

ASEAN's Largest Sustainability Exposition



SX SUSTAINABILITY
EXPO 2023 _____



ASEAN'S LARGEST SUSTAINABILITY EXPOSITION
GOOD BALANCE, BETTER WORLD

29 SEPTEMBER - 8 OCTOBER 2023
QUEEN SIRIKIT NATIONAL CONVENTION CENTER



Let’s Strive for a Good Balance and a Better World

Working together to achieve the Sustainable Development Goals during the Decade of Action

The Sustainability Expo, ASEAN’s largest sustainability exposition, has successfully run for four consecutive years through the collaborative efforts of Frasers Property Limited, PTT Global Chemical Public Company Limited (GC), Siam Cement Group Public Company Limited (SCG), Thai Beverage Public Company Limited, and Thai Union Group Public Company Limited. Additionally, the Thailand Supply Chain Network, governmental organizations, private organizations, and civil society also offered their support for the expo by assembling pieces of best practices and success stories in sustainable development. During the Decade of Action, the expo embodies strong collaborations that foster positive change and maintain good balance between the economy, society, and the environment, contributing significantly towards a better world.

Operating as a collaborative platform, the Sustainability Expo aims to further elevate public awareness of sustainability issues, inspiring active participation from the general public in creating a “Good Balance, Better World” through the B2C2B model (Business-to-Consumer-to-Business). Within this model, “Business” with expertise and a wealth of knowledge in sustainable development can share their insights and inspire both “Consumers” and other “Businesses” to walk the path towards a sustainable future with a shared commitment to achieve the United Nations’ Sustainable Development Goals within 2030.

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Collaboration
for a Sustainable Future

INSPIRED BY



CO-FOUNDERS



ADVOCATES



PARTNERS



ASSOCIATES



GOVERNMENT / INSTITUTIONS / FOUNDATIONS



CONTENT SUPPORTERS



INTERNATIONAL ORGANIZATIONS



ACADEMIC INSTITUTIONS



MEDIA PARTNERS



VENUE SPONSOR



EVENT PARTNERS



MAIN ORGANIZER



ORGANIZED BY



SUSTAINABILITY SPONSORSHIP



STRATEGIC SUSTAINABILITY PARTNER



MAGIC NUMBERS OF SX 2023

246 Organizations
(Thai & International)

570 Speakers
(Including speakers from partners' events:
ESG Symposium 2023 & TCAC 2023)

10 Days at QSNCC
70,000 SQ.M

124,012 Visitors attended
SX Main Exhibition

190,390 **SX Food Festival**

72,359 **SX Kids Zone &
SX Marketplace**



167 Food Shops with Total Sales of
22.9 Million Baht

242 Community & Green Shops
13.2 Million Baht

173,212

Total SX App Download

6,959 Trees were given to visitors
in collaboration with
Bangkok Municipality

178 Generating Income for
Local Communities
from **45** Provinces

TOTAL VISITORS OF SX2023

362,859

310,332
On-Site Visitors

52,527
Online Visitors

61% (189,393)
of On-Site Participants
Aged between 18-35 Yrs

14,957 Students from
Primary Schools &
Universities
from **45** Provinces

11,355 Students from **35** Universities

3,602 Pupils from **80** Schools

728 Staff in Every Zone

SX ENVIRONMENTAL IMPACT

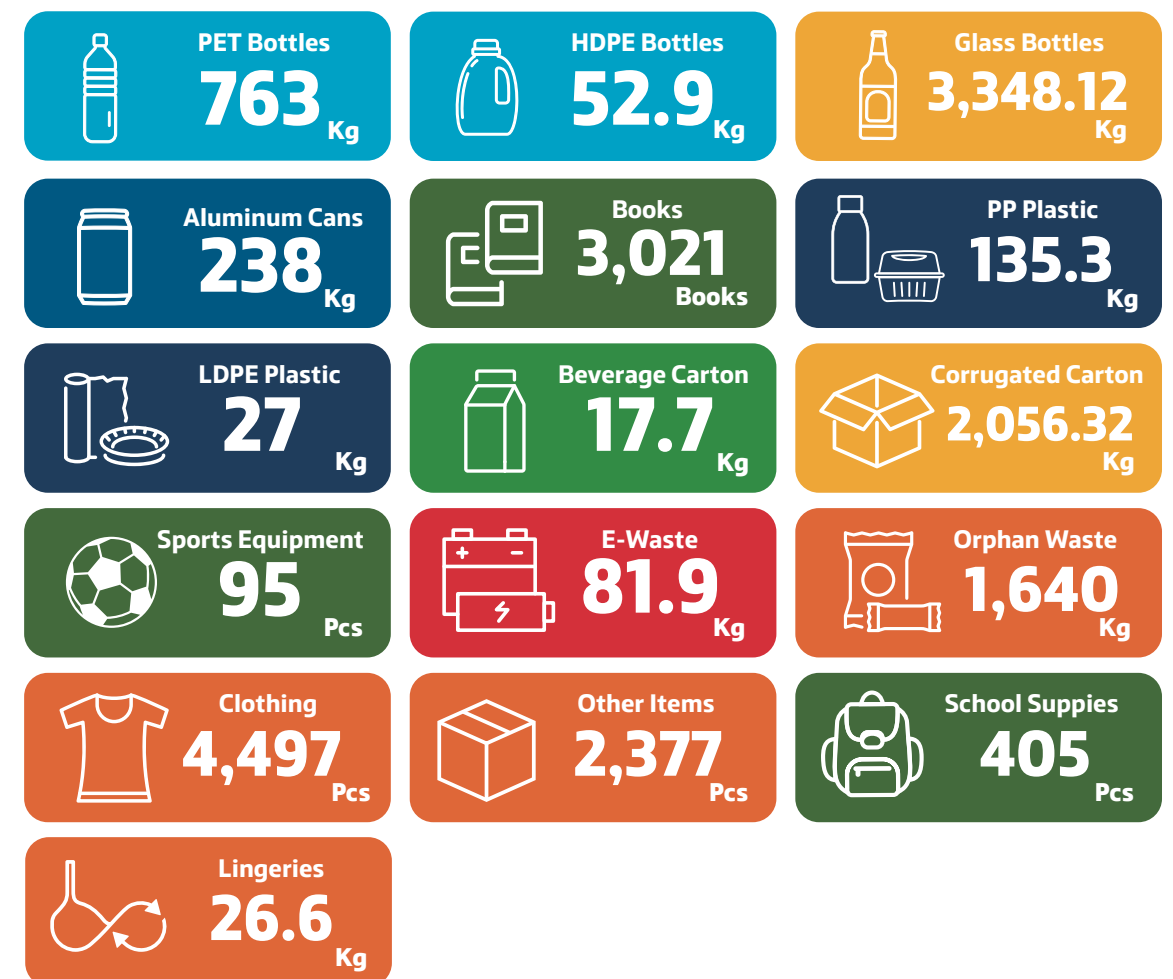
2,073 kg

of Food Waste collected
for production
of organic fertilizer

317,531 Baht

Worth of food donated
to communities in collaboration
with Scholar of Sustenance
(SOS)

