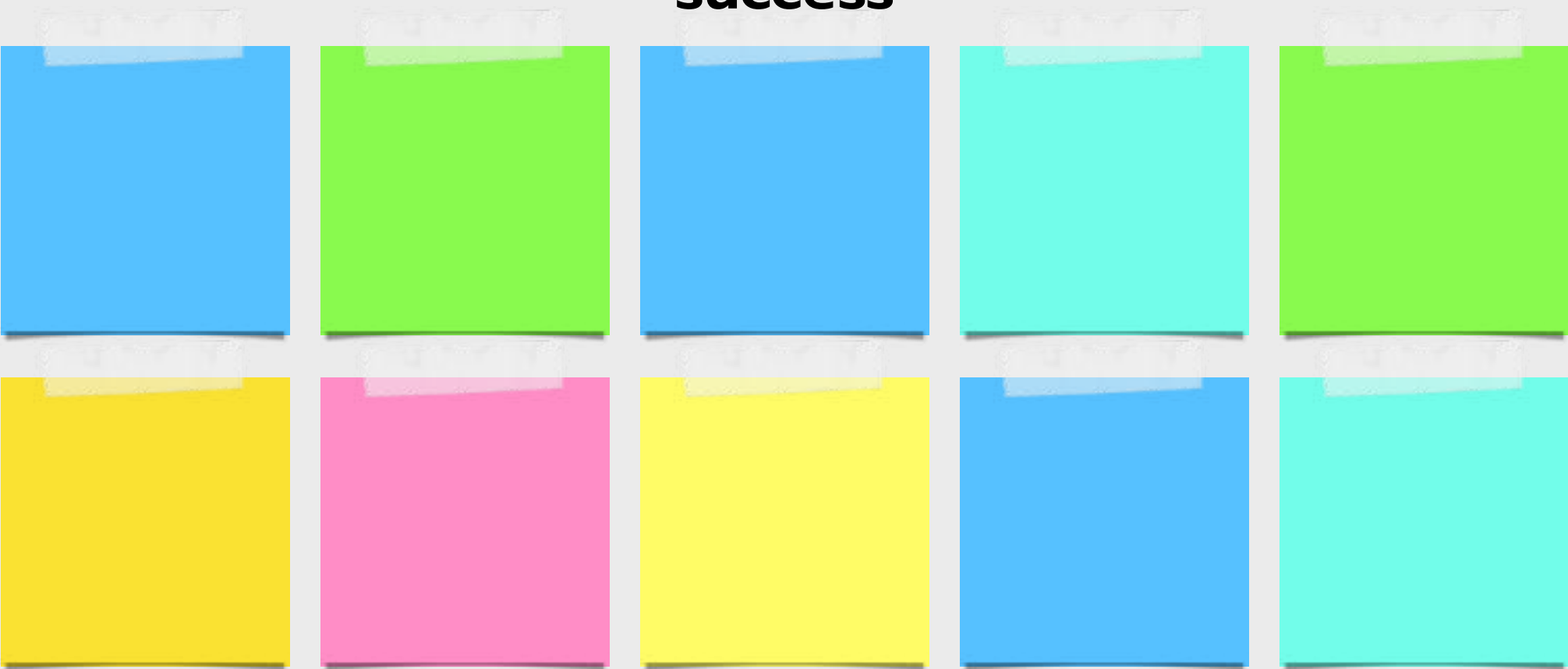
Event in the Past Card		Baranot Lab	
ชื่อผู้จัด	กลุ่มเป้าหมายของงาน	เนื้อหาสาระหลักของงาน	
SACICT Craft Trend Talk 2020	ผู้ทำงานสร้างสรรค์ผลิตภัณฑ์ ผู้ประกอบการรายเล็กในจังหวัด ยะลา นราธิวาส ปัตตานี	นำเสนอผลงานนวัตกรรม และผลิตภัณฑ์จากผู้ประกอบการ ผู้ประกอบการ ผู้สร้างสรรค์ผลงานที่เป็นที่สนใจของตลาด	
สถานที่	ช่วงเวลา/วัน	วันที่/ช่วงเวลา	
โรงแรม Redisson Blu Plaza, กรุงเทพมหานคร	ปีงบประมาณ 2019	✓ ใช่ ○ ไม่ใช่	

Event in the Past Card		Baranot Lab	
ชื่อผู้จัด	กลุ่มเป้าหมายของงาน	เนื้อหาสาระหลักของงาน	
SACICT Craft Trend Talk 2020	ผู้ทำงานสร้างสรรค์ผลิตภัณฑ์ ผู้ประกอบการรายเล็กในจังหวัด ยะลา นราธิวาส ปัตตานี	นำเสนอผลงานนวัตกรรม และผลิตภัณฑ์จากผู้ประกอบการ ผู้ประกอบการ ผู้สร้างสรรค์ผลงานที่เป็นที่สนใจของตลาด	
สถานที่	ช่วงเวลา/วัน	วันที่/ช่วงเวลา	
โรงแรม Redisson Blu Plaza, กรุงเทพมหานคร	ปีงบประมาณ 2019	✓ ใช่ ○ ไม่ใช่	

