



TALKS THAT TRANSFORM

In a world of rapid change, sustainability was no longer just an aspiration but an urgent necessity demanding collective action. SUSTAINABILITY EXPO 2024 emerged as a platform for sharing experiences and sparking inspiration, uniting invaluable perspectives from renowned speakers from Thailand and abroad. The expo aimed to uncover strategies for restoring balance to the planet and driving progress towards a brighter, more sustainable future.



INSPIRING THOUGHTS, DIALOGUES, AND ACTIONS FOR A GOOD BALANCE AND A BETTER WORLD

This year, the SUSTAINABILITY EXPO featured key activities across three main stages, exploring sustainable development from various perspectives. The TALK STAGE and SX PLENARY HALL hosted discussions on topics like climate adaptation, future community building, accessible infrastructure, green economies, and the evolving role of organizations, alongside promoting physical and mental health. The GATHERING SPACE in the BETTER COMMUNITY zone



offered a more intimate setting for conversations on community design. Additionally, SX IDEA LAB provided hands-on workshops to turn innovative ideas into practical solutions that enhance knowledge and skills in addressing environmental challenges with sustainable approaches.

We believe that the diverse and holistic discussions on sustainability will propel us toward a more balanced world in terms of the environment and society. The shared expertise and guidance will support the development of new, sustainable approaches, creating a resilient and prosperous future for all life on Earth.





VISION 2030 DRIVING COLLABORATION FOR A SUSTAINABLE FUTURE

The world faces a major challenge in achieving the SDGs over the next six years, requiring swift action from organizations at all levels. The TSCN CEO PANEL brought together four leaders from top business organizations within the Thailand Supply Chain Network to discuss "Vision 2030: Driving Collaboration for a Sustainable Future."

Mr. Thapana Sirivadhanabhakdi, Group Chief Executive Officer of Thai Beverage Public Company Limited, highlighted that businesses often contribute to environmental challenges. Without a balanced approach guided by the Sufficiency Economy Philosophy, extreme actions may occur without considering sustainability. He emphasized the importance of embracing the 5Ps framework—Planet, People, Prosperity, Partnership, and Peace—to promote long-term sustainability. As we seek growth, communities must unite and strengthen their ability to support themselves before extending support to others. Such collaboration will become a creative force for the future.

Mr. Thammasak Sethaudom, President and Chief Executive Officer of SCG, emphasized that Thailand's sustainable development requires focus on two key areas: reducing carbon emissions and enhancing competitiveness. SCG proposed that the government develop a comprehensive recycling master plan to drive genuine recycling activities and remove regulatory barriers to enable the purchase and sale of clean energy through smart grids. Additionally, developing efficient energy storage systems will ensure easy access and a stable energy supply, supporting the country's transition to clean energy.

Mr. Suphachai Chearavanont, Chief Executive Officer of Charoen Pokphand Group (CP Group), emphasized that achieving greenhouse gas reduction goals requires collective commitment. CP has set a target to reach net-zero carbon emissions by Scope 3 by 2050, focusing on reducing carbon dioxide and methane emissions, managing waste, and promoting sustainability through education. The company also aims to cut Scopes 1 and 2 emissions by transitioning to renewable energy, with a target of 50% renewable energy use, including solar, biomass, and biogas. CP also strives for zero waste through fertilizer production and 100% durable/reusable/disposable packaging.

Mr. Thiraphong Chansiri, President and Chief Executive Officer of Thai Union Group, emphasized the vision of Healthy Living and Healthy Oceans, focusing on both consumer well-being and marine resources. Sustainability is essential for Thai Union's survival. Through delivering nutritious products and ocean preservation, the company advances its SeaChange® 2030 strategy with 11 key initiatives spanning sustainable production, aquaculture, responsible fishing, labor management, and responsible procurement. These efforts aim to transform the seafood industry and ensure a sustainable future for all.

Business leaders agree that addressing environmental challenges requires collaboration across all sectors for the planet's sustainability. In the future marked by natural disasters and climate change, preparedness and action are crucial. In the next section, we will explore expert insights and strategies for adapting to and tackling these challenges sustainably.



CLIMATE ADAPTABILITY NAVIGATING CLIMATE CHALLENGES AND PREPARING FOR THE FUTURE

Climate change has become a global crisis, affecting all aspects of life on Earth—from unprecedented floods to prolonged droughts and rising temperatures that challenge human limits. These signals show that simple preparation is no longer sufficient. The world is urging us to adapt.