20 tco₂e
GHG Emission Avoided



► Sufficiency for Sustainability

The organizers embraced the Sufficiency Economy Philosophy developed by His Majesty King Bhumibol Adulyadej the Great and the initial Royal Command of His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun which emphasized the determination to “sustain, preserve, and continue” the legacy of King Bhumibol, as well as adhering to the guidelines set forth by the United Nations’ 17 Sustainable Development Goals.

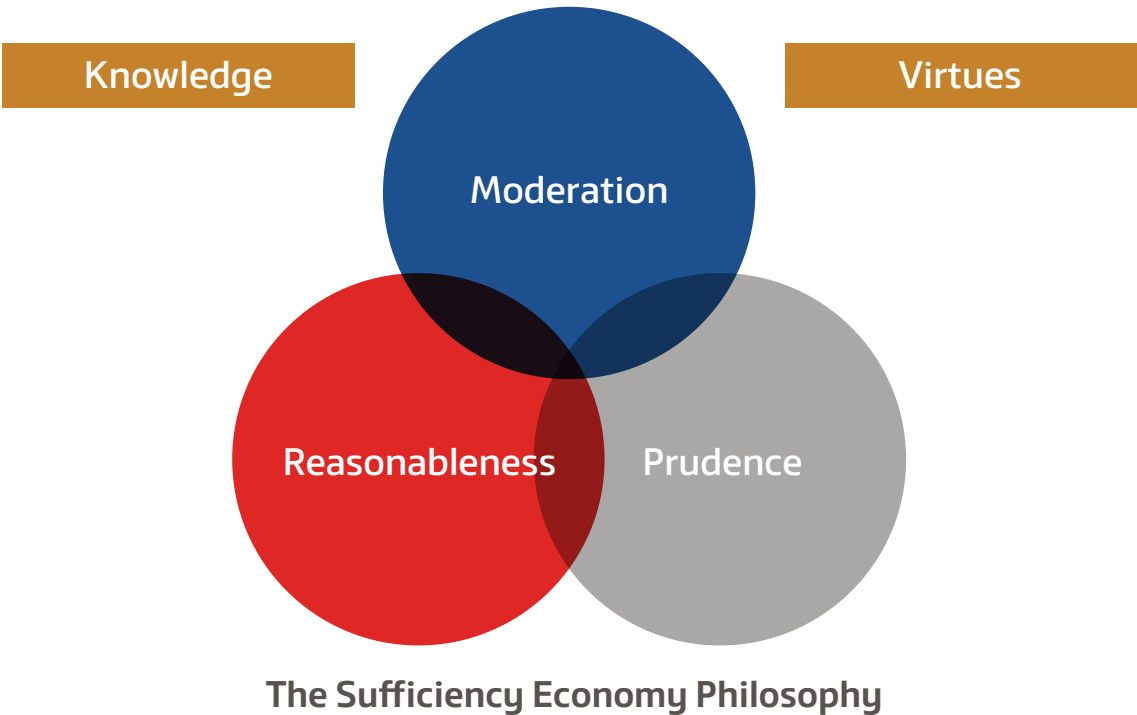
These approaches were adopted and developed into the concept “Sufficiency for Sustainability” of Sustainability Expo 2023 (SX2023). SX2023 served as an exposition of best sustainability practices from 246 organizations, featuring 570 speakers, and showcasing 242 sustainable businesses. The expo expanded its reach internationally and was held for the fourth year in 2023 with the theme “GOOD BALANCE, BETTER WORLD.”

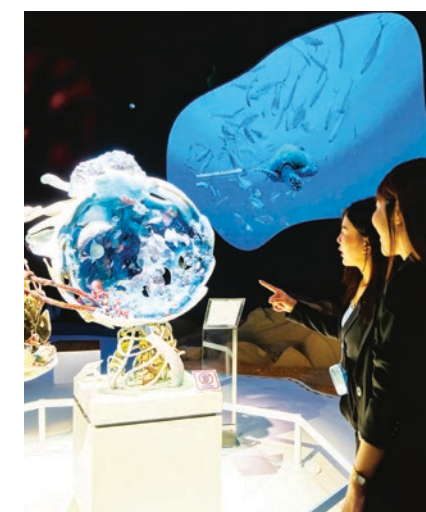
► Sufficiency Economy

Sufficiency Economy is a philosophy developed by His Majesty King Bhumibol Adulyadej the Great as a guideline for his people to lead a stable and sustainable life amid globalization and changes. The Office of the National Economic and Social Development Board invited experts from various fields to gather and organize His Majesty’s teachings on sufficiency economy and sought his approval for publishing an article titled “The Sufficiency Economy Philosophy” as a guideline on sufficiency economy. H.M. King Bhumibol Adulyadej then edited and approved the publication of the article on 29 November 1999. The excerpt is as follows:

“Sufficiency Economy is the principle that can be applied at all levels from individuals, to the community,

to the development of the nation. The philosophy helps build the economic foundation in order to keep up with globalization. Sufficiency implies the state of being in moderation, being reasonable, and having self-immunity to manage internal and external risks. Precedence also plays a vital role in creating good planning and preparation. The two accompanying conditions, knowledge, and moral principles serve as a strong foundation of morality. The government officers, theorists, and business owners should process the quality of being honest and having strong ethical principles. All of us should lead our lives with prudence, wisdom, and morality in order to create balance and be ready to manage rapid changes that can happen widely in the forms of social, materialistic, environmental, and cultural values.”





