



BETTER COMMUNITY

**BUILDING BETTER LIVABLE CITIES FOR QUALITY
OF LIFE AND SUSTAINABILITY**



Building sustainable cities for future generations requires collaboration across all sectors, with everyone actively contributing to the development of sustainable urban environments. The BETTER COMMUNITY zone invited participation in the BUILDING INCLUSIVE COMMUNITY exhibition, which showcased successful examples of inclusive societies across social, environmental, and economic dimensions. Over 50 contributors—including individuals, as well as private and public organizations from both local and international contexts—presented their work in four main zones.



ART DRIVEN CITY

A city can grow sustainably by leveraging its cultural assets, attracting investment, tourism, creating local jobs, and gaining international recognition. Thailand has embraced art-driven initiatives to drive urban development. For example, the **Bangkok Art Biennale** has turned Bangkok into a vibrant hub for contemporary art and global culture. The **Design Week**, held in over 150 cities worldwide, highlights the role of design. The **Pakk Tai Design Week 2024** focuses on supporting Southern Thailand's creative industries, showcasing regional products and adapting them for the modern world.

COMMUNITY SHAPERS

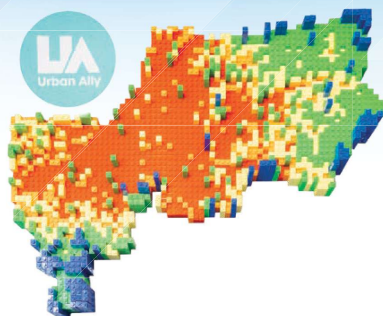
By leveraging skills, technology, and innovation, cities have strengthened entrepreneurship in agriculture, craftsmanship, and cultural tourism-related services. These efforts also foster organizations that reduce income inequality. One example is **Uncle Ree's Farm**, a modern urban farm that began as a waste management

initiative. Starting with a worm farm, it has evolved into a new agricultural model. **Pracharath Rak Samakkee Social Enterprise Co., Ltd.** follows the principle of creating income for communities to enhance happiness, focusing on agriculture, processing, and community-based tourism to uplift communities nationwide. The reality show **Win Win WAR Thailand** seeks social entrepreneurs committed to creating positive social and environmental impacts and has engaged over 329 teams of social entrepreneurs since 2017.



LEARNING SOCIETY

A thriving city must foster learning and empower communities to access and gain knowledge independently. By applying the concept of Citizen Science, such cities allow people to "understand, see, and feel" while preserving and passing down local insights. Notable examples include the "Old Neighborhood Tells a Story: Lifelong Learning City" project in Phitsanulok; eBird, a global platform for real-time citizen-reported bird sightings; and ThaiWater, an app developed by the Hydro-Informatics Institute (Public Organization) to help Thais monitor water and weather conditions and plan accordingly.



CARING CITY

This exhibition highlighted efforts to improve city well-being through design, including community engagement, public space management, travel information, and outdoor living initiatives. Key features include **Comfortable Restrooms**, adapting public restrooms to local environments and cultural values, and **Restoring Nature**, which creates spaces to restore ecosystems and support native flora and fauna. It also covered projects like the **15-Minute Parks**, part of Bangkok's policy to expand green public spaces within a 15-minute walk.

The exhibition also connected to the **Gathering Space**, where visitors could hear diverse perspectives and exchange experiences with thinkers, designers, developers, and practitioners. This platform aimed to realize an ideal city, while promoting sustainability for future generations.



In addition to the exhibition, Frasers Property Group, a comprehensive real estate developer, presented their concept of "Creating Better Living for a Sustainable Future." Key highlights included: **(1) Outlining sustainability goals based on the ESG (Environmental, Social, Governance) framework**, covering renewable energy production, climate risk management, and upgrading properties to meet green building standards. Suppliers are also required to adhere to responsible procurement policies. Fraser Property Group is committed to developing real estate solutions while driving sustainability. **(2) Showcasing standout projects across 20 countries.** Frasers Property aims to deliver the best experiences to all stakeholders, in line with their vision: "Inspiring experiences, creating places for good." Their top projects, both in Thailand and internationally, stand out

for their functionality, design, and sustainability, enhancing the lives of residents and surrounding communities. **(3) One Bangkok: the "Heart of Bangkok" exhibition**, presented through a 360-degree projection mapping theater, focused on the concept of Quality of Life in One Bangkok. A key vision of the project is prioritizing people and creating sustainable living. This green smart city model in the heart of Bangkok features high-efficiency management systems to accommodate future changes with resilience, 50% of green space, and advanced technologies. The buildings have received platinum-level LEED certification for Neighborhood Development, as well as WiredScore and SmartScore certifications, with plans to achieve WELL certification to promote residents' well-being.