In recent years, the increase in natural disasters worldwide shows that environmental issues are no longer distant concerns but have started to affect everyone. During a panel discussion on "Economic Sustainability: Turning Crisis into Lasting Prosperity,"

Mr. Varawut Silpa-archa, Minister of Social Development and Human Security, shared his insights. He noted that those who address environmental issues are often at the top of the social pyramid, while those at the bottom focus on basic needs like food and survival. Vulnerable groups are the most affected and take the longest to recover. It is crucial to foster understanding and encourage adaptation. We are like individuals sawing off the branch we sit on, unaware of when it will give way. Similarly, monoculture and deforestation create a domino effect, leading to inevitable collapse.



In the panel discussion “How Can We Survive in a Warming World?,” **Asst. Prof. Dr. Thon Thamrongnawasawat**, Associate Dean for Special Affairs at the Faculty of Fisheries, Kasetsart University, shared, “We only feel the urgency when we see the reality. For instance, watching rivers carry away vehicles makes the issue feel immediate.” Dr. Thon emphasized that within the next 10 years, the planet’s temperature map will shift from green to red, symbolizing extreme heat and widespread weather events that will affect every corner of the globe. These changes will have direct consequences, such as increased flight turbulence due to significant temperature variations.

As we gain a clearer understanding of environmental challenges, many recognize that “adapting” is crucial for survival, but we must also focus on “designing” our surroundings to navigate these issues. During the panel discussion “Design for Climate Adaptation,” **Mr. Chutayaves Sinthuphan**, Chief Sustainability Officer at the Natural Agriculture & Architecture Trust for Urban & Rural Ecologies (NAATURE), explained that climate change is a persistent issue. “Nature strives to restore balance, and we must learn from it, incorporating its principles into city planning and lifestyle designs.” **Dr. Polpat Nilubon**, Head of the Water Adaptation Innovation Center (WAIC), highlighted the distinction between government-led large-scale and long-term projects, like drainage systems, and individuals generally engaging in autonomous adaptations, such as raising homes to combat flooding. To establish a common ground for the public and private sectors and address the question of



where, how, and when development should begin, he introduced the idea of “Opportunistic Adaptation,” which views infrastructure deterioration as an opportunity for renewal. For example, aging buildings or roads can be redesigned to meet current needs. Dr. Polpat also discussed flood adaptation projects, emphasizing water management systems that serve multiple purposes, such as recreational parks or commercial spaces during dry periods, while remaining flexible for floodwaters during the rainy season. This issue was further explored at the **SX2024 HACKATHON X Circular Innovation Challenge 2024**, where the winning team from Malaysia, E-Hole, presented a revolutionary innovation for urban flood prevention and maintenance efficiency—a real-time drainage monitoring system designed to enhance flood prevention and management. This innovation collects and analyzes data on drainage conditions to predict future issues, ensuring effective and timely flood prevention and management solutions.



In addition to physical design, we should consider adapting our lifestyles, businesses, and even society as a whole. In this context, **Ms. Kobkarn Wattanavrangkul**, Vice Chairperson of the Thai Chamber of Commerce, shared her perspective during the panel discussion “A Good Balance for a Better World.” She emphasized that the Sufficiency Economy Philosophy serves as a crucial foundation for sustainable national development. It provides a valuable framework that reminds Thais to practice moderation, act thoughtfully, and prepare for change, benefiting both personal and business life. **Dr. Sirikul Laokajorn**, Director of the “Por Laew Dee” project, further explained that sustainable business requires a balance between profit, people, and the planet. When all sectors adopt the Sufficiency Economy Philosophy, it can lead to positive outcomes at the individual, organizational, and societal levels.

Another key platform highlighting public and private sector adaptation and collaboration is the **Sweden-Thailand Sustainable Development Forum 2024**. This forum facilitates the exchange of knowledge and best practices among state and private agencies in Thailand and Sweden, aiming to foster sustainable development cooperation. The event showcased innovative solutions addressing challenges in energy and resource efficiency, as well as reducing environmental impact.





While we may excel at adapting, our lifestyles and consumption continue to generate waste. Therefore, our adaptation efforts should include comprehensive waste management. During the panel discussion "Upcycling Waste: Innovative Ideas for Repurposing Waste and Promoting Sustainability," **Mr. Chanat Wutthivigayakarn**, Content Creator of KongGreenGreen, highlighted that waste is a valuable resource often misplaced, and with proper management, nearly 100% of materials can be recycled and reused. **Mr. Sompop Majiswala**, developer of Recycoex Application, presented an app that simplifies waste trading, inspired by his experience in the construction industry, where recycle materials are heavily utilized. Despite the perception of abundant waste, industry discussions revealed the real challenge is the lack of sufficient recyclable waste to meet construction material demands. To address this, he developed an app as a central platform for purchasing waste from large-scale management sources like schools, hotels, and shopping centers.