Sustainability Expo 2023

GOOD BALANCE, BETTER WORLD
ASEAN's Largest Sustainability Exposition

EXHIBITIONS AND SHOWCASES

The fourth edition of the Sustainability Expo, ASEAN's largest sustainability exposition, continues to bring together sustainability practitioners, including governmental agencies, public companies, and community enterprises from Thailand and beyond, to share their best practices. Visitors had the opportunity to learn about all aspects of sustainable development in five exhibition zones: SEP INSPIRATION, BETTER ME, BETTER LIVING, BETTER COMMUNITY, and BETTER WORLD. The expo also featured SX FOOD FESTIVAL, SX KIDS ZONE, SX MARKETPLACE, and the latest addition, SX REPARTMENT STORE.



SEP INSPIRATION

Sustainability Expo 2023, with the Sufficiency Economy Philosophy (SEP) as its central theme, invited visitors to the SEP INSPIRATION ZONE where they could learn from the best practices of real sustainability practitioners from Thailand and beyond. At the heart of SEP INSPIRATION was the SX PROLOGUE, which provided a comparison between two parallel worlds: balanced and unbalanced ones. The theme for this immersive multimedia experience “PROLOGUE: WHAT IF THE WORLD...” was curated by

Sanitas Pradittasnee, a Thai artist who was involved in the Bangkok Art Biennale 2018 and has a profound understanding of nature. The SX PROLOGUE also featured films by National Geographic and a sculpture created by Nara Viboonsuntipong, the winner of the CEO Award from the 12th White Elephant Art Award. The Chaipattana Foundation always incorporates the Sufficiency Economy Philosophy (SEP) into its operation. This year, the foundation showcased the

achievements of development projects that align with the nine aspects of sustainable development including social aspects, energy, culture, natural resources, environment, education, agriculture, food, and livelihoods. The Mae Fah Luang Foundation under Royal Patronage introduced the Carbon Credit from Community Forests for Sustainability projects which addresses the climate crisis and incentivizes local communities to protect the forests. Utopakat Foundation under the Royal Patronage of H.M. the King highlighted innovations used in national water resources management, including mobile mapping system, unmanned aerial vehicles, and unmanned surface vessels. The Office of The Royal Development Projects Board showcased royal development initiatives with a focus on soil, water, and forests. The Ministry of Interior introduced development projects from across Thailand aiming to eradicate poverty and support people of all ages through the Sufficiency Economy Philosophy.

The United Nations in Thailand brought together fourteen organizations to provide information about sustainability projects at UN pavilion. Meanwhile, the ASEAN Secretariat, in collaboration with ASEAN Centre for Biodiversity and other international

organizations such as the International Federation of Red Cross and Red Crescent Societies (IFRC), Joint Foreign Chambers of Commerce in Thailand (JFCCT), and Yunus Organisations, showcased their successes in forging partnerships, battling global crises, and working collaboratively to drive sustainable initiatives. C asean, a connectivity platform bonding partners in ASEAN countries through projects and activities in three areas: Business and Sustainability, Leadership and Talent Development, and Arts and Culture, presented its past activities and the hall of fame of SX Shaper Award winners.

Furthermore, several government organizations, diplomatic missions, and trade missions, including Embassy of Hungary, Embassy of the Netherlands in Thailand, Netherlands-Thai Chamber of Commerce, New Zealand Trade & Enterprise, Ministry of Natural Resources and Environment, Vietnam, The Thai – Swedish Chamber of Commerce, along with leading international companies, showcased a wide array of innovative products and sustainable approaches for a better future. These exhibits demonstrated their commitment to sustainable development and eco-friendly solutions.



BETTER ME

Sustainability starts from within since healthy bodies and minds can transform intentions into actions. The BETTER ME zone invited visitors to explore different facets of life across three areas: “HEALTHY LIFE, HEALTHY EARTH”, “AGING SOCIETY”, and “LIFELONG LEARNING”

HEALTHY LIFE, HEALTHY EARTH

This zone unveiled cutting-edge medical innovations and services from leading hospitals and health institutes that focus on prevention, disease screening, medical training, and cures. Notable examples include a drone from Thai Red Cross Society capable of transporting medicines or equipment weighing up to 30 kilograms to disaster-devastated areas. Chulalongkorn University presented “DMIND,” an AI-powered application for the screening of mental disorders.

Mahidol University showcased outstanding researches, including “P218” medicine for Malaria treatment, “DoctoSight” telemedicine robot, and nutrient-rich beverages developed for the elderly and those experiencing swallowing problems. Maharaj Nakorn

Chiang Mai Hospital introduced the northern region’s first sleep center that offers polysomnography. MedPark Hospital promoted advanced laser treatments for eye diseases, among others.

The HEALTHY LIFE, HEALTHY EARTH zone also featured innovative and alternative food beneficial for both the body and the environment. The Heart Foundation of Thailand under the Royal Patronage promoted the “THAI FOOD GOOD HEART” project that recognizes food products meeting specific health criteria with a logo guaranteeing that the products have low fat, salt, and sugar, and are rich in fiber and nutrients. Ministry of Agriculture and Cooperatives exhibited various projects, including the Thai Soil Fertility Management application, and a natural pig farming project that utilizes indigenous microorganisms. CPF showcased its “Mission to Space” project that applies space food safety standards to many of its products, while Thai Union Group promoted the SeaChange® 2030 strategy which aimed to reduce greenhouse gas emissions and foster responsible aquaculture, fisheries, and sourcing.



AGING SOCIETY

The AGING SOCIETY zone invited visitors of all ages to embrace the aging society, promote healthy aging, and foster a deeper understanding, empathy, and connection across generations. Here, CT Asia Robotics showcased the mini-version of Dinsaw robot, serving as an AI assistant for the elderly and patients at home. National Science Museum organized an exhibition on the aging society to enhance understanding of the challenges that the elderly face daily. National Science and Technology Development Agency showcased “Rachel,” a lightweight exosuit designed to assist the elderly in their daily activities. YoungHappy introduced an online platform that offers a variety of activities for the elderly, including dance classes, yoga sessions, and retirement courses.

LIFELONG LEARNING

The exhibition in this area presented entrepreneurial ideas and projects developed by university students who closely collaborated with communities across Thailand to promote traditional crafts by building

on local legacies. These projects were made possible through partnerships between educational institutes and various partners such as Beta Young Entrepreneur, Creative Young Designers, eisa (Education Institute Support Activity), Pracharath Rak Samakkee Social Enterprise, Partnership School project, ThaiBev ThaiTalent, and Win Win WAR television program.

