

Bangkok Recycling Chain OFFICIAL

Making circular economy approachable

🌱 Gift economy & network of conscious consumers

🌍 One-stop shop for a sustainable life in Bangkok

IG: @bangkokrecyclingchain | FB: thailandrecyclingchain



Thailand's Largest English-Speaking Sustainability-Focused Facebook group

A hands-on & communal approach
to promote circularity



How did Bangkok Recycling Chain start?

It all began with a pile of paper bags ...



- **I posted clean paper bags and food containers for giveaway in Bangkok Expats.**
- **Nearly 20 people wanted the bags**
- **It started me thinking about how to match my friends who had paper bags & other reusables lying around in their homes with people who could use the bags!**

Is This Thailand's Ultimate Circular Economy Facebook Group?

JANUARY 8, 2021



Local media started to write about us & many people joined!

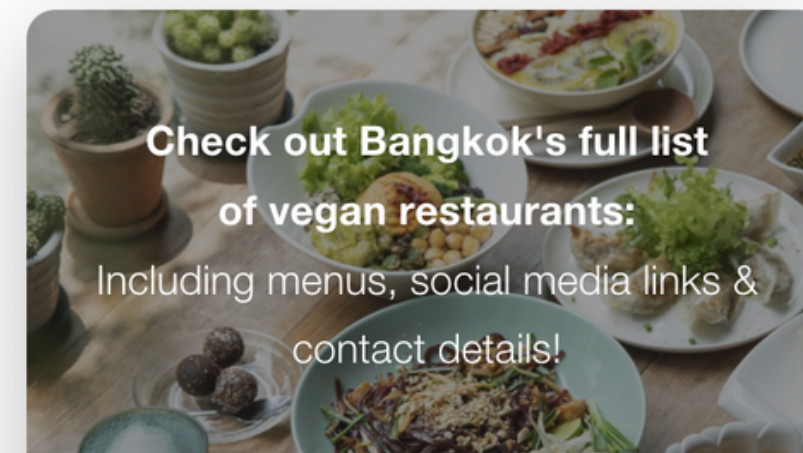
Last month a new Facebook group was created that enables people to donate and repurpose recyclables and consumables to help reduce waste! You can donate your recycling or any unwanted goods for people to collect for free.



FOLLOW US:   

Check out Bangkok's full list of vegan restaurants:

Including menus, social media links & contact details!





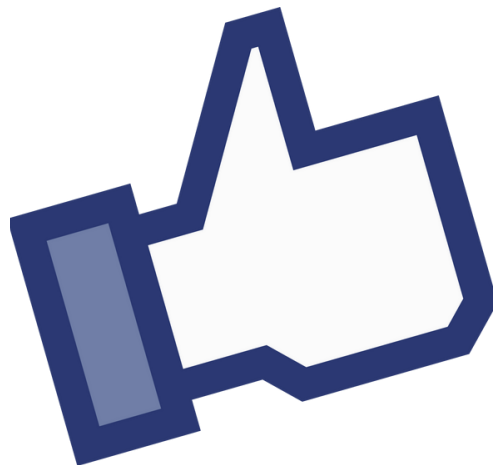
MY IDEA TO START A "RECYCLING CHAIN"

If we all joined hands more bags
could be reused!



MANY PEOPLE HAD BAGS LAYING AROUND

What if we found more ways to reuse items
around our homes, like glass bottles or egg
cartons?