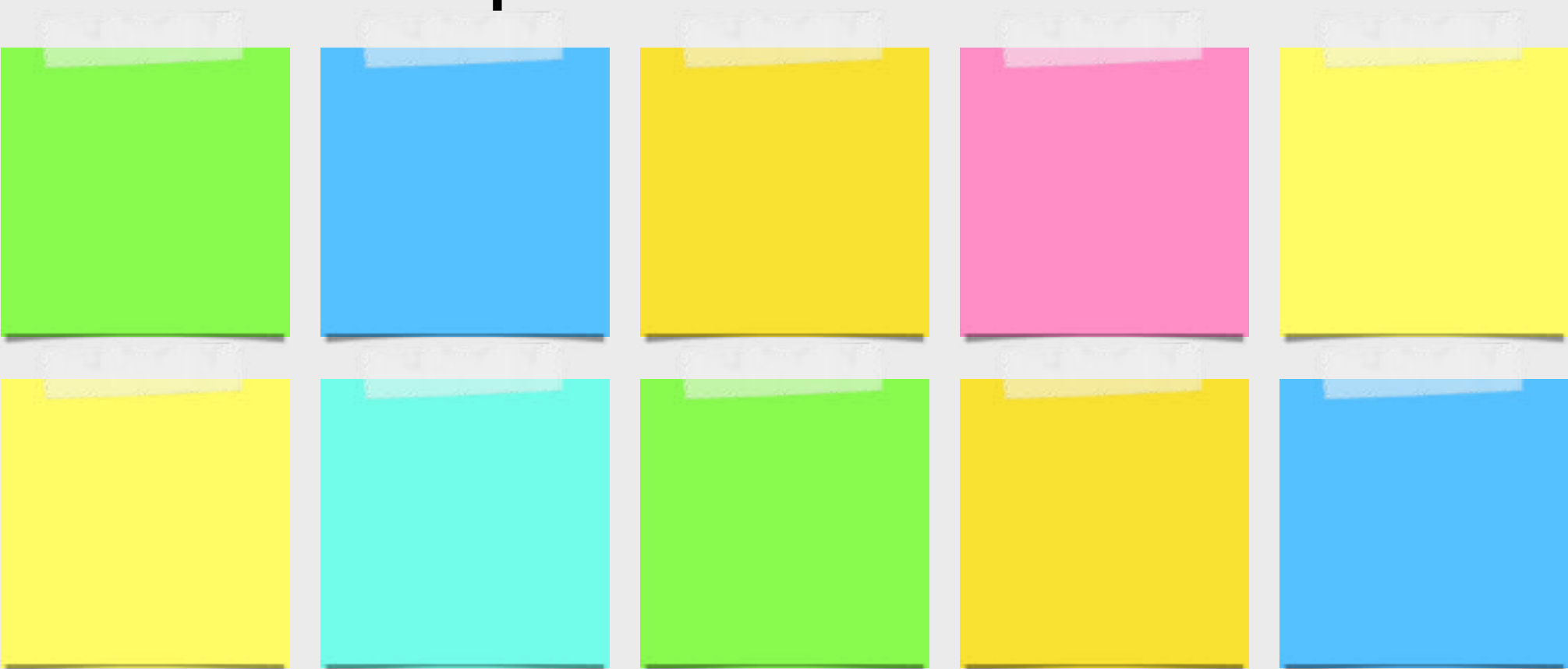
Event in the Past Card		Baranot Lab	
ชื่อผู้จัด	กลุ่มเป้าหมายของงาน	เนื้อหาสาระหลักของงาน	
SACICT Craft Trend Talk 2020	ผู้ทำงานสร้างสรรค์ผลิตภัณฑ์ ผู้ประกอบการรายเล็กในจังหวัด ยะลา นราธิวาส ปัตตานี	นำเสนอผลงานนวัตกรรม และผลิตภัณฑ์จากผู้ประกอบการ ผู้ประกอบการ ผู้สร้างสรรค์ผลงานที่เป็นที่สนใจของตลาด	
สถานที่	ช่วงเวลา/วัน	วันที่/ช่วงเวลา	
โรงแรม Redisson Blu Plaza, กรุงเทพมหานคร	ปีงบประมาณ 2019	✓ ใช่ ○ ไม่ใช่	

Event in the Past Card		Baranot Lab	
ชื่อผู้จัด	กลุ่มเป้าหมายของงาน	เนื้อหาสาระหลักของงาน	
SACICT Craft Trend Talk 2020	ผู้ทำงานสร้างสรรค์ผลิตภัณฑ์ ผู้ประกอบการรายเล็กในจังหวัด ยะลา นราธิวาส ปัตตานี	นำเสนอผลงานนวัตกรรม และผลิตภัณฑ์จากผู้ประกอบการ ผู้ประกอบการ ผู้สร้างสรรค์ผลงานที่เป็นที่สนใจของตลาด	
สถานที่	ช่วงเวลา/วัน	วันที่/ช่วงเวลา	
โรงแรม Redisson Blu Plaza, กรุงเทพมหานคร	ปีงบประมาณ 2019	✓ ใช่ ○ ไม่ใช่	