For example, Students in Free Enterprise (SIFE) from Chulalongkorn University showcased Nalin brand, a lotus tea product that won an award from the TSX Youth Award Program. Students from Bangkok University collaborated with Police Tero FC to design sportswear. Silpakorn University students and villagers of Ban Chiewlarn community in Surat Thani province created a collection of “Resort Wear” inspired by traditional dyeing techniques and local attractions. Thammasat University operated a refill shop, aiming to encourage consumers to change their lifestyles by reducing the use of single-use plastic.



BETTER LIVING

With the belief that the private sector engaged in the production of goods and services can play a crucial role in environmental conservation and mitigation of global warming and climate change effects, the BETTER LIVING zone highlighted success stories and best practices from various leading organizations. Additionally, this zone provided insights into packaging management and offered guidance on leading a sustainable life by changing our habits and daily routines.

The main exhibitions in this zone included ECO LIVING HOUSE, CIRCULAR LAB and PACKAGING 101, and REPARTMENT STORE.

- **ECO LIVING HOUSE** simulated various aspects of urban life, prompting participants to reflect on behaviors that can influence the environment. It also offered simple solutions that individuals can incorporate into their daily life, such as transitioning from fast fashion to embracing sustainable fashion



choices. Additionally, it also introduced visitors to several online platforms such as WEARSWAP and SWOOP BUDDY that allow users to share or exchange garments.

- **CIRCULAR LAB and PACKAGING 101**, presented by Thailand Institute of Packaging and Recycling Management for Sustainable Environment, provided insights into the production and recycling processes of various materials and packaging. These exhibitions emphasized the significance of the circular economy and provided information on the Extended Producer Responsibility (EPR) and PackBack project.

- **REPARTMENT STORE** showcased the efforts of various companies and prominent brands that ingeniously utilized creativity and technology to transform waste or discarded materials into new products. For instance, the Move For The Planet

campaign by Adidas aims to replace virgin polyester with recycled polyester by 2024. Revive Fiber by GC UPCYCLING creates fashion items from PET plastic bottles. CLUB 21 collaborated with Wishulada to repurpose discarded materials from CLUB 21 outlets into mixed-media art.

The corporate booths of leading companies, including Berli Jucker, Cristalla, GC, Indorama Ventures, PASAYA, PTT, SPCG, Starbucks, Thai Beverage, as well as the Ministry of Natural Resources and Environment, the Federation of Thai Industries, the Thailand Supply Chain Network, and the Forest in Our Hearts Foundation featured numerous examples of sustainable practices and achievements. These organizations have dedicated substantial efforts to achieving net zero greenhouse gas emissions and promoting a circular economy through four pillars: water stewardship, decarbonization, biodiversity, and waste management.



BETTER COMMUNITY

The BETTER COMMUNITY zone told the stories of a society where everyone helps one another to create equality, connect people, build networks, and foster well-being in a diverse society. The zone showcased examples of how a society can achieve these goals, such as developing housing for the underprivileged, increasing green areas in the city, redesigning the city for both human habitats and other creatures, addressing the challenges faced by stateless people, and establishing a job market that truly caters

to individual needs. It also advocated for behavioral changes and social responsibility to sustain, preserve, and continue cultural heritage, while adapting to challenges brought by climate changes, and developing models for sustainable communities.

Many leading companies highlighted their exemplary practices and projects related to the well-being of people in this zone. For instance, Frasers Property Thailand organized an exhibition titled "Innovation



for Better Community," showcasing its commitment to reducing greenhouse gas emissions by 2050. SCG presented a diverse array of innovations and digital technologies aimed at creating a more convenient life and a well-balanced world under the theme "Together for the Better Future." The Government Savings Bank featured successful development projects operated under the "Social Mission Integration" mechanism, along with green banking solutions for SMEs. The Thai Chamber of Commerce introduced "Kao Po Dee" businesses that embrace the Sufficiency Economy Philosophy to grow their ventures.

Another crucial component of the BETTER COMMUNITY zone was the "Livable City for Everyone" exhibition, featuring six sections: Community with Ownership and Pride, Workforce Inclusion and Flexibility, Affordable and Secure Home for Everyone; Shared Space for All, The City Connects All Lives Together, and Gathering Space. The latter served as a stage for talk sessions that delved into various topics related

to the development of inclusive and equitable cities for everyone.

Furthermore, the BETTER COMMUNITY zone featured three exhibitions: The Cultural Heritage for Climate Change provided diverse perspectives on cultural heritage, showcasing local products designed to promote the circular economy. The Social Enterprise Pavilion highlighted the projects and organizations dedicated to promoting social enterprises in Thailand, including the A Good Community with Smiles project by Thai Beverage, the Pracharath Rak Samakkee project, the Win Win WAR Thailand television program, the SE Thailand, and the Office of Social Enterprise Promotion. The Innovation Lab presented the products and services of leading tech companies developed for the well-being of people, or to assist businesses in managing resources appropriately as they strive to achieve net zero greenhouse gas emissions.



BETTER WORLD

The BETTER WORLD zone showcased art exhibitions from various organizations and competitions, all united by the objectives of raising environmental awareness and inspiring individuals to contribute to a more balanced and better world. These exhibitions provided a stage for Thai and international artists, including both amateurs and professionals, to demonstrate their skills, ideas, and perspectives on various topics related to sustainability.

The White Elephant Art Award

Held under the theme “Cherish the World,” the 12th White Elephant Art Award invited artists working in the genres of realistic and figurative art to articulate their perspectives on love, compassion, and responsibility towards the world, encompassing both natural and social aspects. The exhibition showcased 16 award-winning works, comprising paintings, sculptures, and mixed-media art. Jarun Pan-onta was rewarded the prestigious White Elephant Award for his piece “All the Same.”

Exhibitions by RPST and Photographic Arts Foundation

The Royal Photographic Society of Thailand under the Royal Patronage (RPST) and Photographic Arts Foundation jointly organized three exhibitions, which included:

- **ASEAN SX Photo Contest 2023**

The contest invited photographers across 10 ASEAN countries to share their experiences and perspectives, along with solutions for a better world of long-lasting balance under the theme “Good Balance, Better World”. The submitted photos were required to capture touching moments that depict how people lead balanced lives, express concerns about the environment and climate change, or promote sustainable development in ASEAN countries.