For managing household food waste, **Mr. Pitchakarn Rueksakunruang**, Policy and Planning Analyst at the Department of Local Administration, shared during a workshop on creating a "Compost Bin to Reduce Global Warming" that the Ministry of Interior recognizes that non-separated waste is sent to landfills, leading to the release of methane and carbon dioxide. In response,



a policy has been introduced to promote the use of compost bins in households to manage organic waste, including food scraps, vegetables, fruits, and leaves, which naturally decompose over time.

The examples above show that adapting to climate change is not just about survival—it offers an opportunity to turn challenges into catalysts for sustainability. The focus is on creating a system where humans and nature can move forward in harmony. The next section explores ideas on the green economy, a key element in promoting development that minimizes environmental impact while ensuring economic stability and improving quality of life.

GREEN ECONOMY IMPROVING FOR TRANSFORMATION SUSTAINABLE ECONOMY AND ENVIRONMENT

The green economy goes beyond eco-friendly development; it seeks to balance economic growth with the preservation of natural resources for the future. By promoting efficient resource use and investing in technologies that minimize environmental impact, the green economy supports both business goals and true sustainable development.

Ms. Nuansiri Vaidyanuvatti, Executive Vice President of Krungthai Bank, shared insights during the panel discussion "Talking Climate & Biodiversity Action: From Nature-Based to Finance Solutions for Our Planet." She explained how the bank, in collaboration with the United Nations Development Programme (UNDP), created a positive environmental impact through a crowdfunding project that supported Koh Tao Island in Surat Thani province after it lost tourism revenue due to the COVID-19 pandemic. The funds were used to hire taxi boats and fishermen to collect waste around the island, removing 4 tons in just 3-4 months. In the second year, the bank partnered with the Raks Thai Foundation to promote the use of Fish Aggregating Devices, aiming to expand marine life breeding and create a fund for long-term community self-sufficiency. They also collaborated with local municipalities to implement a 20-baht island entry fee and set up an environmental conservation fund that supported biodiversity, boosted fishermen's incomes, and attracted more tourists.



The agricultural sector, which relies heavily on land, water, and labor, is facing severe impacts from climate change. **Dr. Thanyaporn Krichitayawuth**, Executive Director of the UN Global Compact Network Thailand, spoke during the panel discussion "AgriTech: Unlocking Agricultural Potential for Sustainability," highlighting that modern farmers' adaptation should extend beyond technology adoption to include innovative approaches that blend technology with local wisdom. She encouraged farmers to embrace the sufficiency economy philosophy, as taught by King Rama IX, and urged the government to promote renewable energy and low-carbon farming practices through supportive policies.



During the panel discussion “Building Sustainable Communities,” professionals from the tourism industry shared their experiences in creating sustainable businesses while addressing economic, social, and environmental challenges. Speakers included **Mr. Piyapoom Seechang**, Marketing Director, Thailand B2B at Michelin Siam Co., Ltd., **Mr. Pasu Liptapanlop**, Executive Director of Proud Group, and **Mr. Somsak Boonkam**, Founder and CEO of Local Alike Co., Ltd. Mr. Somsak said, “We use tourism to address environmental, economic, and social issues. By integrating tourism with livelihoods like agriculture and fishing, we create year-round revenue. As the economy improves, the environment must progress as well. Communities must realize that if their natural landscapes or traditional lifestyles fade, tourism will struggle. Globally, people are shifting from sustainable tourism to Regenerative Tourism. We aim to welcome tourists while making our forests greener, our seas more abundant, and our islands less polluted. Sustainability requires a long-term approach. We are committed to building lasting relationships with communities and envisioning a future where future generations return from cities to manage their villages.”