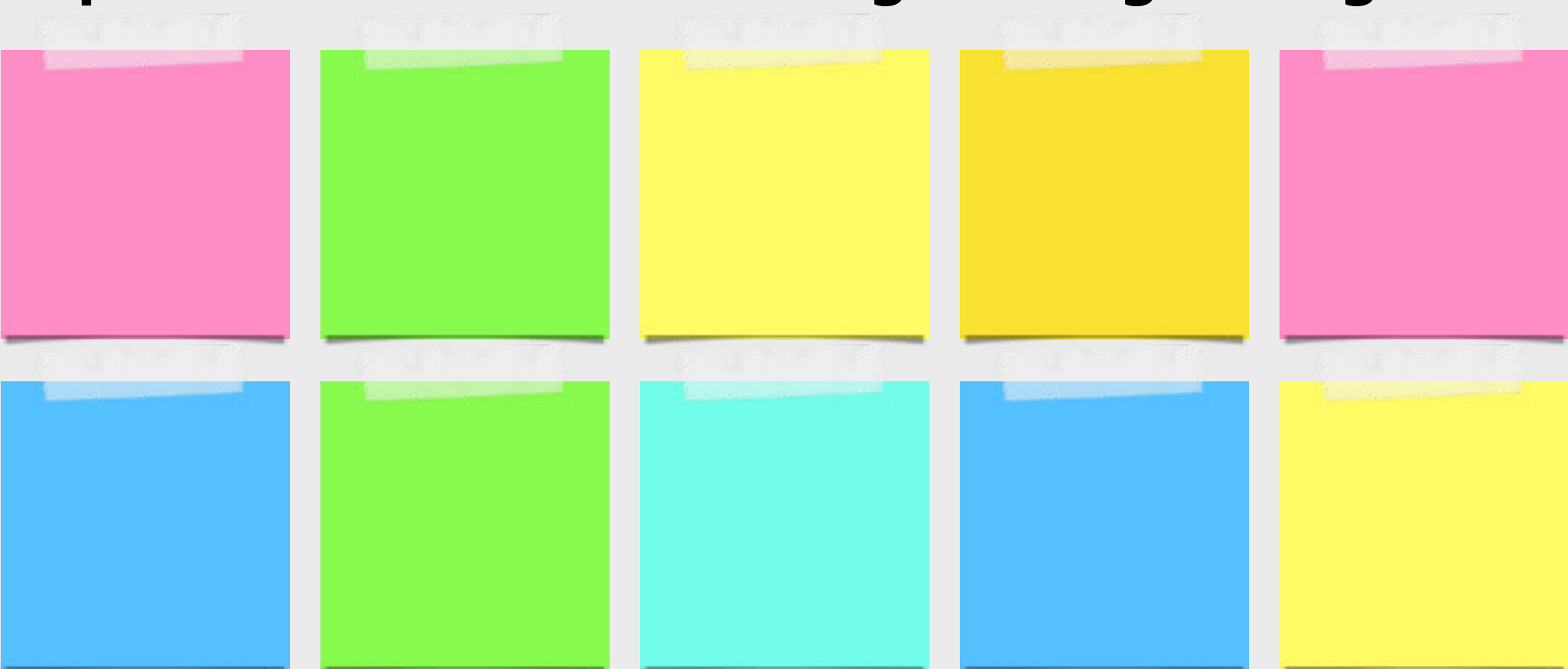
The strong points which led to the event's success



The points counted as failure



The pain points encountered during the organizing of the event



The strong points which led to the event's success include:

1. **An event that collaborates the effort of massive participants:** the creation of local joint cooperation with different networks. Examples include ones of the 'youth market' which blends the teamwork of local youngsters and the event of 'Pattani decode' which was done with the Melayu living.
2. **An event which presents cultural uniqueness:** include the presentation of culture in various ways. Collaboration between people of different religious beliefs are integrated for the fighting of the COVID-19 crisis. Examples include ones of the 'Su Gor, Por Sor Ceremony,' (Post Ramadan Ceremony) which involves the opening speech of religious leader which attracted the attention of outsiders, a "Mundee Market Event' which incorporates groups of traders with the food affiliation to emphasize the food theme, the community tourism of 'Jabang Makan' a local market travel and the festival of 'Sanea Hong Kruang,' which offers training for auspicious cultural culinary.
3. **An event that gains the openness of outsiders for accepting and having positive attitude towards the provinces of the southern borders:** such includes the opening and converting public spaces into an activity area, which coincides with the target groups. Events held in the area of the provinces of the southern borders are done in order to create new image and attitudes of commoners. Examples include one of Feed System Hero who combined groups of young people with capability to help solve problems of the provinces of the southern borders. After the activities, pictures are posted on social media such as Instagram, as way to attract foreigners and outsiders to participate.
4. **An event that supports a sustainable creation:** examples include the planting of mangrove forests or events that are eco-friendly.

The points counted as failure include:

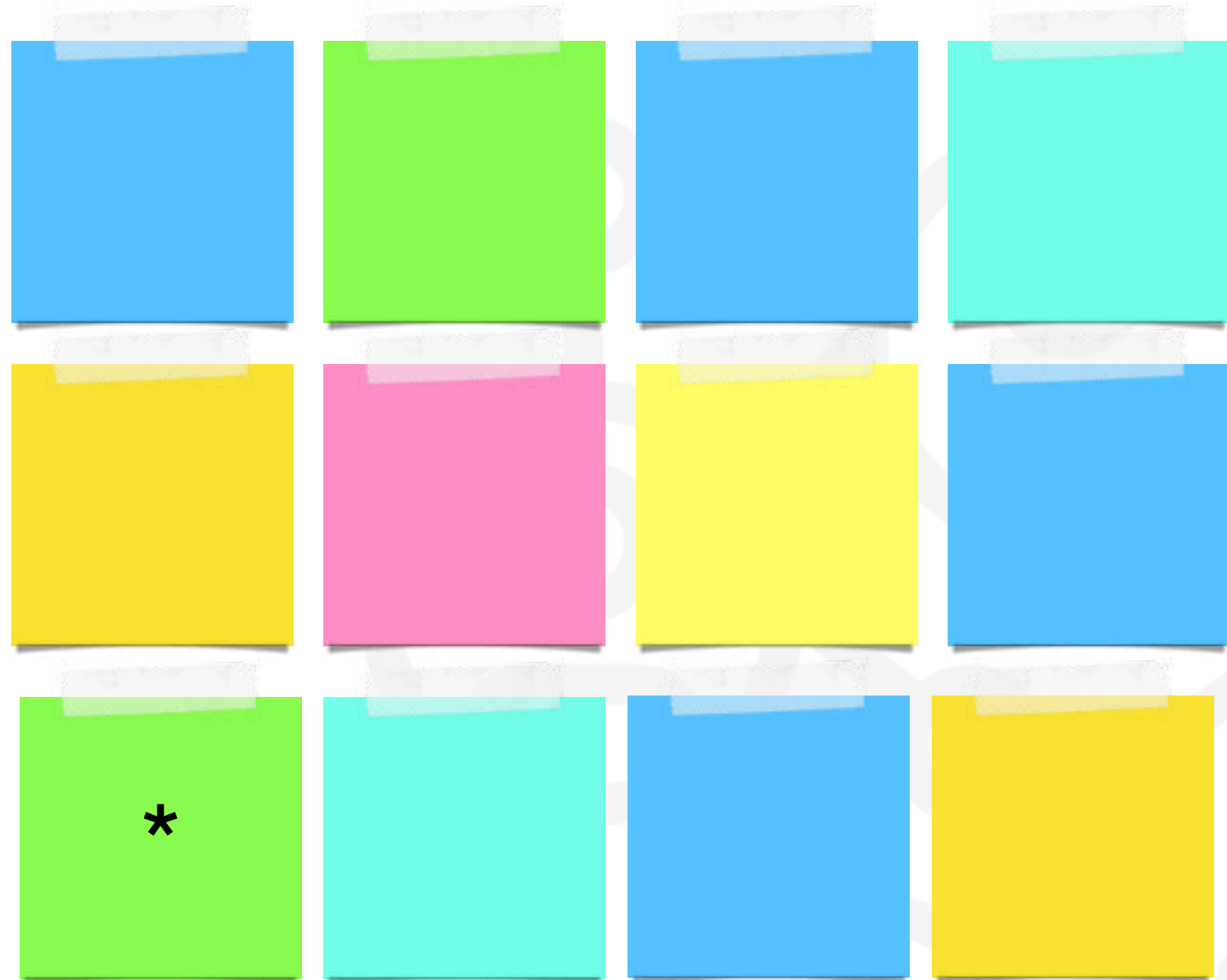
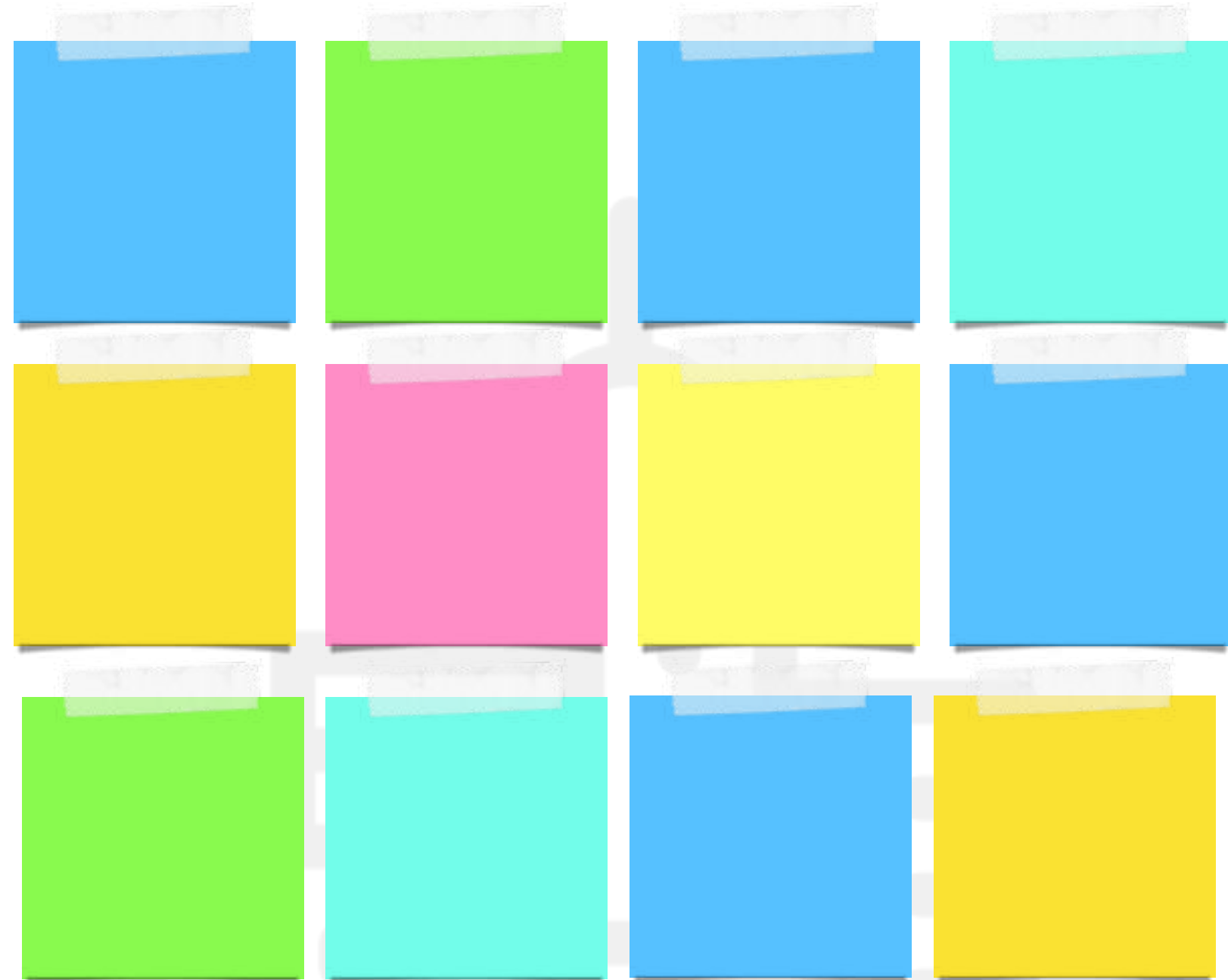