- **The 2nd “A Moment in Nature” Photo Competition of 2023**

RPST and Foundation for Khao Yai National Park Protection jointly organized the contest to raise



awareness of love and care for natural resources among Thai people, especially younger generations, through the beauty of national parks across the country. Furthermore, it also underlined the importance of those working behind the scenes to preserve the natural resources of Thailand.

- **Thai Culture and Traditions Photo Contest Season 1**

The photography contest was organized by RPST and Department of Cultural Promotion under Ministry of Culture to inspire Thai photographers to capture unforgettable moments from traditional festivals across Thailand each year. The winning photographs will be employed in the promotion of cultural preservation and local tourism to foster a sense of pride among the Thais regarding their cultural heritage.

National Geographic’s Water of Life Photographic Exhibition

National Geographic Thailand organized the 8th season of photography contest, seeking to reward a series of 10 photos that best narrate compelling stories between water and humanity under the theme “Water of Life.” The award-winning photo series, “Salween, A Living Heritage,” by Matias Bercovich, beautifully captured the intimate connection between the Karen indigenous people and the Salween, which is the longest free-flowing river in Southeast Asia.

Chaya Nitikorn Vintage Photo Studio

Chaya Nitikorn Vintage Photo Studio joined the Sustainability Expo for the second year, providing



visitors an opportunity to capture memorable images in a professional studio setting for 99 baht. This year, the studio offered two backdrops including a stunning view of a waterfall and a vibrant photo of colorful bottles under a theme of sustainability. The revenue generated from this service went towards charitable purposes.

Trash to Treasure Art & Design Contest

The exhibition featured 19 artworks, including both two-dimensional and three-dimensional pieces, from the 4th Trash to Treasure Art & Design Contest held under the theme “Creating with Creativity, Adding Values and Bringing Balance to the World.” The contest encouraged students to demonstrate how discarded items could be creatively transformed into valuable art pieces, thereby promoting circular economy and inspiring behavioral changes.

Creative Young Designers

The exhibition featured exceptional design works by university students who participated in the Creative Young Designers project organized by Pracharath Rak Samakkee Social Enterprise (Thailand) Co., Ltd. and Education Institute Support Activity (eisa) program as part of the Local Pakaoma Project - A Thai Handicraft initiative. In this project, students worked closely with local Pakaoma producers, contributing to the preservation of local cultural heritage and developing fashion products to meet the demands of modern consumers.



SX FOOD FESTIVAL

Held for the second consecutive year as a part of the Sustainability Expo, the SX FOOD FESTIVAL continues to offer a sustainable and environmentally-friendly culinary experience. Building on the success of last year's international food theme, SX FOOD FESTIVAL recreated the vibrant atmospheres of renowned attractions and streets of Bangkok, including Ratchadamnoen, Chalerkrung, Phra Nakhon, Hua Lamphong, Yaowarat, as well as the nostalgic floating market and Phuket Old Town. The decoration

incorporated many eco-friendly materials and upcycled items.

Over 160 restaurants and chefs offer a wide range of sustainable dishes, including healthy food, organic food, medical food, and food with low sugar or salt, all following the "Sustainable Food" concept. The packaging and utensils used were also environmentally friendly and recyclable.

The highlight of the SX FOOD FESTIVAL was the participation of celebrity chefs from Iron Chef Thailand and Master Chef Thailand television programs. These chefs prepared delectable dishes using sustainable ingredients and methods. For example, Chef Tienchai Peraongsaton served a pork-and-rice bowl using organic ingredients and naturally raised pork from local farmers. Chef Natawoot "Off" Thammaphan created Chinese-style noodle rolls made with nutrient-dense vegetables, rice, and eggs, and served with surplus pork meat and entrails to promote the zero-waste concept.

SX FOOD FESTIVAL also featured exhibitors who presented various healthy and innovative food products. For instance, EDEN AGRITECH introduced an innovative coating developed to extend the shelf life



of fresh produce by up to three times, reducing food waste and spoilage. FARMTO showcased a plant-based protein made from golden peas. MAHAGARUN by Mahidol University introduced alternative food options for individuals who have difficulty chewing or experience mouth-related issues.



FOOD WASTE STATION

The SX FOOD FESTIVAL aimed to raise awareness of food waste management and post-consumer packaging. To achieve this, the festival established drop-off points for leftover food and used packaging and utensils at various locations in the festival area. Visitors had the opportunity to learn how to properly sort different types of waste. These drop-off points were jointly operated by Thai Beverage Recycle Co., Ltd., Thailand Institute of Packaging and Recycling Management for Sustainable Environment under the Federation of Thai Industries, PACKBACK project, Faculty of Environment of Kasetsart University, and Oklin (Thailand) Co., Ltd. which provided food

composters capable of converting food waste into fertilizer within 24 hours.

The Food Waste Station was situated at the entrance of the SX FOOD FESTIVAL. This station featured a major drop-off point for food waste and a renewable energy cafe powered by adjacent cycling activity where visitors could generate electricity by pedaling stationary bikes. The cafe also proudly served coffee beans from the Pha Hi tribal village in Chiang Rai province, where the villagers had successfully transitioned from opium cultivation to coffee production, thanked to the efforts of Mae Fah Luang Foundation under the Royal Patronage.



SX KIDS ZONE

SX KIDS ZONE served as a sustainable playground, aiming to educate children about sustainability issues and inspire them to embrace an eco-friendly lifestyle. It provided a range of hands-on and digital experiences across various activity stations, including the SDGs Playground, Magic of Nature, Recycle Station, Fight Food Waste, Bug Wonders, Digital Experience by NSM, Chess Kids Club, and Astra Academy.

SDGs PLAYGROUND

SDGs Playground served as a center stage within the SX KIDS ZONE, enabling exhibitors to showcase their sustainable initiatives, while hosting engaging and educational workshops for children. Additionally, the zone featured a dedicated reading corner aimed to nurture a love for reading among children, courtesy of Happy Read project by Amarin Corporations and Thai Beverage Public Company Limited.

MAGIC OF NATURE

National Science Museum organized the Magic of Nature activity station, aiming to educate children about the diverse world of insects and bees, highlighting their crucial roles as key pollinators for both wild flowering plants and crops. The station also shed light on various nutritious foods that bees produce, including honey, royal jelly, beeswax, and bee pollen.

