



PRINCE MAHIDOL AWARD CONFERENCE 2026

Buddy HomeCare : Social Enterprise initiative on home care for older people in Thailand



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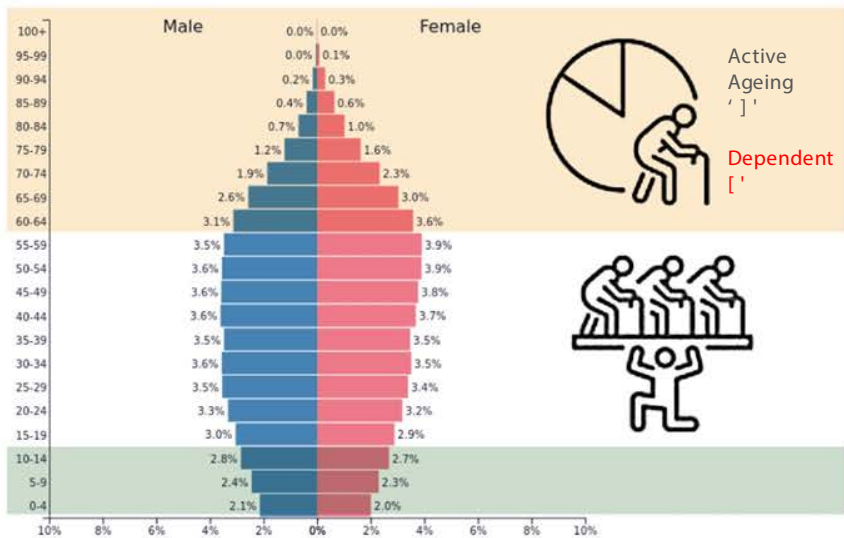
Contents

- Existing Long-Term Care System in Thailand
- Buddy HomeCare - From Volunteer-Based Home Care Project to Social Enterprise
- Social Impact and Policy Recommendations