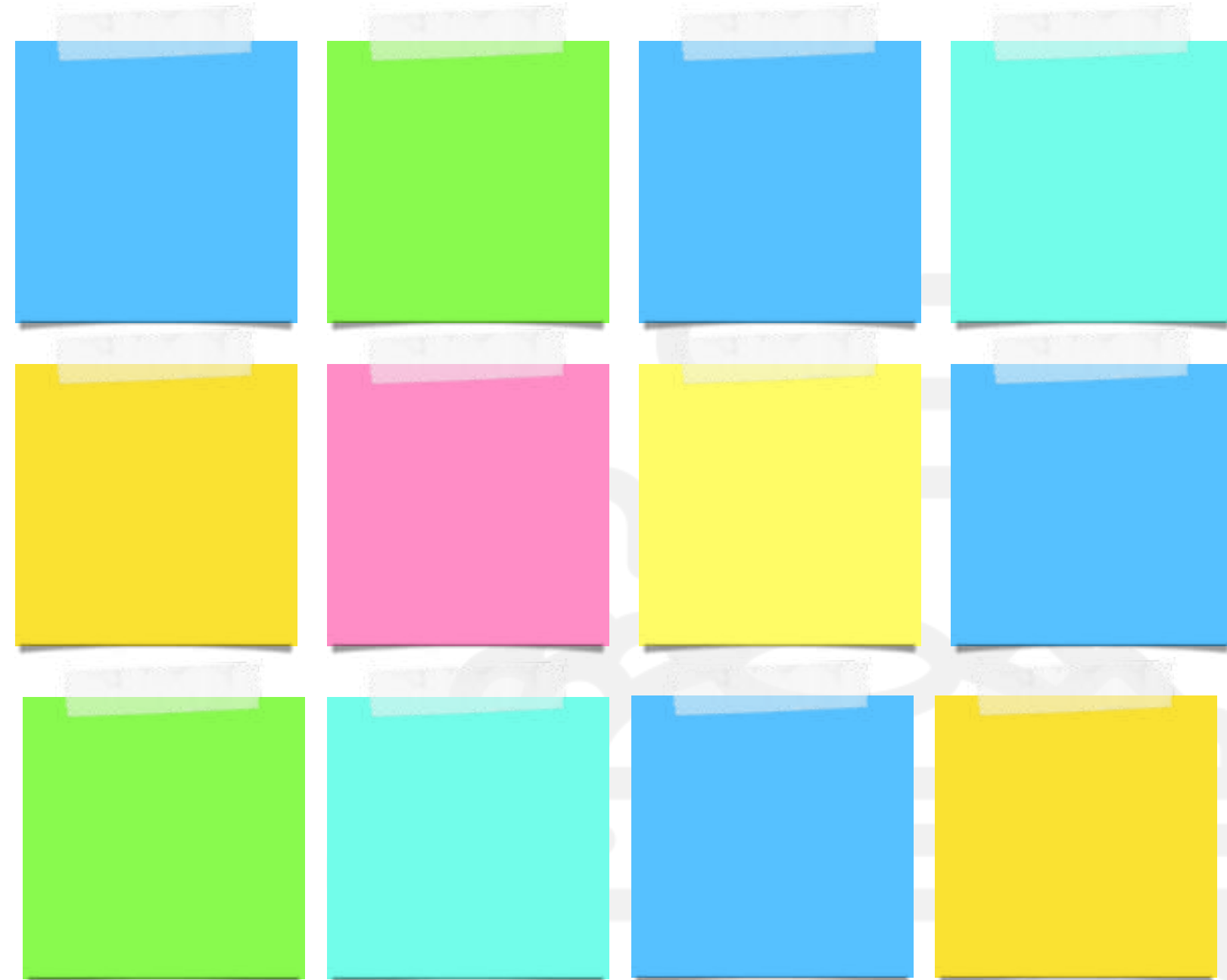