FIGHT FOOD WASTE

Organized by Bangkok Rooftop Farming, and Exofood Thailand, the Fight Food Waste activity station offered knowledge on food waste and how to properly manage it. It educated children about useful techniques such as regrowing vegetables and creating fertilizers from food waste, while encouraging them to adopt mindful eating habits.

RECYCLE STATION

The Bring Back-Recycle project educated children about waste sorting techniques, emphasizing the importance of putting wastes in their respective bins. Milo by Nestlé Thailand demonstrated how kids could fold and compress post-consumer milk cartons to minimize their size before sending them to the recycling process. Additionally, F&N Dairies (Thailand) Limited engaged children with a Snakes and Ladders game that integrated lessons about global warming.

BUG WONDERS

Bug Wonders provided an intriguing peek into the hidden world of insects, which are among the most abundant creatures in the world. Children were invited to engage in interactive walls where they could play catch with insects. Each captured insect offered insights into their life cycle and ecological importance, enhancing the understanding of these fascinating creatures.

DIGITAL EXPERIENCE

National Science Museum organized “My First Robot” workshop, where children could build their robots using basic equipment like motors, batteries, sticks, and glues. This hands-on experience aimed to stimulate creativity

and problem-solving abilities. Gammaco Thailand provided an interactive space for kids to engage with innovative tech toys which offered fundamental knowledge about coding and robotic control.

CHESS KIDS CLUB

Golden King Club, a thriving community of chess enthusiasts in Thailand, invited children to immerse themselves in chess and hone their analytical and strategic skills. During the expo, champions, seasoned chess experts, and coaches took turns imparting chess techniques to the children. The club also organized the SX Rapid Chess & Makruk Championship 2023, a tournament open to Thai and foreign children aged 8, 10, 12, and 16 years old.

ASTRA ACADEMY

Astra Academy is a future-focused British International School for primary and secondary schooling, offering a fresh new option for education under the motto “The School of Your Future.” It is the first international school in Thailand to attain “Eco School” status accredited by Ministry of Natural Resources and Environment. The school proudly displayed its emblem crafted from recycled materials and coated with lead-free paints.





SX MARKETPLACE

Organized to promote sustainable production and consumption, the SX MARKETPLACE showcased over 200 shops operated by local businesses, social entrepreneurs, and companies. The marketplace comprised four zones: Design for Sustainability, Innovation, Culture & Community, and three exhibitions, namely Thanks to Bee, Baan Lae Suan x Mae Chaem Plus Model, and room x MORE “Betterism Collection”.

DESIGN FOR SUSTAINABILITY

The Design for Sustainability zone showcased a selection of eco-friendly products crafted from natural or recycled materials and designed by various brands and artists. Notable examples featured hats, bags, and pillows made of recycled materials by WISHULADA, sneakers crafted from recycled PET bottles by Maddy Hopper, clothing and everyday items fashioned out of upcycling materials, along with wooden furniture by DEESAWAT that strives to minimize waste during its production process.

INNOVATION

The Innovation zone spotlighted products from NocNoc, an online home and living destination by



BetterBe Marketplace Co., Ltd. (a subsidiary of SCG) and Must Be Co., Ltd. (a subsidiary of Thai Beverage). Curated under the concept “Connect for Better Life,” these products were categorized into three segments: “Living Connect”, “Sustain Connect”, and “Future Connect.” For instance, featured items included a portable air purifier, formaldehyde-free SPC flooring from SHERA, and a smart digital door lock.

CULTURE & COMMUNITY

The Culture & Community zone celebrated the vibrant arts and crafts created by communities and local producers across Thailand. These artisans and businesses received support from development projects initiated by both private and public sectors including the Pracharath Rak Samakkee project, the Local Pakaoma Project – A Thai Handicraft initiative, A Good Community with Smiles project by Thai Beverage Public Company Limited, the Win Win WAR Thailand television program, the Power of Community project by SCG, as well as initiatives from the Office of Social Enterprise Promotion, and Department of Business Development under Ministry of Commerce.



GARDEN & FARM

The Garden & Farm zone invited organic farmers from around Thailand to present their diverse array of plants, garden products, and agricultural by-products. Among the highlights were “dhan d,” offering fifth-month wildflower honey, and “Poopae Tam Ayng”, special fertilizer derived from duck manure, alongside other value-added products from organic farms. Stone Story showcased plant pots made from leftover lightweight concrete, and ANAN & Sister’s Farm featured decorative flowers, plants, and bottle gardens.

STINGLESS BEE EXHIBITION

The exhibition offered visitors a glimpse into the world of stingless bees, exceptional pollinators crucial for many crops. Without them, the world would face the potential loss of all plants typically pollinated by bees in just four years. It also highlighted the importance of honey and beeswax, which have abundant nutrients and serve as valuable ingredients for medicines and cosmetics.

BAAN LAE SUAN X MAE CHAEM MODEL PLUS EXHIBITION

Baan Lae Suan magazine collaborated with Mae Chaem Model Plus project to exhibit a range of bamboo products, including furniture and decorative materials. These items originated from bamboo farms managed by over 700 families in Mae Chaem district, Chiang Mai province. The primary goal was to tackle problems associated with monocultures, such as soil erosion, debt, and deforestation. The exhibition showcased a variety of bamboo products such as furniture, bamboo roofs, and other decorative materials.

ROOM X MORE “BETTERISM COLLECTION” EXHIBITION

“room” magazine believes that good design should benefit the world. As part of this ethos, they collaborated with the brand “MORE - WASTE IS MORE” to create the “BETTERISM CHAIR-01,” crafted from durable stainless and upcycling materials, demonstrating innovative use of renewable materials in design and aimed to inspire creativity through sustainable practices.