A green economy extends beyond environmental conservation, fostering skill development and opportunities within communities to sustain local resources and culture. The Hmong Cyber group exemplifies this by leveraging the resources and culture of Ban Nam Juang and Ban Rong Kla villages in Phitsanulok province to transform the youth's way of life and creatively drive the local economy. **Mr. Butrpoth Pholpattananpong**, Managing Director of Hmong Cyber Social Enterprise Co., Ltd., shared during the panel discussion “Sustainable Tourism for Sustainable Development” that these communities boast beautiful



natural resources, rich culture, and a unique Tai Hill Tribe heritage but face limited opportunities, particularly in basic education. Many young people leave for city jobs, prompting Mr. Butrpoth to engage with the youth and uncover their interest in learning skills like cooking, video editing, and performing arts. He invited friends to teach these skills using online content and established the Hmong Cyber group, which has boosted the local economy through tourism and events. “The best way to learn is through hands-on experience,” he said. “Youth gained practical knowledge by organizing community events and welcoming tourists to experience local life. Acting as tour guides, photographers, and coordinators, they earned income, developed professional skills, and cultivated a deep commitment to their hometown's development.”

Sustainable community development can start by maximizing the use of available resources. Ban Koh Jik in Chanthaburi province, often referred to as the “Maldives of Thailand,” is an excellent example of a community that embraces sustainable energy. **Mr. Narongchai Hemsuwan**, President of the Koh Jik Community Tourism Group, shared that in the past, Koh Jik Island had no access to electricity, and residents relied on oil lamps or diesel-powered generators, which produced air and noise pollutions. In 2004, with support from the government, solar panels with a capacity of 7.5 kilowatts were installed. From this initial step, the community collaboratively expanded solar installations, making solar energy the primary power source for the entire island. The establishment of Koh Jik Energy Service Company oversees the management of the electrical system, ensuring proper maintenance and a systematic approach to electricity utilization. Today, the use of diesel-powered vehicles is prohibited on the island, with bicycle use encouraged to reduce pollution. Additionally, over 40 fishing boats have been fitted with solar panels to minimize carbon dioxide emissions.

These community-driven efforts have earned Koh Jik international recognitions. By harnessing solar energy, the community has ensured sustainability while inspiring others to embrace self-reliance and sustainable living in harmony with nature.

Green economy is not just about sustainable growth but it is a collaborative journey that involves all sectors working together. Balancing economic progress with environmental responsibility, communities embracing innovative resource use, and creating opportunities for youth to develop their skills in their hometowns—these efforts play a crucial role in reshaping perspectives on development at both local and global levels. By intertwining sustainable economics with the preservation of local resources and culture, the next step is to build cities that are not only sustainable but also inclusive, offering equal opportunities for everyone. Read on to discover diverse insights that will contribute to the fostering of “livable cities and inclusive societies for all.”

LIVABLE CITIES AND INCLUSIVE SOCIETY FOSTERING INCLUSIVE COMMUNITIES FOR EQUALITY AND HAPPINESS

Differences and diversity enrich our world, with voices from all walks of life driving cities toward greater inclusivity, where everyone has a role and no one is left behind. At SUSTAINABILITY EXPO 2024, many panel discussions addressed the rights and opportunities of individuals with unique differences—such as physical abilities, gender identities, or income levels—while exploring innovative ways to develop urban communities and ensure equitable access to education.



A thought-provoking topic at the event was “A Society of Opportunities and Equality: Reduce Inequalities,” which underscored the importance of living harmoniously and sustainably. **Mr. Manit Inpim**, an educator and keynote speaker, highlighted the challenges faced by individuals with physical limitations, stating, “Our society is a vibrant tapestry of diversity—spanning body types, heights, and ages. As people move through life, their needs evolve. Each day, when we stand at a crossroads and look around, we notice unequal structures such as uneven sidewalks or overpasses that are inaccessible to those with physical challenges. These disparities in urban spaces, transportation, buildings, and education limit opportunities for people with disabilities in Thailand.” He stressed the need for universal design to ensure inclusivity for all. **Mr. Sopon Tubklong**, an actor and advocate for the visually impaired, emphasized that addressing inequality begins with education. By fostering understanding, society can move beyond viewing people with disabilities as needing assistance to recognizing their right to access services and participate equally. This mindset will drive the development of accessible infrastructure and equal opportunities for all. **Mr. Surachet Chaippala**, Deputy Dean for Corporate Strategic Communication and Special Affairs at the Faculty of Architecture Art and Design, King Mongkut's Institute of Technology Ladkrabang, highlighted the institute's commitment to equality and diversity, particularly for students with physical limitations. The institute has adapted its spaces with ramps and wheelchair-accessible restrooms to support their daily lives.



The discussion on designing urban spaces that prioritize well-being and accessibility for people of all genders and ages took place at a session titled “City that Cares.” **Mr. Adisak Guntamueanglee**, Assistant Director of the Urban Design and Development Center (UDDC-CEUS) at Chulalongkorn University’s Faculty of Architecture, stressed the importance of walkable and inclusive cities. He noted that integrating accessible design into both major and secondary cities fosters safe, convenient travel for all groups, enabling easy access to local businesses and markets, which in turn drives economic growth.