1. **The change in mindset of locals:** involves the gaining of acceptance of locals for openness and understanding to cooperate.
2. **The non-cooperation from beneficiary parties:** the lack of support from different bodies and entities.
3. **Limitations in carrying out of events: in time of the COVID-19 outbreak,** there are restrictions to the organizing and undertaking of certain activities.
4. **Lack of good management:** poor budget allocation and planning of event resources.

The pain points encountered during the organizing of the event

1. **The difficulties in joint work with the locals:** lack in understanding of the locals, non-cooperation of the locals and lack of teamwork.
2. **The COVID-19 outbreak,** being threat to the organizing of events: the official 'lockdown' of local areas.
3. **The inability to allocate resources and budget for the organizing of expected events:** the wrong speculation of source of fund, the limited amount of budget and inability to find suitable location to accommodate visitors.

Workshop Activities:

Activity#2 - Creative Culture Canvas, the Decoding of Cultural Capital & Area's Uniqueness

Creative Cultural Canvas											
People				Urban Identity				Food Culture			
What are the highlights of lifestyle, religions, beliefs, culture and attitudes				What are the city's strong points which can be counted as its' uniqueness?				What are the food's uniqueness?			
											
* Green signifies cultural capital of Yala											
City Definition											
City Definition : City Definition : If your were to define this city, what definition would you give?						Value of City : Value of the City that can be Experienced Include					
<p>Definition of the provinces of the southern borders include</p> <p>Definition of Yala (if available)</p> <p>Definition of Pattani (if available)</p> <p>Definition of Narathiwat (if available)</p>											

The participants have contributed ideas for the creation of the city's uniqueness and identity for the organizing of an event as follows:

Creative Cultural Canvas		
People	Urban Identity	Food Culture
<p>What are the uniqueness which conform with the people?</p> <ol style="list-style-type: none">1. The ways of living which are multicultural, yet demonstrate diversity among the Thai Muslims, Thai Buddhists and Thai-Chinese, being the main uniqueness for the provinces of the southern borders. Such can be seen in the costume of the Thai Muslims and the morning rituals of the Thai Buddhists.2. The people of the new generation who have the ability to develop. Such includes the reintroduction of local, traditional professions, which have the potential to create monetary value for the community. Examples include ones of the 'Luk Riang Group,' which converts local ingredients into fusion dishes of Chef's Table and the introduction of the Yala Municipality Youth Orchestra for new listening.3. The distinct personalities of the people in the provinces of the southern borders. People of Yala, for instance are hard to predict, yet are with pattern. People of Pattani, on the other hand, are high in local pride, while the people of Pattani show high collectivism and are most of the time, trend leaders in the region.	<p>What are the uniqueness which conform with urban identity?</p> <ol style="list-style-type: none">1. The region has progressed through many eras. Different areas are with uniqueness. An example is one of the ancient city of the Langkasuka, situated in the old town of Pattani, being with physical trace of ancient civilization.2. Yala is with outstanding city blueprint, which is with systematic division of zones. Some of the zones include the green zone or the 'garden city' and the zone of the Yala Train Station.3. The provinces of the southern borders have an abundance of natural resources, which include the mountain ranges, body of water, and the sea. The mentioned can be seen in the provinces of Yala and Pattani for their natural attractions.4. The local communities are with cultural diversity including the ones of the Thai Muslims, Thai Buddhists and Thai-Chinese.	<p>What are the uniqueness which conform with food culture?</p> <ol style="list-style-type: none">1. There are various seasonal fruits which include 'Sai-kao Durian,' 'Jam pling,' "Long-kong' and 'Shogun Oranges,' which are tasty and safe for consumption.2. There are variety of local dishes, which have been derived from local know-how. Local natural ingredients have been processed into food products, similar to the case of 'Kue-Poh,' or fried fish crackers which come in various forms.3. Local menus possess strong cultural distinctiveness as they make use of local ingredients. An example is one of 'Tupa-Sutong' which turns a savory into a sweet dish.
City Definition		
<p>From the presentations, the participants have contributed ideas regarding 'city definition' as follows:</p> <div><div><ul style="list-style-type: none">• A multicultural city• A city with 3 cultures</div><div>The land rich in history and culture</div><div>The land of food & culinary</div></div>		<p>From the presentations, the participants have contributed ideas regarding 'value of city' as follows:</p> <div><div>The variety in natural resources, people and culture</div><div>Slow Life</div><div>The variety in uniqueness which blends unity</div><div>The differences that perfectly fit in terms of well-blended, harmonious culture</div></div>

Workshop Activities :

Activity#3 - Refine Your Approach, Understanding of Problems Related to the Food System

An Overview of Problems Related to the Food System that Show the Possibility to Create Impact

WHAT did you learn? What do you think are expectations of these people regarding events?

Manufacturers

Development of competencies	Consumers are conscious about product quality
Preservation of identity	...
...	...
...	...

Traders

Increase in sales volume	Well-known
...	...
...	...
...	...

Restaurants, Food Operators, Brand Owner

The passing on of know-how	A province being able to attract tourists
...	...
...	...
...	...

Consumers

Enjoyment	New experience
Local Pride	...
...	...
...	...

The Society & Environment

Helps in the Development of the Local Community	Minimize of Food Waste
...	...
...	...
...	...

The participants have reviewed and made understanding through use of the Refine Your Approach or the decoding of problems and expectations for the building of events which are activities driven.

An Overview of Problems Related to the Food System that Show the Possibility to Create Impact

WHAT did your learn? What do you think are expectations of these people regarding events?

Manufacturers

- 1. Learning of new knowledge:** the adding of value to products, the understanding of production process, cost and quality control, employment of technology and eco-friendly production.
- 2. The setting of desired price:** having bargaining power and the ability to set own market price, which leads to market monopoly.
- 3. Meeting new customer groups:** Having the ability to expand target market
- 4. The presentation and publicity of quality ingredients:** local menus, local ingredients and well-known fruits
- 5. With support from the public sector.**

Sellers

- 1. With higher income:** sales are with desired value and profit. Products are with fair price guarantee and higher sales volume.
- 2. The publicity to be known:** the creation of continuous content which stimulates repeated sales and referral.
- 3. The launch of new selling channels:** the introduction of new ways of selling, including online selling and the creation of online selling network.
- 4. Learning of new knowledge:** the ability of being able to add product value, preserve product quality and maintain product safety & hygiene.