SX REPARTMENT STORE

SX REPARTMENT STORE is a new addition to the Sustainability Expo, which promotes responsible waste separation and fosters a spirit of sharing. Visitors to Sustainability Expo 2023 had the opportunity to contribute their pre-loved items to a drop-off point located at Benchakitti Park near the entrance of the former tobacco factory. The donated items were sorted and forwarded to partners for

recycling and upcycling purposes. The initiative is made possible through collaborations with various partners:

- MuvMi, an on-demand, ride-sharing service, which provides transportation to the drop-off point
- Beta Young Entrepreneur which sells books and school supplies and donates the proceeds to the



- Chaipattana Foundation and Mae Fah Luang Foundation under the Royal Patronage
- Bring Back-Recycle campaign by Thai Beverage Recycle which sorts and forwards the packaging to the recycling process
- Hub of E-Waste project by Advanced Info Service which recycles electronic wastes such as mobile phones, tablets, and charging cables
- The Green Shelter Project for Friends in Need (of "Pa") Volunteers Foundation which transforms milk cartons into papers and building materials
- Sabina: New Life Bra-Cycle which converts old lingerie into fuel
- N15 Technology which turns unrecyclable waste into fuel

- Recycle for Life project which creates prosthetics from aluminum waste
 - SCG Chemicals which recycles plastic waste and uses it to produce various packaging materials
- Another essential component of the SXREPARTMENT STORE is the "Pankan Shop," operated by the Yuvabadhana Foundation. The shop serves as a collaborative platform for the general public to share their unused items in good condition with the shop such as clothes, shoes, bags, and electric appliances. The shop sells these items and donates the proceeds to the Yuvabadhana Foundation, which supports over 5,700 underprivileged students.

TALK SESSIONS AND ACTIVITIES

The Sustainability Expo 2023 showcased inspirational talk sessions, engaging activities, and spirited contests, all aligned with the expo's core objectives: raising awareness about contemporary global challenges, educating visitors on sustainable development, and igniting inspiration for participants to turn ideas into actionable initiatives. These dynamic elements fostered a bustling hub of learning, innovation, and collaborative action.





TALK SESSIONS

As the “Decade of Action” urges the acceleration of sustainable solutions to numerous pressing challenges – ranging from poverty and gender inequality to climate change and financial gap, experts and leaders across various fields shared their viewpoints, plans, and actions at Sustainability Expo 2023.

This year, a total of 570 Thai and international speakers shared their insights on various aspects of sustainable development, offering solutions for pressing economic, social, and environmental issues at the SX Grand Plenary Hall, Idea Lab, and Sanam Sevana. One of the highly anticipated talks was the TSCN CEO Panel, featuring companies that co-founded and support the Sustainability Expo. This year, Suphachai

Chearavanon, CEO of Charoen Pokphand (CP) Group; Roongrote Rangsiyopash, CEO of SCG; and Thapana Sirivadhanabhakdi, President and CEO of Thai Beverage Public Company Limited shared their perspectives on the topic “How to adapt and survive with sustainable approaches.” Meanwhile, in a talk session titled “The Future of Sustainability and Smart City Living for Better Community,” Panote Sirivadhanabhakdi, Group CEO of Frasers Property Limited, engaged in an exchange of ideas with Varawut Silpa-archa, Minister of Social Development and Human Security, and Renaud Meyer, UNDP Resident Representative to Thailand.

During the expo, Chadchart Sittipunt, Governor of Bangkok, also voiced his concerns about several



challenges facing Bangkok, such as landfill waste, water quality, and urban green spaces. Sharing the stage with the Bangkok’s governor was Hugh Lim, Executive Director of Centre for Liveable Cities in Singapore, who emphasized the significance of long-term strategy to address problems like a super-aging society and rising sea levels caused by climate change.

The Venerable Phra Medhivajirodom, a highly-respected Buddhist monk, scholar, writer, and social worker, introduced audiences to his “Buddhist Economics University.” This institution teaches occupational skills with a sustainable approach, aligning with Buddha’s teachings, benefitting both the general public and villagers living near the

university. Another captivating session was “National Geographic Impact Storytelling,” featuring Kaitlin Yarnall, Nat Geo’s Chief Story Telling Officer, and Anand Varma, a Nat Geo’s photographer renowned for his love of nature and science, who recounted how he captured mesmerizing moments using creativity and technologies.

You can watch more engaging talk sessions and workshops covering topics like environmental conservation, biodiversity preservation, youth engagement, sustainable community development, healthcare, and sustainable tourism on our YouTube channel “Sustainability Expo.”

ACTIVITIES

Sustainability Expo 2023 committed to empowering its participants to drive changes and take actions towards a more sustainable future in the “Decade of Action.” Consequently, the expo hosted a diverse array of activities and contests, offering dynamic platforms for participants to showcase their creativity and innovative thinking in devising sustainable solutions. Simultaneously, it aimed to inspire audiences to initiate actions and implement impactful changes.



SX SHAPER AWARD

The Sustainability Expo aimed to honor sustainability champions who not only achieved tangible results but also served as inspirational models for others. This year, the expo established a dedicated committee to select the award recipient and decided to present the prestigious SX SHAPER AWARD to Prof. Dr. Krisana Kraisintu, recognized as a true “Hero in the Field.” Her impactful work as a pharmacist and scientist involved aiding patients in Africa by developing “afri-vir”, an affordable anti-HIV/AIDS medicine. Her creation of an inexpensive drug cocktail earned recognition from the World Health Organization as the first treatment for patients in impoverished nations.



SX HACKATHON 2023

The SX HACKATHON 2023 sought out the best innovators capable of addressing inequality in social and environmental domains. More than 80 teams engaged in the competition, all focusing on the theme “Innovation for Social Inclusion.” Following a rigorous competition, the seven finalist teams presented their ideas at the SX IDEA LAB during Sustainability Expo 2023. The coveted first-place title was bestowed upon the “CARE” team from Bangkok Christian College. Their winning proposal involved the creation of a “DIABETREAT” machine intended to screen diabetes patients for conditions that might lead to potential amputations.



SX YOUTH SPEECH CONTEST 2023

The SX Youth Speech Contest 2023, centered on the theme “Sufficiency for Sustainability,” drew participation from over 170 contestants across 7 ASEAN countries. During the final round, 10 finalists showcased their potential and unique perspectives to judges at Sustainability Expo 2023. Mr. Kyaw Wana Lin from Mandalay, Myanmar, secured the winning title in the English-language category, while Ms. Sirichok Kosanlawit from Mahidol University, Thailand, clinched the winning title in the Thai-language category.



PAKAOMA TOR JAI 2023

Pakaoma Tor Jai 2023 was a collective effort between Pracharath Rak Samakkee Social Enterprise (Thailand) Co., Ltd., Community Development Department under Ministry of Interior, a network of provincial Pracharath Rak Samakkee Social Enterprises, and educational institutes across Thailand. This event was part of Sustainability Expo 2023 and was a culmination of a seven-year collaboration focused on advancing the “Local Pakaoma Project – A Thai Handicraft.”