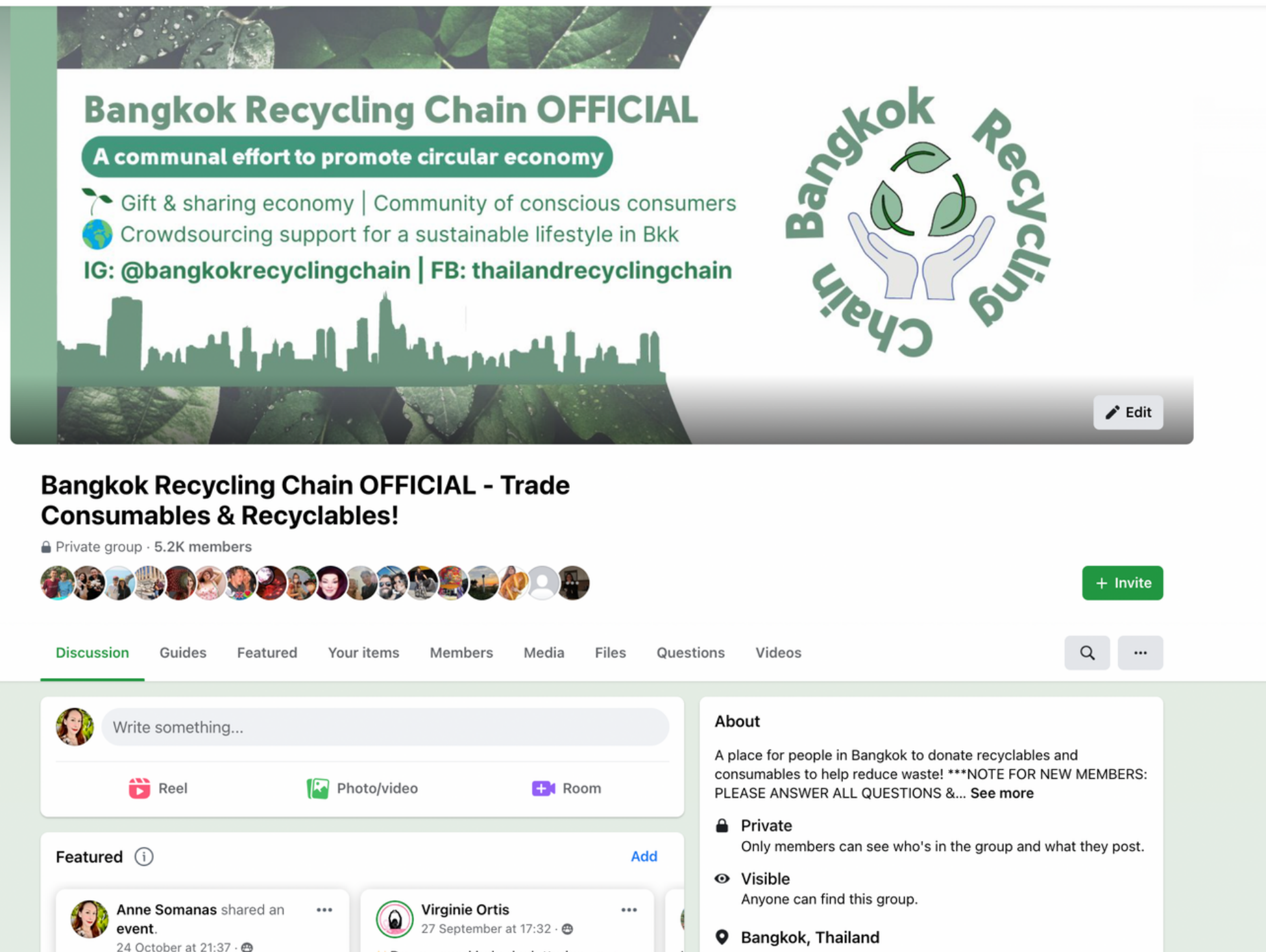


TECHNOLOGY HELPED US SCALE

Facebook helped me connect lots of people
who had items to give away with people
who needed the items!

**SUSTAINABILITY
& TECHNOLOGY**

About our community



Expats
Thais
Eco-friendly businesses
Green initiatives
Charities

Gift-economy
Knowledge-sharing
Waste-reduction
Circular events
Eco-friendly decluttering

4500+ members!

BANGKOK RECYCLING CHAIN



Joined

+ Invite

About

Discussion

Guides

Featured

Chats

Rooms

Topics

Your items

Members

More

Bangkok Recycling Chain OFFICIAL - Trade Consumables & Recyclables!

Private group · 4.5K members

Write something...

Live video

Photo/video

Room

Featured

Stacey Allen

Yesterday at 09:29 · 🌐

Anywhere in Bangkok to find discarded old jeans.. to tear up for art project?

Anne Somanas

6 March at 18:24 · 🌐

Starbucks taking donations of Thai and English books at every branch. #donate #charity #books

About

A place for people in Bangkok to donate recyclables and consumables to help reduce waste! ***NOTE FOR NEW MEMBERS: PLEASE ANSWER ALL QUESTIONS &... See more

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

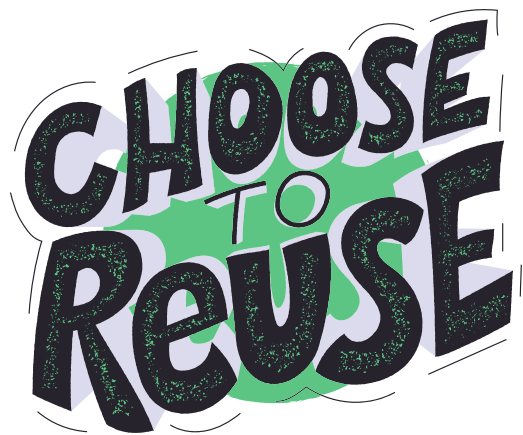
Bangkok, Thailand

General

NOW THOUSANDS OF PAPER BAGS & OTHER ITEMS HAVE BEEN REUSED & DONATED!



THOUSANDS OF POSTS PER YEAR



POSTING ITEMS FOR REUSE

Paper bags, cardboard boxes, plastic bottles, glass jars, egg cartons, toilet paper rolls, ANYTHING that can be reused!