Restaurants, Food Operators & Brand Owners

- 1. Promotion of brand: creating brand image,** while making the products known to the market to build brand pride.
- 2. Market penetration:** the expansion of target market for repeated sales and referral.
- 3. Adding value to product to be with selling points:** the development and upgrading of design for packaging of products in order to attract customers.
- 4. Changing the mindset of agriculturists and manufacturers through product design:** the opportunity to show creativity through own products.
- 5. The opportunity to create business continuity:** the ability to expand business and build business partnership.
- 6. The insertion of storytelling:** storytelling enables for social realization of local product quality and uniqueness.

Consumers

- 1. The ability to obtain products with developed product quality:** includes products with food safety and correct product labelling.
- 2. The increase in consumer choice:** the increase in sales promotion, product options & development. New product variations are introduced, as an extension of traditional, local products.
- 3. The perception of interesting stories:** the stories related to local culinary know-how and food memories of the region. The linkage between ingredients and local producers are shown.
- 4. New experience encounters:** tasting of new dishes full of surprises.

The Society & Environment

- 1. The building of the 'think earth' awareness:** the recycling of waste products with aid from the concerning body. The building of innovation which minimizes waste products and are environmental friendly.
- 2. The creation of community identity:** the presentation of local lifestyle and food culture.
- 3. The creation of income to the community and society:** becoming the driving force to the community's economy.
- 4. A social responsibility program:** the case of corporate social responsibility programs which pay back good deeds to the community.

Workshop Activities :

Activity#5 - Event Calendar Ideation Activity

Event Calendar Ideation

Group Name.....

	1	2	3	4	5	6	7	8	9	10	11	12
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Food Event	<div>Task</div>		<div>Task xxx</div>							<div>Task xxx</div>		
	<div>Description ..</div>		<div>Descripti on..</div>							<div>Description ..</div>		
People Event	<div>Explanation</div>		<div>Explanation</div>	<div>Task xxx</div>		<div>Task xxx</div>				<div>Explanation</div>		
				<div>Description ..</div>		<div>Description ..</div>						
				<div>Explanation</div>		<div>Explanation</div>						
City Event							<div>Task xxx</div>					<div>Task xxx</div>
							<div>Description ..</div>					<div>Description ..</div>
							<div>Explanation</div>					<div>Explanation</div>

Participants provided creative ideas for a group event or activity based on the time-season dimension, which should correlate with the area's interesting subject matter. Can be summarized into activities in each month as follows



Events that focus on opening new experiences

such as

- The lost Malayu Discovery event that invites the target audience to enjoy the experience of the lost Malay (Dress, Architecture, Art, Food, Workshop)
- Kaelor Camp, an outdoor gathering with educational and food booths
- The city running event in 3 provinces is running around the city of Mosque + Shrine + Temple.
- Cultural performances, traditions, Buddhists, Chinese, Muslims, traditional cloth performances through the community lifestyle tourism market local food market

Because January, February and March are the months with many holidays. and continued from the new year which the target group is likely to want to open up new experiences to welcome the year



Events that build relationships with people, society and culture.

such as

- The IFTAR Festival exchanges food between the localities because of the month of Ramadan people bring out food.
- music and arts festival Presenting multiculturalism, such as a 'movie' festival, to create awareness and make a voice
- Ma Mai is an event that shows traditional games that are more than just playing, organizing competitions and educating. in order to link what is present back to future generations and outsiders to know

due to April and May is a long summer holiday that people like to go home and have important religious days, both Buddhism and Islam.



Food and Fruit festival (may be plus running)

such as

- Fruit season event (durian, longkong, rambutan) organized a fruit tour and a tour of Yala city
- Food festival 3 groups create awareness of valuable raw materials, stories, background, organic of raw materials.
- Soup Festival Promote and promote the highlight of the soup restaurant. Soup culture

Because June, July and August are fruit season months. And the raw materials released during the said month are of good quality and quantity. This may be inserted into the running work because it creates a better attraction.



Art Festival

such as

- Art and Culture Festival, PSU, Demonstration of Local Food Local food stalls
- Redesign Maulid Festival

Running and Marathon

such as

- Yala Marathon, Yala-Betong Triathlon



Walking street fairs, camping and city tourism events.

such as

- Bike Route Festival creates a new route for natural and cultural cycling routes, creating an experience new economy, stimulating the economy. travel and food
- Drip South Coffee Festival, a camping event, create a special event to learn about something
- The 5-day walking street event features food sales and exhibitions.

Because the period of October, November and December is the period before the rainy season enters the winter. Cool weather will be cool. but may experience flooding in some areas

Conclusion & Recommendations

A Summary on the Brainstorming
for Setting Up of Written Provisions for Event Creation to
Promote Positive Impact for an Effective Local Food System

Workshop Activities:

Activity#6 – The decoding event’s creative ideas..The creation of official provisions for organizing of events with objectives to achieve the targeted goals and create positive effects to the society with sense of direction.

Core Tenets Canvas

Group.....