The event featured a fashion show, themed “Nature’s Diversity,” where 186 clothing items made of



handwoven Thai loincloth were showcased. The designs were created by university students who took part in the Creative Young Designers 2023 project, which was operated under the collaboration of eisa (Education Institute Support Activity) by Thai Beverage Public Company Limited, 16 educational institutes, and 18 Pakaoma-producing communities. Selected works from the fashion show were exhibited at the BETTER WORLD zone. Furthermore, the participating students engaged in a talk session entitled “Pakaoma: Cultural Heritage and Sustainable Development,” sharing their experiences of working with the local communities.



SOCIAL ENTERPRISE THAILAND FORUM 2023

Social Enterprise Thailand, Win Win WAR Thailand, and their partners hosted several activities as part of Sustainability Expo 2023:

- Social Enterprise Thailand Forum 2023: EP. “Connecting SE for the Better World” - This forum comprised two talk sessions: “Synergizing Social Enterprises: Crafting an Effective Ecosystem” and “Thailand’s Impact Investment Journey: Current Status and Your Path to Participation.”
- Balancing Impact Workshop: Crafting a Better World through Social Entrepreneurship - The workshop

served as a collaborative platform for 70 social entrepreneurs and representatives from leading companies to exchange ideas on how business operations can contribute to improving the world.

- Win Win WAR Award Ceremony - The Win Win WAR Thailand reality show hosted an award ceremony to honor outstanding social entrepreneurs with innovative business ideas that tackle social issues. The SATI application, which connects empathetic volunteers with individuals facing mental health challenges, was recognized and awarded a trophy with a two-million-baht cash prize.

TCAC 2023

The Thailand Climate Action Conference (TCAC) 2023 centered around the theme “Harnessing Strength, Reinforcing Resilience to Climate Change, and Creating Sustainable Development.” This gathering saw the presence of Prime Minister Srettha Thavisin, governmental officials, ambassadors, international organizations, and representatives from the private sector. The primary aim of the event was to address Thailand’s climate change challenges and rally collective efforts towards achieving carbon neutrality by 2050 and net-zero greenhouse gas emissions by 2065. Additionally, the conference aimed to share global progress and translate international agreements on climate change into actionable steps within Thailand.



Police General Phatcharavat Wongsuwan, Deputy Prime Minister and Minister of Natural Resources and Environment, honored 15 “Climate Action Leading Organizations” (CALOs) and acknowledged the contributions of youth leaders and civil society leaders by presenting them prestigious plaques during the event.



BLIND EXPERIENCE

Sustainability Expo 2023 emphasized inclusivity by highlighting the unique experiences of individuals with visual impairments through the “BLIND EXPERIENCE,” featuring five interactive activities for the public:

- **Learning in the Dark:** Organized by National Science Museum, this activity immersed participants in complete darkness, encouraging them to rely on senses other than sight. Using canes and Braille blocks, engaging in tasks like eating, and creating artwork allowed a deeper understanding of living without sight.
- **Nice to See You Mini Workshop:** Led by Pakwan Muanphet and Sophon Tabklong, this workshop challenged participants to close their eyes and describe perceived images, emphasizing the importance of sound and communication for the visually impaired.



- **Blind Theatre Conversation:** Presented by the Blind Theatre Thailand, the “six-dimensional” performance titled “Club Last Day” engaged both sighted and visually impaired audiences through multi-sensory storytelling elements.
- **Blind Dance:** Conducted by Sophon Tabklong, a performance teacher, and Kris Sanguanpiyapand, a choreographer and co-founder of Blind Experience, this session encouraged participants to explore movement and dance using various senses.
- **Singing Performance - Visually-impaired performers** from the Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen showcased their talents by singing and performing “Angklung,” a traditional Thai instrument as part of Sustainability Expo 2023.

KIDS CLIMBING AND NATURE WALK

Sustainability Expo 2023, in collaboration with the BIGTree Network and KU Arborist, curated two special events for children at the adjacent Benjakitti Park. These activities were designed to promote learning, development, and a deeper connection with nature.

In the Kids Climbing activity, children were introduced to various safety gear and climbing equipment by instructors. Equipped and prepared, they embarked on an exciting tree-climbing adventure, requiring courage, determination, and physical strength to ascend the tall trees. This experience not only provided joy in nature but also nurtured a sense of responsibility and love for the environment.

In the Nature Walk activity, staff from the BIGTree Network guided children through natural trails and the diverse ecosystem of Benjakitti Park, renowned for its



varied landscapes and rich biodiversity. The journey commenced with an introduction to a restoration project for Chamchuri trees (rain trees), offering insights into tree healing processes. As the exploration unfolded along with winding natural trails within the park’s marshy areas, the children got to encounter a myriad of insects, birds, and tropical flora. The activity offered both enjoyment and firsthand interaction with nature, fostering a genuine appreciation for the environment.



ESG SYMPOSIUM

Siam Cement Group (SCG) organized the ESG Symposium 2023 with the topic “Accelerating Change towards Inclusive Transition to Low-carbon Society.” This symposium was conducted in collaboration with Joint Foreign Chambers of Commerce in Thailand (JFCCT), the Thai Chambers of Commerce, and Board of Trade of Thailand. Prime Minister Srettha Thavisin praised a proposal that emerged from collaborative brainstorming sessions involving over 500 representatives from both the public and private sectors. The proposal outlines four primary pathways, namely: collaborating to establish the Saraburi Sandbox, making the circular economy a national agenda, transitioning to renewable and sustainable energy, and ensuring that no one is left behind.



POINT COLLECTION

Sustainability Expo 2023 encouraged visitors to engage in a point-collection activity by scanning QR codes at the designated areas or participating in activities at booths to earn points in the SX mobile application. These points could be redeemed for various exclusive rewards, such as coasters crafted from 100% recycled plastic, reusable shopping bags, tote bags made from rPET, and drinking water packaged in recyclable aluminum cans. Additionally, visitors who captured and publicly shared photos of the expo on Facebook or Instagram were eligible to receive free plants to enhance the greenery within their homes.

SX SUSTAINABILITY EXPO 2023



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