Ageing Society Context in Thailand



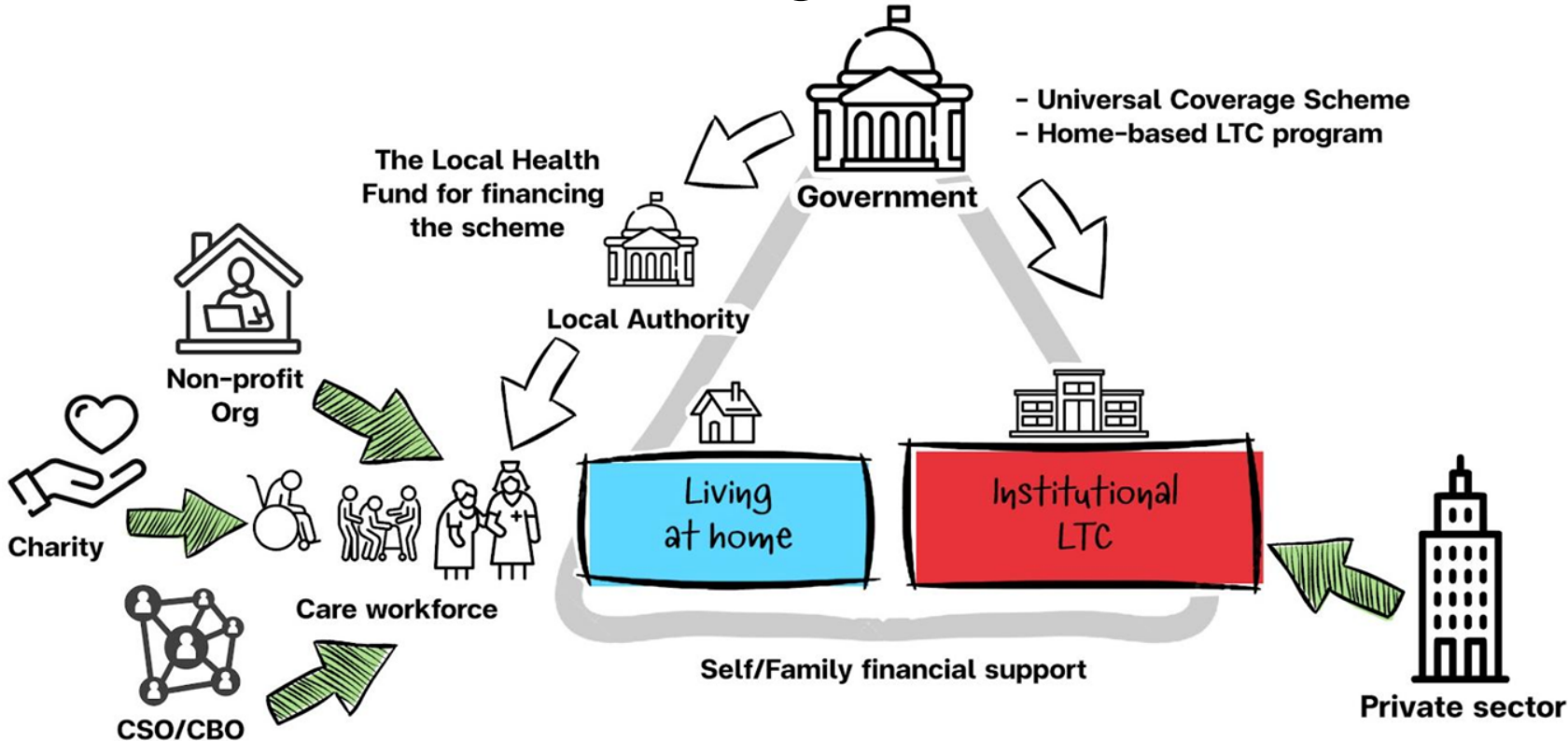
PopulationPyramid.net

Thailand - 2025
Population: 71,619,863

- Thailand is rapidly ageing: a growing share of people aged 60+
- Older people prefer to remain at home and in community —this preserves dignity, lowers institutional costs, and supports wellbeing.
- Major pressures: shrinking working-age population, rising long-term care needs, and uneven access to formal LTC services.

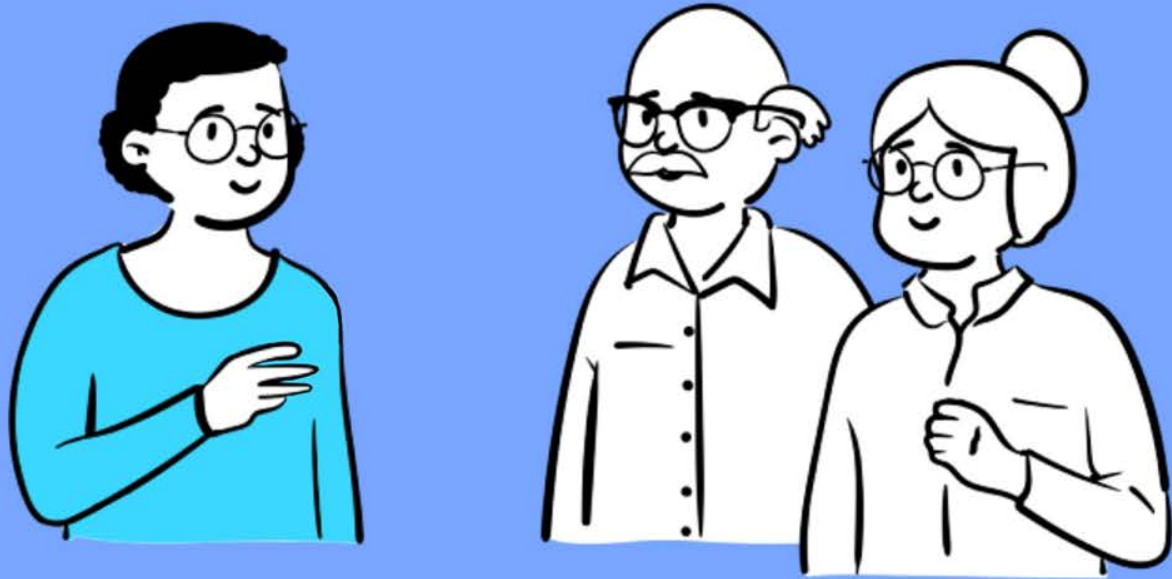


Stakeholder in Long-Term Care





Volunteer-Based home care in Chiang Mai





Volunteer-Based home care in Chiang Mai



YX' "older persons
XXX"volunteers

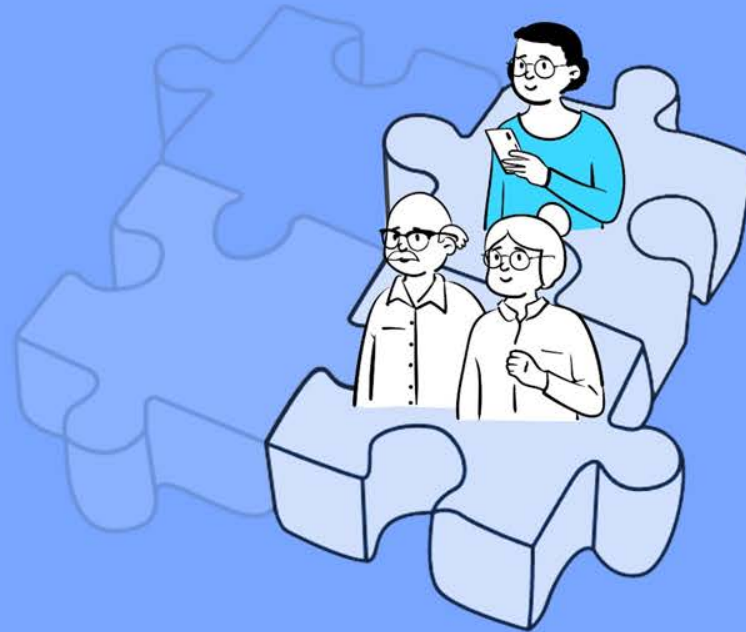
The project was highly cost-effective, with an average cost of approximately 10 USD per person per month.

