

## **Creating shared value: How to guide for the Royal Project area**

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### **Abstract**

This research aims to study about the quality of life for highland people after Royal Project Foundation has come. The Royal Project Foundation is non-profit organization created by His Majesty, King Bhumibol Adulyadej of Thailand for solving poverty, opium and deforestation problems of highland people. They separate the areas as 2 parts. The first one is allocated for agricultural area which the opium is replaced by economic trees (e.g. Strawberry, Peach, and Tomato) and the rest of the areas is forest area. These would earn income for the Highland people that enable them to have better lives in addition to reduce deforestation. However, there are no indicators for sustainable societies taking place from Royal Project Foundation. The evaluation of sustainable development should be taken into consideration after the participation of Royal Project Foundation that how the foundation can assist citizens in sustainable development by using Creating Shared Value (CSV) basing on sustainable development to find out framework of evaluation for Royal Project focusing on the quality of life and social impact.

### **Keywords**

Social, Sustainable, Royal Project, Highland, Creating Shared Value

### **Biography**

**Napassawan Tangamporn** graduated with Bachelor's degree in Computer Engineering from King Mongkut's University of Technology Thonburi. She is a System Developer Analyst at IT One Co., Ltd. and a postgraduate studying Master of Science Program in Technopreneurship at King Mongkut's University of Technology Thonburi. She is interested in sustainability, social enterprise and Royal Project.