In the session titled “City Caring Designs,” **Asst. Prof. Dr. Antika Sawadsri**, Dean of the School of Architecture, Art, and Design at King Mongkut’s Institute of Technology Ladkrabang, highlighted Japan’s comprehensive approach to public space design. This involves genuine community engagement, such as workshops focused on public space design and trial use by visually impaired individuals. In contrast, Thailand



faces challenges in defining and maintaining public spaces, as many areas are often repurposed for alternative uses, such as parking lots or markets.

Additionally, **Asst. Prof. Panitat Ratanawichit**, Head of the Training and Research Division at WePark, emphasized that public green spaces not only address environmental concerns but also contribute to making cities more livable. WePark serves as a platform that connects government, private sectors, and communities to collaboratively develop green spaces that truly meet community needs. Asst. Prof. Panitat further highlighted, “Public green spaces enhance well-being and serve as invaluable learning areas for the city. As collaborators, we identify areas with potential, whether neglected spaces within communities or sites where government and private sectors see opportunities to transform them into learning hubs. Our approach emphasizes active community involvement to ensure these spaces effectively address community needs.”



Another noteworthy session on urban development was at “room x Living ASEAN Design Talk 2024 - (Re) Thinking Inside the Box: Vol. 2 Better Design, Better Community from an ASEAN Perspective.” This session featured discussions among designers from Thailand, Vietnam, and Malaysia. **Mr. Ng Sek San** from Seksan Design Landscape Architecture and Planning in Malaysia is widely recognized as a designer who helps develop and revitalize urban areas and communities. A significant project he contributed to is Kebun-Kebun Bangsar, a community garden in the heart of the city that transforms vacant lots into green spaces accessible to all. Within the space, various activities, seminars, and workshops are held to raise awareness about agriculture, ecosystems, and cultural activities. He also discussed the development of a children’s home in Mae Hong Son province, Thailand, where the emphasis was on blending with nature and embracing simplicity highlighting the idea that perfection is not always necessary. Most importantly, children were able to use every part of the building with happiness and ease. Meanwhile, **Ms. Yuri Frassi and Ms. Afra Rebuscini** from Officine Găp in Vietnam expressed their interest in urban living spaces like “Tube House,” narrow alleyways, and vertical living elements that reflect community lifestyles. Inspired by this, both were supported by five design firms in Vietnam to transform tight spaces into contemporary designs that balance personal privacy with community interaction, transcending the limitations of the tight space.

An essential component of infrastructure development is transportation. Over the past few years, the concept of Connected Mobility has become increasingly important in connecting cities and communities. For instance, car sharing services have helped reduce costs, minimize environmental impact, and make



travel more accessible for everyone. During the discussion “Sustainable Mobility for the Future of Life,” **Mr. Krit Vichaiwatanapanich**, Co-founder and CEO of Haupcar Co., Ltd., shared that Hop Car was established to provide car sharing services by aggregating vehicles already on the road and offering rentals through a mobile app on a per-minute or per-hour basis. Users can unlock vehicles directly using their smartphones, enabling individuals with vehicles to generate additional income, or allowing large corporations with extensive fleets to adopt Corporate Car Sharing models, thereby enhancing vehicle efficiency without increasing the number of cars on the road. Mr. Krit further explained, “We launched our first service at Thammasat University, located further from the city. Students often requested their parents to buy cars for convenience. However, with our service, they can simply rent a car when necessary, such as for off-campus trips with a larger group of friends.” He emphasized, “The development of Connected Mobility is crucial, but operators cannot achieve this alone. We require collaboration and support from society and communities to ensure sustainable growth. Instead of adding more vehicles to the rental system, we focus on building a Sharing Economy where community members collaboratively share resources. This approach enables individuals to earn income while fostering collective growth and mutual prosperity.”





The panel discussion “Pathways to a Sustainable Urban Future” examined urban development from the perspectives of city leaders and property developers. **Dr. Chadchart Sittipunt**, Governor of Bangkok, highlighted the need to balance large city growth with the development of Green and Smart Cities. He stressed that urban growth should include environmental sustainability, quality of life, and long-term resilience. Achieving this balance involves enhancing infrastructure on both macro and micro levels—improving transportation, drainage, waste management, and green spaces while incorporating technology to boost efficiency, reduce environmental impact, and guide Bangkok toward becoming a smart city. **Mr. Panote Sirivadhanabhakdi**, Group Chief Executive Officer of Frasers Property Limited, discussed mixed-use development, integrating residential, office, retail, hotel, and public spaces. He emphasized prioritizing user needs, maximizing space, reducing management costs, diversifying risks, and creating a holistic environment for modern urban living, contributing to more dynamic, livable cities.