(219 x 10 x 12 = \$26,280 annually)

This budget covered caregiver training, basic supplies, essential medicines, and ongoing care monitoring



Find missing puzzle pieces



Sustainable long-term care requires not only community participation but also **supportive policy frameworks** and **stable financing mechanisms**



Find missing puzzle pieces



Paid services

Free services



Existing resources



Find missing puzzle pieces



Paid services

Free services



New idea

Tools ?



Existing resources





Find missing puzzle pieces



Invests in training and employing ethnic minority youth and people from remote areas as professional caregivers



Affordable home care services to middle-income families



Market Mechanism



Existing resources

Free services





Find missing puzzle pieces



Invests in training and employing ethnic minority youth and people from remote areas as professional caregivers



Affordable home care services to middle-income families



Social Enterprise



Cross-subsidize care for low-income older persons in the community



Find missing puzzle pieces



Invests in training and employing ethnic minority youth and people from remote areas as professional caregivers



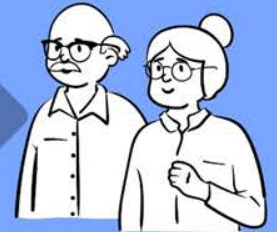
Affordable home care services to middle-income families



Technology drives business growth by accelerating operational efficiency, enabling data-driven decision-making, and expanding market reach



Social Enterprise



Cross-subsidize care for low-income older persons in the community



Social Impact and Job Creation



1 NO POVERTY

The icon for Sustainable Development Goal 1, No Poverty, showing a stylized family of four: two adults and two children.

4 QUALITY EDUCATION

The icon for Sustainable Development Goal 4, Quality Education, showing an open book and a pencil.

5 GENDER EQUALITY

The icon for Sustainable Development Goal 5, Gender Equality, showing a female symbol with an equals sign inside.

10 REDUCED INEQUALITIES

The icon for Sustainable Development Goal 10, Reduced Inequalities, showing a vertical bar chart with three bars of increasing height and arrows pointing outwards.

3 GOOD HEALTH AND WELL-BEING

The icon for Sustainable Development Goal 3, Good Health and Well-being, showing a heart rate line and a heart symbol.



Social Impact and Job Creation



192



Profits from Customer Services are used to support the care of underprivileged elderly individuals.



4,568

+



3,753

• COVID-19 Impacted Individuals

Ethnic Minority Youths
A total of 192 individuals have been supported through employment initiatives.

Out of this number, 110 underprivileged ethnic minority youths received training scholarships for a caregiver course, with 15 currently undergoing training. Upon completion of the course, they received certificates and were registered as certified caregivers. They were then offered long-term employment with a starting monthly salary of 12,000 THB and social security benefits. Additionally, the project hired 82 short-term caregivers who had completed caregiver training courses elsewhere but faced unfair employment conditions. They joined Buddy HomeCare and included 69 ethnic minority women and 3 ethnic minority men, with a starting monthly salary of 10,000 THB and social security benefits.

Dependent Elderly Care
A total of 4,568 dependent elderly individuals received health care.

Among them, 211 were paying customers, while 4,357 were underprivileged elderly who received free services. This was facilitated through home visit mechanisms in collaboration with the Foundation for Older Persons' Development (FOPDEV), the Chiang Mai Home Care Volunteer Club (CHVC), and the Village Health Volunteers (VHV).

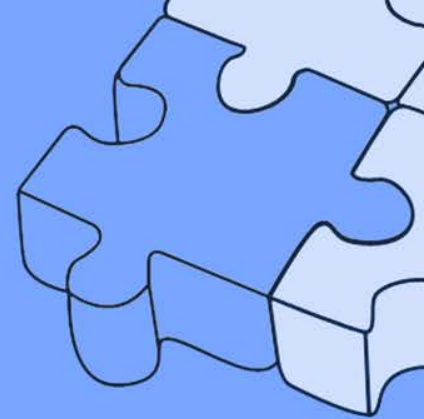
COVID-19 Impacted Individuals

Additionally, in the households of the 600 underprivileged elderly who received continuous health care from Buddy HomeCare, a total of 3,753 household members received emergency assistance during the COVID-19 pandemic.



Policy Recommendations

for Strengthening Thailand's Long-Term Care System



- Thailand should develop diversified and flexible financing mechanisms for LTC, rather than relying solely on government budgets.
- Social projects and volunteer-based initiatives should be used as policy sandboxes.
- When policy reform cannot be implemented immediately, social enterprises (SEs) should be supported as complementary actors in the national LTC system.
- LTC policy should be designed using an ecosystem approach. This shared-responsibility model ensures that elderly care does not become the burden of any single sector, but a collective societal commitment.



Don't ask me, answer yourself

- What currently exists in your long-term care system, and what key gaps still remain?
- How can your project evolve and become financially and operationally sustainable over time?
- What impact has your project achieved so far, and what barriers are preventing policy adoption?





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