GIVEAWAYS & TRADING/SWAPPING

People post items they don't need anymore for giveaway or offer to trade/swap for other things, or sell unused items in their homes to raise money for charities.

SHARING INFORMATION

We share information about places where people can recycle items in Bangkok & other tips & tricks to reduce waste!



**Cleaner
homes + a
better world!**

WHAT DO WE DO IN BANGKOK RECYCLING CHAIN?

We declutter our homes
and help the world
at the same time!

Our impact

Thousands of items saved from
landfills in 1.5 years!

Group topics ⓘ

GiveAway

Pinned by admin • 1.9K posts in this group

lookingfor

Pinned by admin • 801 posts in this group

information

Pinned by admin • 288 posts in this group

boxes

Pinned by admin • 123 posts in this group

paperbags

Pinned by admin • 101 posts in this group

event

Pinned by admin • 74 posts in this group

trade

Pinned by admin • 73 posts in this group

glassjars

Group hashtags
help measure
our impact

1



5.2k+ Members

2



100+ Moving Box
giveaways

3



100+
Paper Bag
giveaways

5



300
Information
posts



6

800+ Looking For
posts

4



1.9k+ giveaways



Our clothing swaps



Our Urban Flea Market



- Launched in 8 days, over 100 visitors
- Place for people to clear their closets
 - Preloved items
 - Upcycled crafts
 - Eco-friendly brands
 - Plant based & Allergen friendly foods



THE URBAN FLEA MARKET
A SUSTAINABLE SHOPPING AFFAIR
BKK RECYCLING CHAIN X THE HOME BKK



EVENT - GREEN PANEL

We arrange panels with KOLs and thought leaders with journalistic-quality moderation & content curation that allow you to express your thinking alongside thought leaders in the field, establishing you as a Key-Opinion-Leader on topics that matter to you. Such panels can be strategically used to garner interest in your upcoming products and launches, or to establish your business as a community center for groups of people with the same interests & values.

**The Urban Flea Market Opening Ceremony:
Special Guest Panel**

**"DEFINING SLOW FASHION &
RESPONSIBLE CONSUMPTION"**

**Sep 18
3 PM**

Free Entry
@ The Urban Flea Market

Location

- The Home Bkk, Suk Soi 23
- 30-min Live Talk & Panel Discussion



Join the event!