Creating inclusive communities that leave no one behind requires fostering opportunities for all genders

to achieve acceptance and contribute equally to societal progress. In recent years, efforts to promote understanding and acceptance of the LGBTQ+ community in Thailand gained momentum, culminating in the passing of the marriage equality bill in 2024. This milestone marked a significant step toward equality and broader societal acceptance. At the panel discussion “(Gender) Diversity with Happiness,” medical experts specializing in sexual



health offered valuable insights on topics such as sexual health, gender reassignment surgery, and the development of healthcare services for transgender individuals. **Assoc. Prof. Dr. Krasean Panyakhamlerd**, Head of Sexual Medicine at Chulalongkorn University, noted that leading medical faculties in Thailand had established clinics for sexual health consultations. Chulalongkorn Hospital launched the Gender Health Clinic in 2018, and over 30 BKK Pride Clinics were set up across Bangkok by the Bangkok Metropolitan Administration. These initiatives have positioned Thailand as a regional hub for healthcare services supporting diverse gender identities.

In discussing social equality, education was identified as a key factor in providing greater opportunities, especially in remote areas. Augmented Reality (AR) and Virtual Reality (VR) technologies, which naturally engage children, were used as educational tools in these areas. The “BiodiVRestorer Immersive VR Experience for Biodiversity Restoration,” led by **Dr. Panyavut Aumpuchin** and the National Science and Technology Development Agency (NSTDA) research team, demonstrated how AR and VR could teach the principles of the “Framework Species” method—an approach to ecosystem restoration that focuses on planting key tree species.



The first activity, “Forest Exploration,” had participants assess ecological potential for reforestation using smartphones to scan maps. In the second activity, “Reforestation Planning,” they examined how to select suitable tree species based on their traits. In the final activity, “Protecting Biodiversity,” participants used VR glasses to explore forests and collect seasonal fruits for planting in nurseries. These activities are part of the SIMPLE project, led by Institut de Recherche pour le Développement (IRD) from France, in collaboration with ASEAN agencies. The project focuses on hands-on learning and fostering environmental conservation awareness among young people. The technologies have been implemented to teach youths aged 12–18 in Vietnam, Thailand, Laos, and Cambodia.

Creating inclusive and equitable communities is essential for building a sustainable society. However, true progress cannot be achieved without prioritizing the well-being of both physical and mental health. As such, supporting these aspects is vital for driving sustainable development. In the next topic, we will explore the importance of physical and mental health and its critical role in fostering a resilient and sustainable community.

PHYSICAL AND MENTAL WELL-BEING A HOLISTIC APPROACH TO CARING FOR PHYSICAL HEALTH AND MENTAL WELL-BEING FOR ALL AGES

Caring for both physical and mental health goes beyond individual needs, as it reflects the overall sustainability of the community. In today's world, where environmental balance and quality of life are deeply interconnected, many panel discussions at SUSTAINABILITY EXPO 2024 examined diverse



perspectives and strategies to enhance the well-being of people of all ages, contributing to a sustainable future for society.

In the panel discussion “Sustainable Wellness: Caring for the Planet, Free from Disease,” **Dr. Tanupol Virunhagarun**, CEO of BDMS Wellness Clinic, highlighted the strong connection between our well-being and the planet's health. As the Earth suffers, so do we, making sustainable health crucial for long-term sustainability. Rising global temperatures worsen health issues like heatstroke and dengue fever. Non-communicable diseases are also on the rise, with over 380,400 Thai deaths annually, many linked to lifestyle choices such as poor diet, alcohol consumption, smoking, lack of exercise, stress, inadequate sleep, and air pollution. Dr. Tanupol emphasized sustainable health practices that benefit both individuals and the planet, such as choosing locally sourced vegetables to reduce transportation emissions, walking or cycling instead of driving, and engaging in nature-restoring activities like tree planting and waste collection. These actions promote personal health while contributing to a more sustainable world.