Heading/Issue	Task’s Target Group		
	City Dwellers	Outsiders/Visitors (Provinces of the Southern Borders)	Tourists
Target of building new attitude/New perception	<div>Being proud of local know-how</div> <div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div> <div>.....</div>
Value(s) desired to happen <small>(Life’s Value/Society’s Value)</small>	<div>Preservation of old values</div> <div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div> <div>.....</div>
Target of creating emotions	<div>Modern & stylish</div> <div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div> <div>.....</div>
Content or stories to be narrated	<div>Local, traditional food</div> <div>.....</div>	<div>.....</div> <div>.....</div>	<div>.....</div> <div>.....</div> <div>.....</div>
The Must Have Uniqueness (or the uniqueness which cannot be left out) for Events Belonging to the Provinces of the Southern Borders. .			
<div>A food being a savory or a sweet dish</div> <div>.....</div> <div>.....</div> <div>.....</div> <div>.....</div>			
Openness & Inclusivity: An event, being able to accommodate various groups of people			<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Disagree
An event, being beneficial to different parties of the area			<input checked="" type="checkbox"/> Agree <input type="checkbox"/> Disagree

The participants have co-created ideas and concepts on organizing events for local food in order to create positive impact on the economy, society and culture in the provinces of the southern borders. Thereafter, the participants have jointly decoded the event's creative ideas in order to set official provisions for the organizing of events to achieve the targeted goals and to create positive effects to the society with sense of direction.



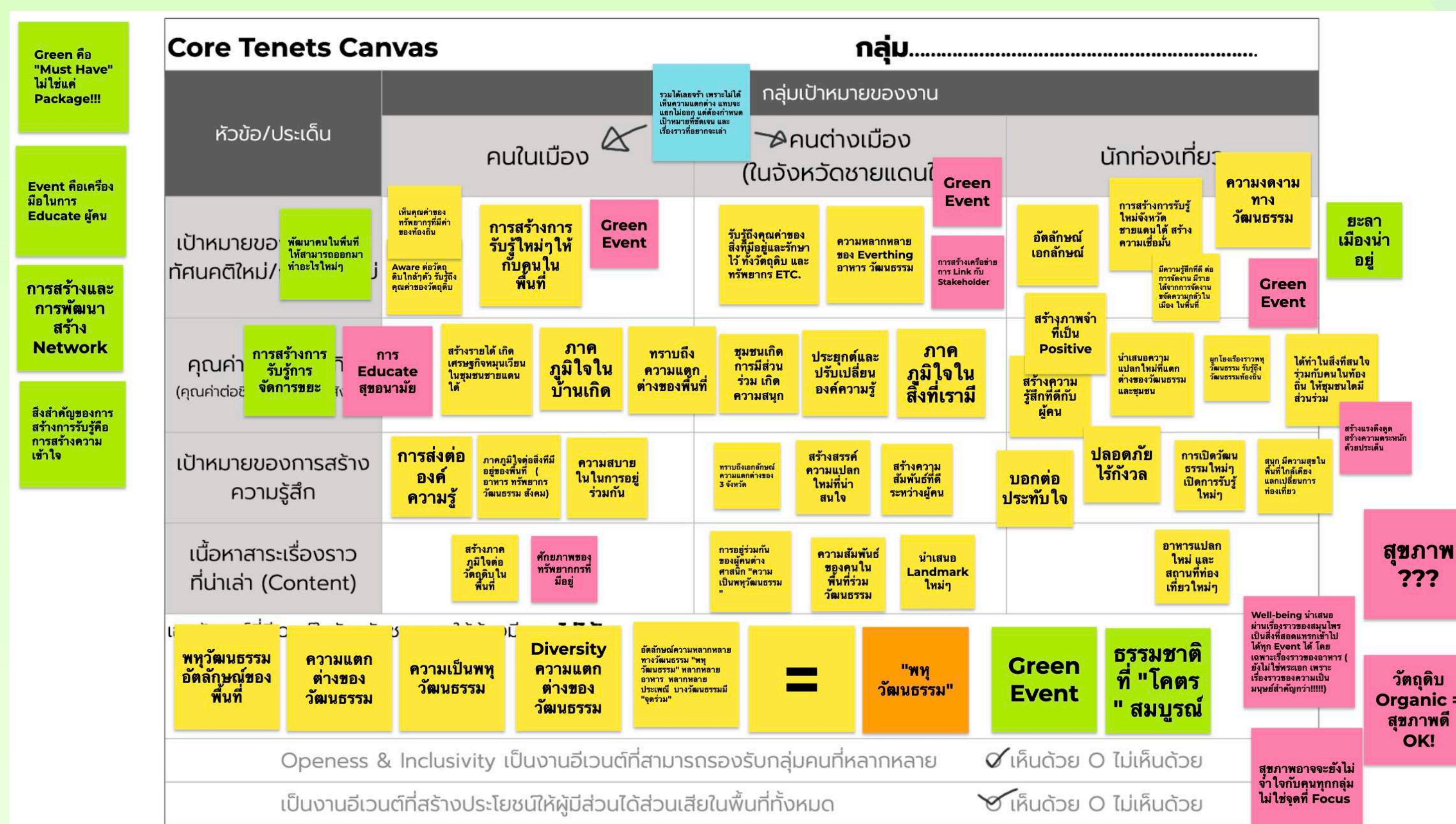
Idea Core Tenets Canvas which the participants have creatively brainstormed and scrutinized.



Panel Discussion for the Setting & Summarizing of Provisions

The consolidation of ideas from the panel discussion for the setting of official provisions for the organizing of events. The consolidation has concluded for 8 provisions for the organizing of events to achieve the targeted goals and to create positive effects to the society with sense of direction.

- Will setting a job goal make a difference? at the presentation
- In the similarity of the area, there are also differences. historical city building
- Green events are a global trend. have to go together from the beginning which the work can be designed can be transformed into the uniqueness of the event arrangement
- Using food festivals as a tool to educate youth
Build a bigger network
- The same issue of creating new awareness is safety in the area.



Internal Workshop in Search for Final Provisions