Anne Somanas
Bangkok Recycling Chain


Aparna Sharma
Stylish Suitcase


Carla Soledad Rivera
Soledad Designs


Margot Doré
Sorore

Inquiries: bkkrecyclingchain@gmail.com

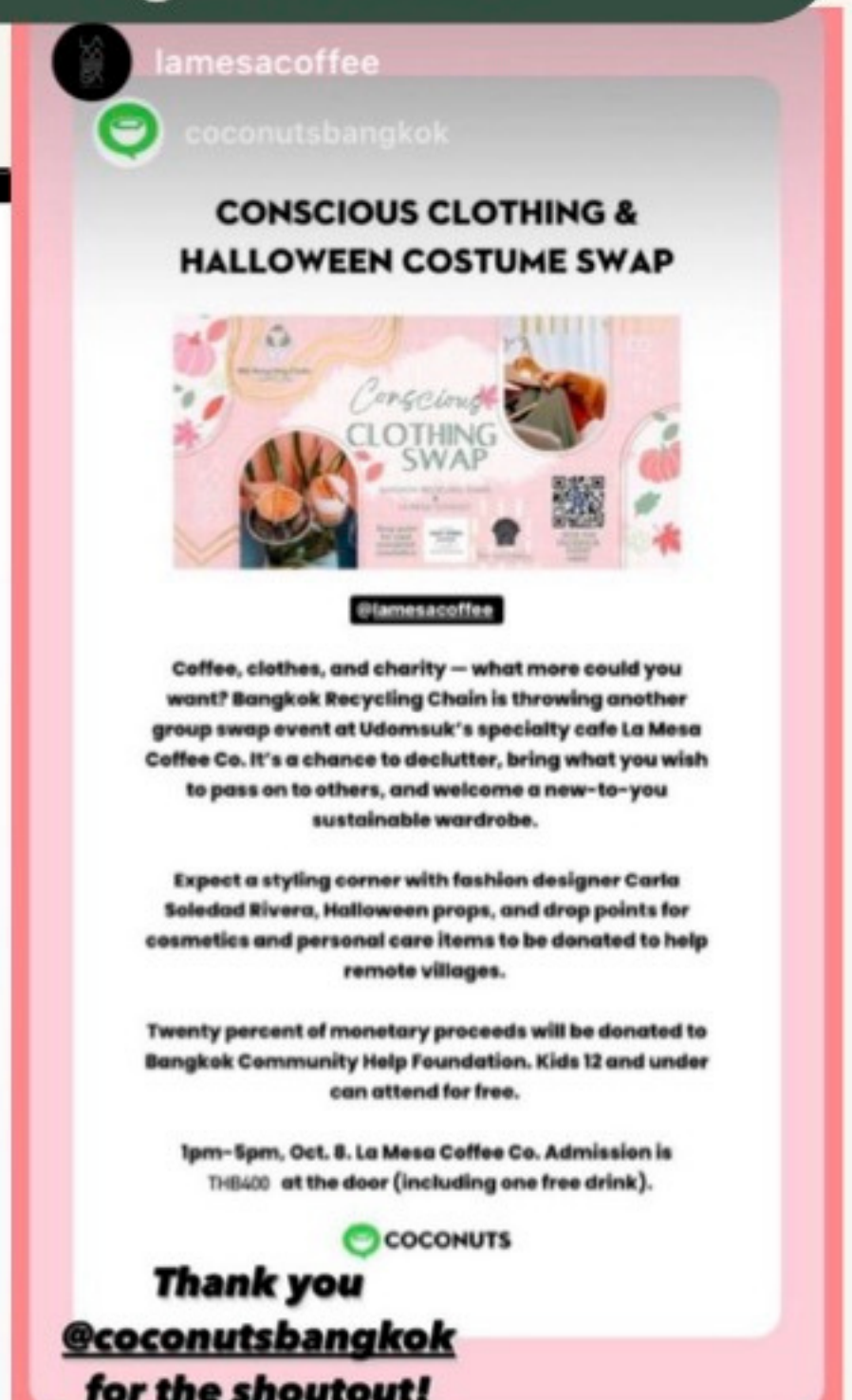
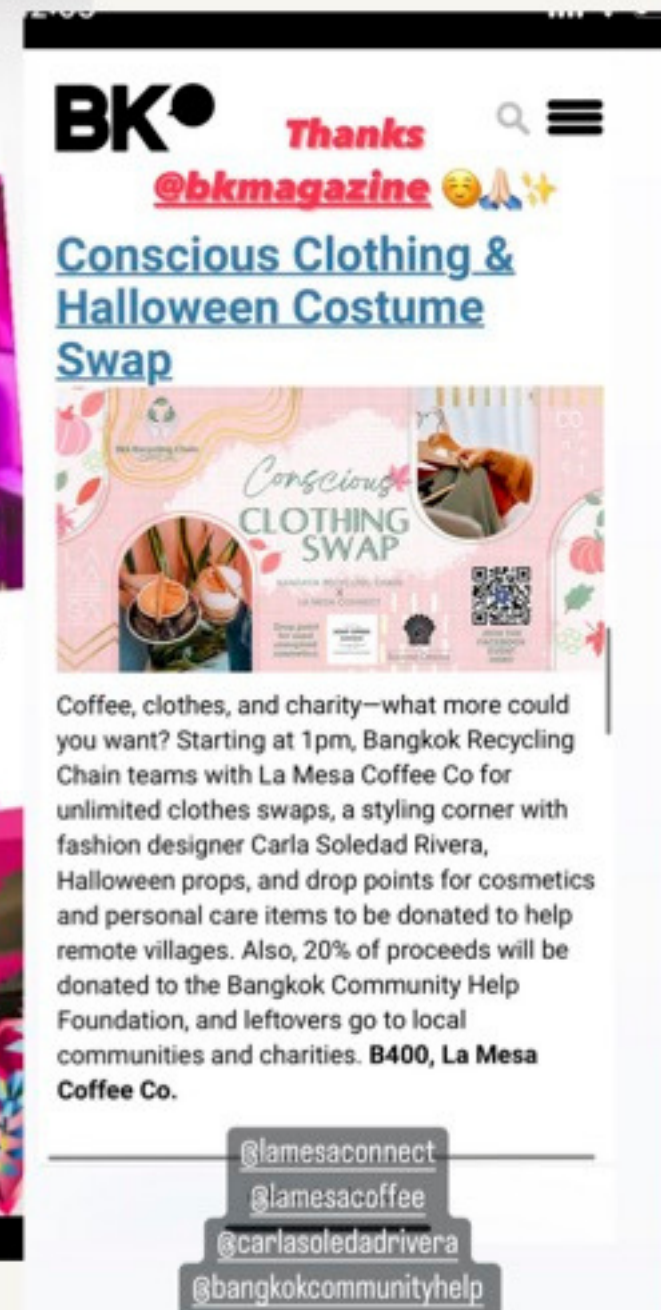
"Defining Slow Fashion" Panel September 2022