Food plays a crucial role in sustaining life, influencing both health and emotions. While Thailand is known as the “Kitchen of the World,” many regions still face nutrition and food shortage challenges. In the panel discussion “Food Security in Southern Thailand,” **Asst. Prof. Dr. Pongthep Suthravut**, Vice President for Administration and Strategy at Prince of Songkla University, provided insights on this issue. He explained that despite the region's abundance of natural resources, much of the land is used for cash crops like rubber and palm oil, leaving only about 10% for food production. As a result, the region depends heavily on food imports.



Additionally, fishermen must supply both domestic and international markets, limiting local consumption. These conditions reduce food diversity and hinder self-sufficiency. To address these challenges, Prince of Songkla University, in collaboration with the Office of Health Promotion Funds and partners, established the Advance Institute for Food Security at the university's Thung Sai field. The initiative applies the BCG Economy Model, focusing on personal development, research, and improving plant and animal breeds. Farmers are encouraged to adopt modern agricultural technologies, and the project also integrates tourism and alternative energy use to enhance food security from upstream to downstream.

Because health requires continuous care throughout life, the seminar “Planning for Healthy Aging with the Screenwriter of the Movie Larn Mah” focused on understanding different generations' perspectives and effective communication with older individuals for sustainable healthcare. **Mr. Thodsapon Thiptinnakorn**, the screenwriter of “How to Make Millions Before Grandma Dies” (Larn Mah), shared that the story was inspired by his personal experiences, reflecting the final moments spent with his grandmother and how different generations view health and aging. He explained, “In a Chinese family like ours, we rarely express emotions. Grandma had stomach pain for years but never shared it. She bought traditional medicine herself to avoid being a burden. I realized that being a family goes beyond sharing moments of happiness or sorrow. Only through open communication can we truly address the challenges. Caring for the elderly is a collective effort.

Caregivers, families, and patients should engage in honest conversations. A living will is valuable, allowing us to honor their wishes, not just impose our own. It is about taking proactive steps together.

Another crucial aspect of achieving complete well-being is maintaining good mental health, as a stable mind serves as the foundation for a meaningful life. In a fast-paced society where stress and mental health challenges are common, the panel discussion “Opening Doors to a New Life with Strong Physical and Mental Health” explored new perspectives on mental well-being. This initiative aims to support individuals and communities in achieving sustainable well-being. **Mr. Amornthep Sachamuneewongse**, founder and CEO of the Sati App, noted that Thai society often lacks good listeners. To address this, he developed the Sati App to provide a safe space for those seeking understanding and support. “Listening means opening the mind and heart to receive information without needing answers or sympathy. Those struggling with mental health appreciate being heard as they share their thoughts and emotions in a safe space—a place where they can freely express themselves.





As we approach the later stages of life, we can prepare to live well and pass away peacefully, leaving no burdens. In the workshop “DEATH CLEANING: Final Notes for Planning and Managing Life,” **Ms. Chuenkamol Obeye**, Head of the 10DK Home Tidying Department, explained that organizing belongings before saying goodbye helps let go of physical and emotional burdens. Items can be categorized into four groups: donate, pass on, discard, or dispose. **Ms. Khaisri Wisutthipinetr** from Cheevamitr Social Enterprise emphasized creating a Living & Leaving Note to document personal stories and key information, ensuring effective communication with loved ones about end-of-life care, financial matters, and family arrangements.

There are still many dimensions of mental health care and treatment that we want to explore, particularly the use of art therapy to analyze symptoms of depression



or to develop social skills. In the next section, we invite you to reflect on sustainability through the perspectives of art—utilizing photography and storytelling to raise awareness of the environment, or creating simple artistic works that deepen your understanding of both yourself and the world around you.

ART FOR SUSTAINABILITY IGNITING INSPIRATION AND ACTION FOR SUSTAINABILITY

In a world filled with environmental, social, and economic challenges, people continually sought meaningful ways to spark change and pave the way for a brighter future. Among the most impactful tools for driving this

transformation was art. Whether you were an artist bringing creations to life or an admirer appreciating them, everyone contributed to igniting inspiration and fostering sustainable change through the transformative power of creativity.

Photography and storytelling bridge the gap between science and art, connecting us with the realities of our changing world. They bring us face-to-face with nature's transformations and the struggles of those affected. During the talk “Immersive Storytelling for Impact Experience,” National Geographic explorers shared their journeys documenting the effects of climate change, with rivers as central themes. **Mr. Martin Edström**, photographer and storyteller, discussed his documentary “Ways We Are Following the Water,” explaining his aim to convey urgent planetary changes. He noted, “I strive to go beyond traditional photography. The more effectively we communicate, the more we inspire people to get involved. For instance, VR technology showcased the vastness of giant caves, leaving audiences in awe and sparking curiosity to explore and protect these places.” Mr. Edström also highlighted the documentary film “Plastic on the



Ganges,” which used VR to show the devastating impact of plastic pollution. He emphasized, “When people witness the scale of the problem firsthand, as in the case of the Ganges, it raises awareness and compels them to take action.”