"Low Carbon Living" was a key concept for the SCG booth, which showcased a model of a low-carbon city that harmoniously coexists with the environment and reduces greenhouse gas emissions. Key initiatives in this model city included: **(1) Low-Carbon Living**, encouraging the use of eco-friendly materials and efficient resource use to minimize environmental impact. For example, brands like NETS UP repurpose used fishing nets into marine materials, upcycling them into clothing and products to support a circular economy; **(2) Low-Carbon Housing**, designing homes that prioritize efficient resource use and calculate greenhouse gas emissions at every stage of construction to make residences more environmentally friendly; **(3) Clean Energy**, focusing on energy management, sustainable energy crops, transforming vacant land



into solar power sources, and converting waste materials into energy; **(4) Eco-Friendly Agriculture**, reducing greenhouse gas emissions from agriculture through sustainable rice farming practices, minimizing water use, and decreasing methane emissions; **(5) Green Spaces**, fostering the restoration of forests and coastal areas to sequester natural carbon, promote biodiversity, and provide ecotourism opportunities while boosting local economies and community income; **(6) Value Creation Through Waste**, managing waste from start to finish to reduce its volume and environmental impact while decreasing reliance on natural resources. For example, the "Waste Wittaya" project incorporates circular economy principles in schools to improve waste management practices; **(7) Green Transport**, implementing eco-friendly logistics solutions, such as smart warehouses,



where products are stored and managed in an environmentally friendly manner. This reduces the use of 40 forklifts per warehouse and incorporates solar energy into warehouse operations; and **(8) Saraburi Sandbox**, as Saraburi is the largest cement-producing hub in Thailand, the province aims to become a low-carbon city through public-private-people cooperation (PPP). The initiative aims to reduce 5,000,000 tons of carbon dioxide equivalent emissions by 2027, promoting sustainable economic, social, and environmental development.

TACKLE GLOBAL CRISIS WITH GREEN FINANCE

In response to the global crisis, green finance has become an essential tool for businesses to progress while prioritizing environmental concerns. As a leading financial institution, Kasikornbank introduced the concept "Pioneer the Edge of Actions to Enhance Sustainability," offering innovations in business and finance to drive change. One example is the Renewable Energy Certificate (REC) platform, which registers and sells certificates for renewable energy production to corporates and individuals, providing an additional income stream. Meanwhile, Government Savings



Bank (GSB) embraced the concept "Being the Capital that Supports Every Sustainable Effort," focusing on initiatives that create shared value. GSB's approach follows the Triple Bottom Line, which includes (1) People: promoting access to fair-interest financing and improving quality of life; (2) Profit: generating appropriate profits for societal benefit; and (3) Planet: working towards GSB's Net Zero 2050 goal.

Bangkok Bank reinforced its role as a leading regional financial institution driving sustainable growth for both businesses and society, continuing its mission of "Creating Value for a Sustainable Future." The bank highlighted its success through the Bualuang Save the Earth project, such as the "Rak Tha Chin" initiative, which addresses waste in the Tha Chin River, one of the five main rivers where waste flows into the sea. The bank offered sustainable financial products, including loans, bonds, and funds. Meanwhile, Krungsri Bank focused on becoming a regional leader in sustainability, prioritizing Sustainable Finance with a variety of solutions under the "Go Sustainable with Krungsri" concept, reinforcing its commitment to raising awareness of sustainable finance.



SUSTAINABLE TOURISM FOR ECO-CONSCIOUS TRAVELERS

Sustainable tourism has become a popular trend among eco-conscious travelers seeking relaxation while contributing to a sustainable society. **Asset World Corp Public Company Limited** introduced the "AWC Stay to Sustain: Stay One Night, Restore One Forest, Create Value for Communities" initiative in partnership with the Tourism Authority of Thailand and the Mae Fah Luang Foundation under Royal Patronage. For every stay at an AWC hotel, a tree is planted and cared for to restore and preserve community forests, promoting long-term conservation and providing income for the locals. Thai AirAsia Co., Ltd. launched its AirAsia Green Journey, aiming for Net Zero by 2050, with a focus on efficient fleet operations, green aviation measures, sustainable aviation fuel (SAF), and carbon offsetting. Their "Your Green Journey with AirAsia" program encourages passengers to reduce their carbon footprint while travelling. **The Thailand Convention and Exhibition Bureau (TCEB)** offers expert advice and tools for organizing sustainable MICE events, including a carbon footprint calculator to minimize emissions.



CREATING SUSTAINABLE PRODUCTS ENHANCING COMMUNITY WELL-BEING

Public and private sectors play a vital role in creating knowledge such as resource management, adding value, and generating income from waste materials, thereby helping local communities thrive. **Doi Kham Food Products Co., Ltd.** demonstrated its 30-year commitment to sustainability by integrating royal initiatives with the Sustainable Development Goals. The company highlighted the recycling process for its UHT cartons and ICE POP products, upcycling them into new items. **Proud Group**, a property developer in Thailand, emphasizes sustainability through various projects like "Project Pineapple by PROUD," which promotes Net Zero Waste, No Single-Use Plastics, and Green Energy. The initiative collaborates with local communities to manage waste, restore the environment, and repurpose expired fruits into decorative products, while also supporting disadvantaged groups with food donations.



Terragro Fertilizer Co., Ltd. envisions supporting global food security by sharing knowledge from experiments to empower farmers and improve their livelihoods. The company promotes clean energy in production and repurposes used packaging into practical products. Similarly, **Siam Kubota Corporation Co., Ltd.** drives sustainable agriculture through initiatives such as Zero Burn for no-burn farming, the Nong Phak Bung Waste Management Model which tackles seasonal water challenges, and innovative projects like creating eco-friendly fabrics from rice straw blended with silk, transforming agricultural waste into eco-friendly streetwear. **The Thai Chamber of Commerce** collaborates with its partners to foster



sustainable economic growth, guided by the Sufficiency Economy Philosophy. Initiatives such as the Central Tham project enhance local products under the Good Goods brand, uplifting communities. Additionally, **the Community Organizations Development Institute** leads the "Beautiful Homes, Clean Water, Safety, and Sustainable Living" initiative, transforming unlawful riverside settlements into lawful, sustainable communities.