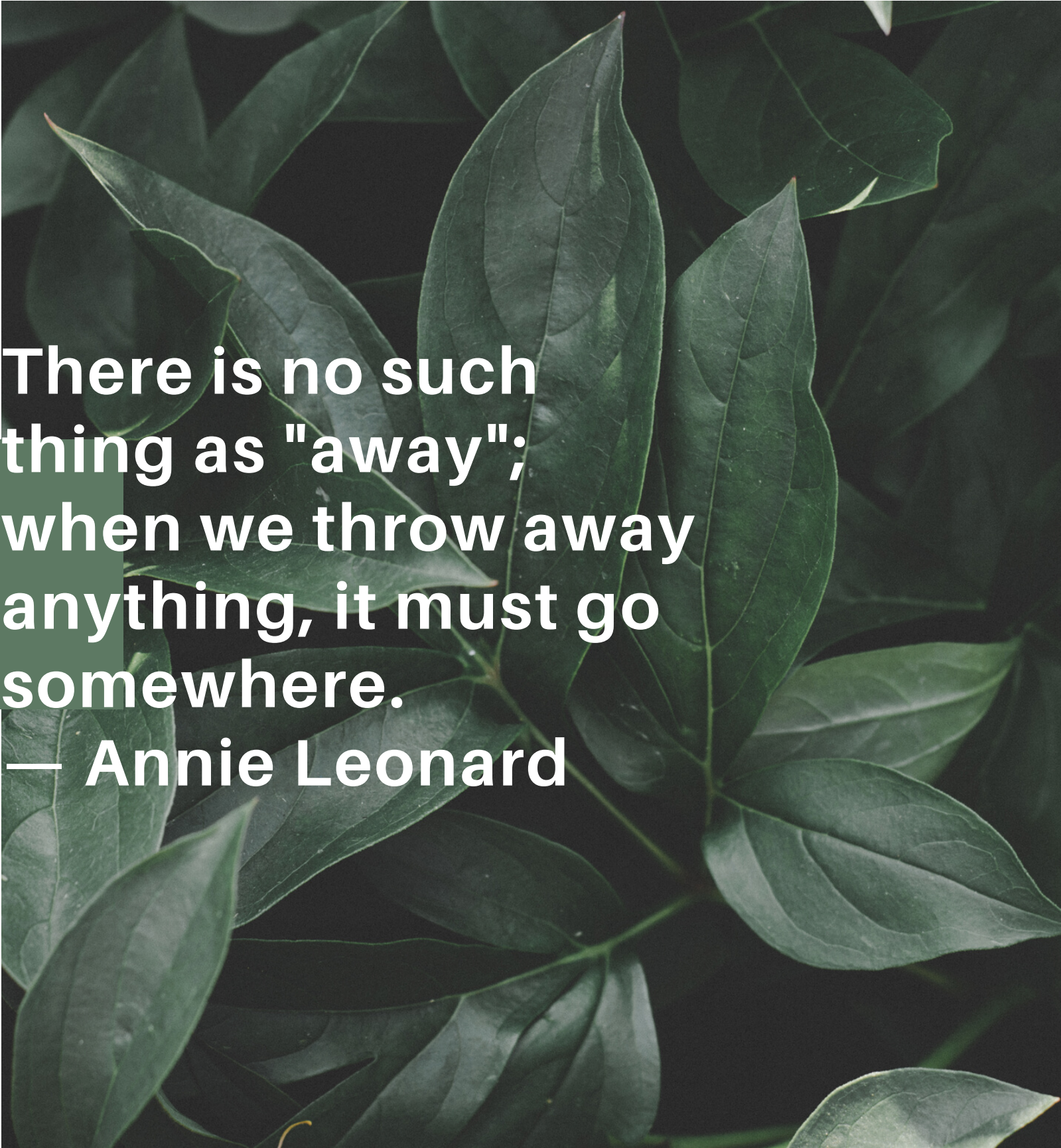


PRESS COVERAGE - GREEN EVENTS

We ensure that the local media regularly highlight green events and recommend them to their readers in their lists of upcoming activities both in their publications and on their social media.

Urban Flea Market & Clothing Swap August-Oct 2022





**There is no such
thing as "away";
when we throw away
anything, it must go
somewhere.
— Annie Leonard**

Our charities

Bangkok Community Help
Home of Grace, Community Store
Squiggles Charity Shoppe
The Myanmar Community Center
...and more!

Our recyclers

Trash Lucky
Cirplas
Won
Green Roof Project
Recycle Day Thailand
Less Plastic Thailand
Precious Plastic
Green Road
N15
...and more!