Art is more than a tool for raising awareness and sparking inspiration—it is a call to action, encouraging individuals to engage directly in the creative process. By transforming sustainability from an abstract idea into tangible practices and a lived experience, art empowers people to make a meaningful impact. Workshops like those led by **Ms. Wishulada Panthanuvong**, an artist from the Bangkok Art Biennale, inspired participants to turn them into extraordinary works of art. With just an idea, two hands, and a few materials, anyone can create something beautiful while reducing waste. Similarly, Thai illustrator, **Ms. Pattida Prasanthong** has discovered joy in repurposing scrap paper, transforming what might otherwise be discarded into practical and artistic items, such as one-of-a-kind floral stickers. Her work highlights how seeing beauty in overlooked materials can spark countless creative possibilities. Natural materials continue to play a vital role in art, showcasing resourcefulness and sustainability. **The ECO PRINT**

workshop by Meechai Pattana School used leaves and flowers to create natural dyes for fabric, turning them into income-generating products while teaching these skills to the local community. Meanwhile, instructors from **the Kram Savalee Group in Sakon Nakhon province** demonstrated the cold-dyeing techniques with natural indigo, a craft passed down through generations. This practice not only preserves cultural heritage but also solidifies Sakon Nakhon's status as a hub for indigo production. Printmaking adds another layer of creativity to these efforts. The **ORGANIC PRINT** workshop by **Professor Emeritus Yanawit Kunchaethong** guided participants in using natural pigments from plants to create prints instead of relying on chemical dyes. Each plant offers unique textures and colors, revealing the wonders of nature in every piece. This method celebrates the environment's beauty while promoting health and eco-friendliness, reinforcing the importance of preserving nature and reducing carbon emissions for a more

sustainable future. **The Monoprint Water Colour Workshop by Silpakorn University's Department of Graphic Arts**, meanwhile, used watermelon peel paper and natural watercolors for creative printmaking. Beyond visual arts, **the Write Your Inner Journey workshop** by independent writer **Mr. Anusorn Tipayanon** introduced storytelling as a tool for enhancing communication skills and cognitive development. Participants practiced free-form writing, detailed descriptions, and impromptu expression through haiku poetry.

During the talk "Art Therapy for Wellbeing," **Professor Dr. Bussakorn Binson**, Dean of the Faculty of Fine and Applied Arts and the Director of the FAA-Emili Sagol Creative Arts Research and Innovation Center for Well-being at Thailand's Chulalongkorn University, revealed that individuals struggling with depression and suicidal thoughts may live in the same household without anyone noticing. To address this, the university launched the CU MOBILE ARTS 4 U project, offering mobile art workshops across campus to screen for depression and raise awareness. Last year, over 600 students and staff were identified as experiencing depression, with many having considered suicide. Art provides a therapeutic outlet through activities such as drawing, sculpting, singing, and music. It can heal emotional wounds, aid physical rehabilitation, and help the elderly regain social skills. Most importantly,

it instills a sense of worth by showing that one's hands can create beauty. Professor Dr. Bussakorn emphasized, "Humans are fragile. Parents, despite appearing quiet and reserved, may feel lonely and hopeless inside. I encourage everyone to find ways to communicate and understand one another. We also offer art programs for families to foster greater understanding within the home." **Dr. Nisara Jaroenkajornkij**, a board member and secretary of the program, added, "The true beauty of art therapy lies not in its aesthetics, but in what it reveals from the subconscious. Everyone can engage in therapeutic art activities, even those who may not feel they have any issues. Art therapy is a powerful tool for healing and growth, nurturing our inner strength and allowing us to bloom from within, like a tree reaching its fullest potential."

The discussions at the SUSTAINABILITY EXPO 2024 showcased a powerful array of interconnected ideas on sustainability. Topics ranged from adapting to climate change and fostering an inclusive society to prioritizing both physical and mental well-being, as well as using art to raise environmental and social awareness. Each insight and example shared served as a crucial catalyst for meaningful, lasting change. We hope these conversations inspire people to act, work together, and drive the transformative changes necessary for a more balanced and sustainable future.