Upcoming projects



Sustainability Market

Bangkok Swapmeet

Circular Recycling Station

What we need



Sustainable Venue Sponsors

Sustainable Partners

Locations to set up recycling stations

Founder Bio

Hi, I'm Anne



Journalist & PR

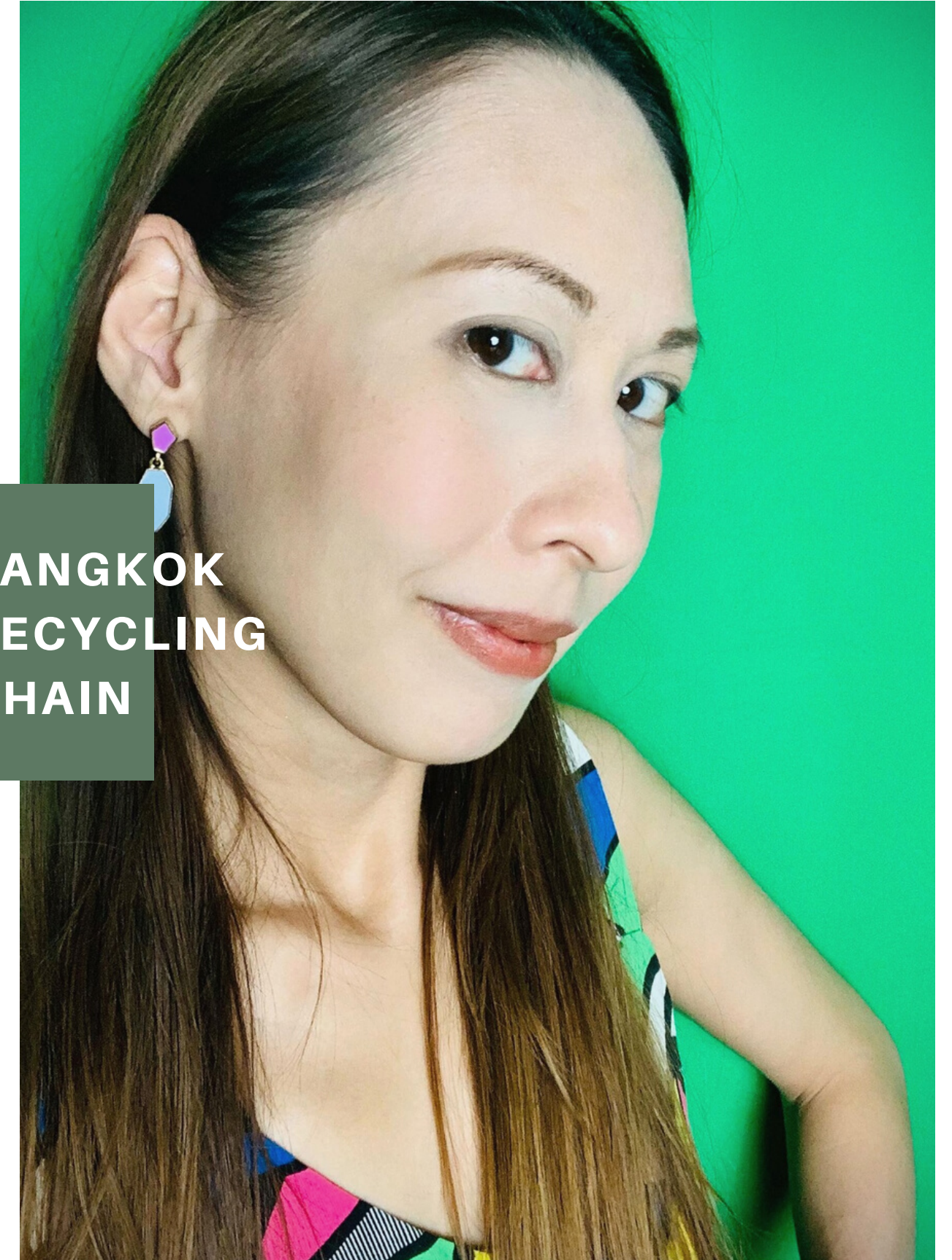


Sustainability Advocate



Community Builder

**BANGKOK
RECYCLING
CHAIN**



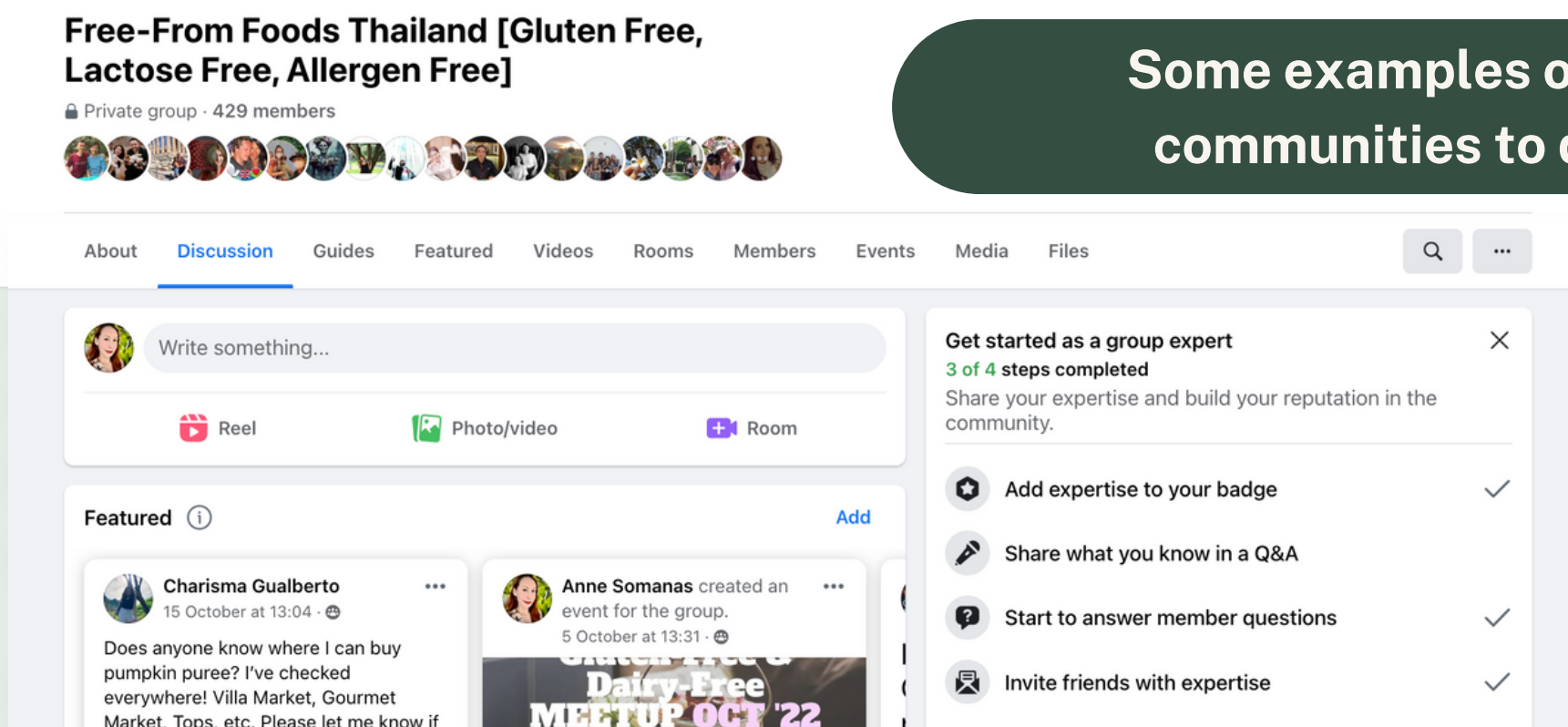
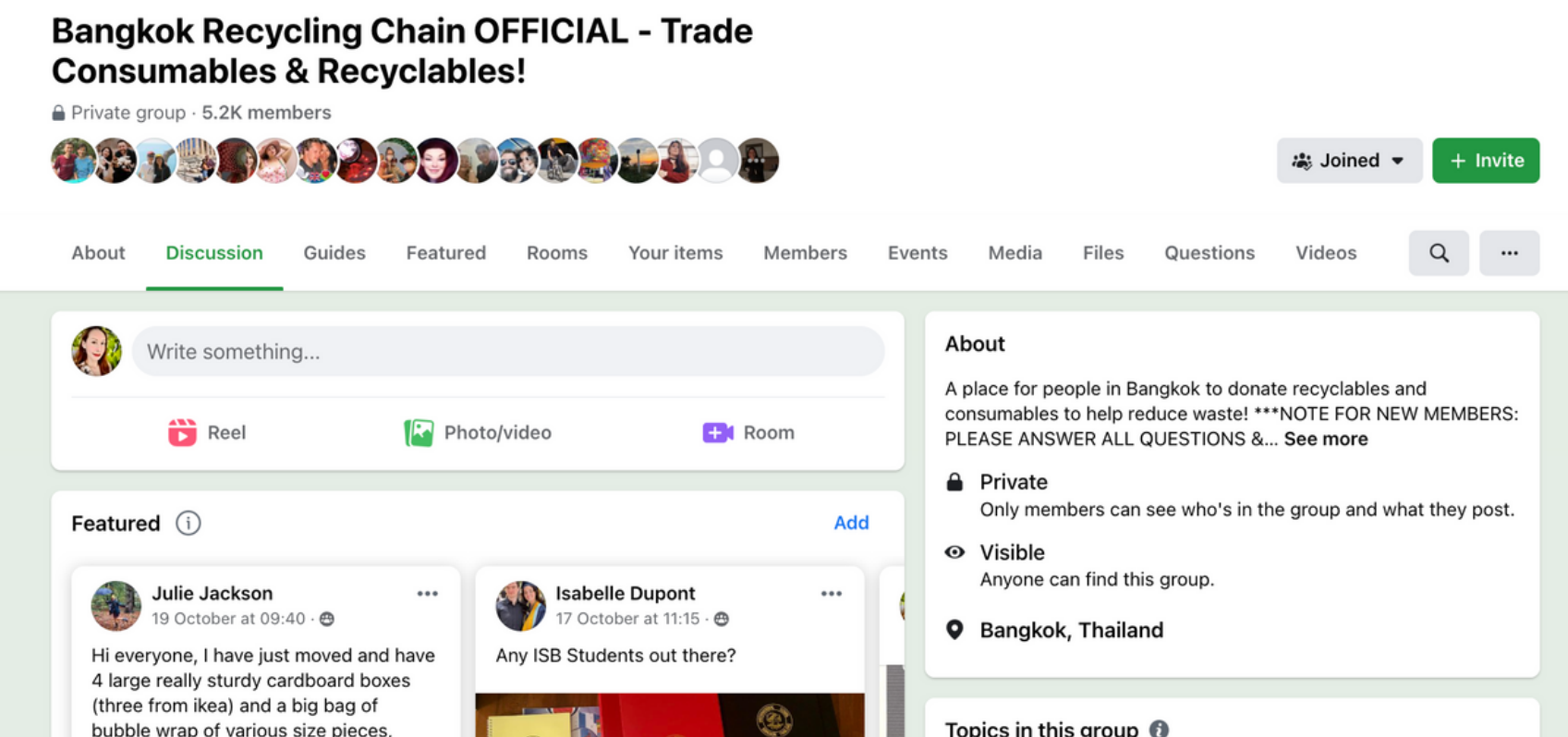
INBOUND MARKETING - COMMUNITY BUILDING

We build quality communities around people with united interests on your platform of interest -- whether Facebook, WhatsApp, Line, Telegram or other places -- that can be used to seed your products or services to a highly engaged and interested audience.

We also run campaigns to "seed" products and infiltrate your target audience communities to get them interested in your product from multiple angles.



Some examples of our communities to date



Journalism

An Expat's Guide to Sustainable Living in Thailand

2022-09-20 by [Anne Som](#)



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One of the greatest frustrations for expats living in Thailand is how to manage household waste and recycle effectively.

Although many Thais are passionate about sustainability and eco-friendly living, the recycling scene in Thailand is still nascent. Challenges include the lack of formalized recycling solutions and fragmentation of

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Thailand Recommended Services

We receive a lot of e-mails asking for recommendations for products, services, and companies. We can't answer all of them individually, so we've put together a list of the most important ones below.

You can also check out our [premium subscription](#) for a complete solution to help you get set up as an expat in Thailand.

Moving	▼
Renting	▼
Health	▼
Health Insurance	▼

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Industries We Work In

FOOD & BEVERAGE	TRAVEL & HOSPITALITY	SUSTAINABLE FASHION
INCLUSIVE COMMUNITIES	SOCIAL ENTERPRISES & SMES	CIRCULAR ECONOMY

DO YOU RUN A SUSTAINABLE, SOCIALLY-CONSCIOUS OR ECO-CONSCIOUS BUSINESS?
IF SO, WE MIGHT BE A GREAT FIT!

BOOK A FREE CONSULTATION

ANNE
SOMANAS
FOUNDER



Anne Somanas is a bilingual travel, tech and lifestyle journalist & interpreter whose writing & work has been published on ExpatDen, Lifestyle Asia, Prestige, Robb Report Thailand, Techsauce, the Financial Management magazine by AICPA, TTG Asia & TTG MICE, Travel Weekly Asia, and others. Her op-eds have also been published in the Bangkok Post.

She is also a sustainability advocate and a seasoned community builder with over a decade of experience specializing in women empowerment, entrepreneurship, tech & sustainability.

Anne founded the Bangkok Recycling Chain community, now Thailand's largest English-speaking sustainability-focused Facebook group in 2020 and grew it to over 5000 members in less than two years.

Her passion is to make sustainable products & socially conscious businesses known to the world & give them greater reach to change people's lives for the better.

**CONVENIENCE AT
THE EXPENSE OF THE
ENVIRONMENT IS
NOT CONVENIENCE
AT ALL.**

**BANGKOK
RECYCLING
CHAIN**



Q&A

QUESTIONS & ANSWERS!



**BANGKOK
RECYCLING
CHAIN**

Find more info
on our Facebook Group & Blog:

www.facebook.com/groups/bangkokrecyclingchain
www.bangkokrecyclingchain.com/blog



Thank you!

Feel free to reach out to me:

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www.bangkokrecyclingchain.com

Recycling Station Concept