Sufficiency for Sustainability



SX SUSTAINABILITY EXPO 2025

ASEAN'S LARGEST SUSTAINABILITY EXPOSITION

SX SUSTAINABILITY EXPO 2025

26 SEPTEMBER - 5 OCTOBER 2025

QUEEN SIRIKIT NATIONAL CONVENTION CENTER

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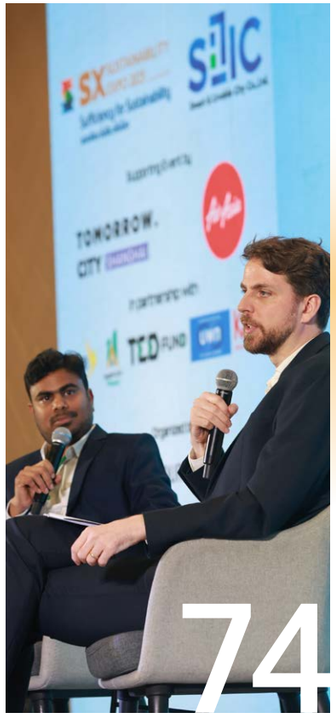
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Her Royal Highness Princess Maha Chakri Sirindhorn

Graciously Visited the SUSTAINABILITY EXPO 2025
at the Queen Sirikit National Convention Center on 2 October 2025



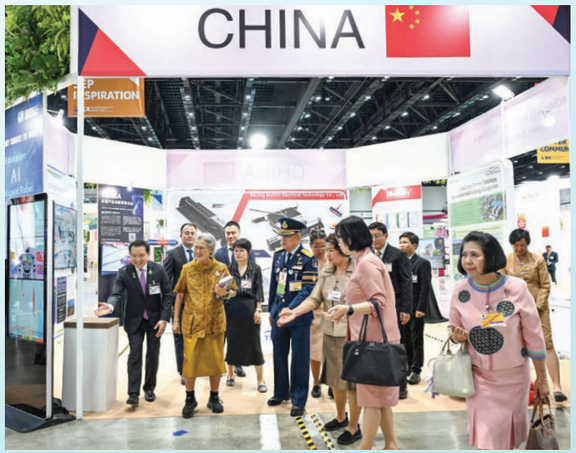














INTRODUCTION

SUSTAINABILITY EXPO 2025

Sufficiency for Sustainability



From its humble beginnings at Samyan Mitrtown in 2020, the SUSTAINABILITY EXPO 2025 (SX2025) returned for its sixth edition as the largest sustainability exposition in ASEAN, under the theme "Sufficiency for Sustainability." SX serves as a platform for learning, action, and inspiration, inviting all to decode pathways toward adaptation and collaboration to move the world forward in a balanced and sustainable way.

Since its inception, the theme "Sufficiency for Sustainability" has remained central, grounded in the royal aspiration to "treasure, preserve and build on our heritage...for the great enduring good of the people" and guided by the Sufficiency Economy Philosophy (SEP) initiated by His Majesty King Bhumibol Adulyadej The Great as a model for sustainable development.

SEP provides a framework for living and development. It comprises three core principles: moderation, or living and using resources within one's capacity; reasonableness, or making thoughtful and well-informed decisions; and prudence, or building self-immunity to cope with change and uncertainty. These principles are supported by two essential conditions-knowledge, which enables appropriate analysis and planning, and virtue, which forms the foundation of responsible action.

This philosophy aims to create balance at individual, community, and societal levels, enabling people to keep pace with global change while advancing sustainable development in all dimensions. It also serves as a key pathway toward achieving the United Nations' 17 Sustainable Development Goals (SDGs), agreed upon by 193 member states as a global development framework under the Decade of Action.

The success of SX over the past six years has been driven by strong collaboration among leading global sustainability-driven organizations, including Charoen Pokphand Group, Frasers Property (Thailand) Public Company Limited, PTT Public Company Limited, SCG, Thai Beverage Public Company Limited, Thai Union Group Public Company Limited., the Thailand Supply Chain Network (TSCN), and many partners across Thailand and beyond.

SX2025 was held from 26 September to 5 October 2025 at the Queen Sirikit National Convention Center. This year marked the Expo's full elevation onto the international stage, positioning SX as a global model for sustainability expos. SX2025 brought together stakeholders from government, business, civil society, and academia to advance the Decade of Action toward meaningful, measurable change. It showcased technologies, innovations, and creative ideas from around the world across health, food, living, communities, and the environment, as well as featuring workshops delivered by 800 global speakers over ten days.

















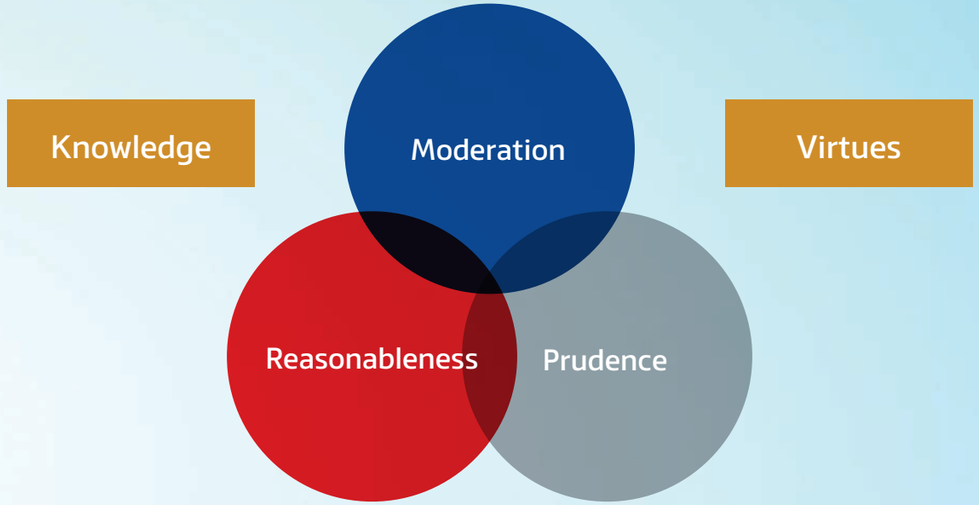
Covering more than 70,000 square meters, the Expo was organized into four main exhibition zones and five activity zones designed to turn ideas into action and integrate sustainability into everyday life. These include the SEP Inspiration Zone, which highlights success stories of organizations applying the Sufficiency Economy Philosophy; the BETTER ME and BETTER LIVING zones, which encourage individuals to adapt and transform lifestyles in response to global disruption; the BETTER COMMUNITY zone, emphasizing the power of communities and volunteerism in creating livable societies; the BETTER WORLD zone, featuring art that raises environmental awareness; the SX FOOD FESTIVAL, Thailand's largest food-for-health-and-planet festival; and the SX MARKETPLACE and SX REPARTMENT STORE, which invite people to shop responsibly and give used items new value.

SX also serves as a collaboration platform that encourages everyone to exchange knowledge, learn together, and seek solutions to "Good Balance, Better World." SX2025 introduced a wide range of activities based on a B2C2B (Business-to-Consumer-to-Business) approach, where sustainability-focused organizations transfer knowledge and inspiration to consumers, who in turn help reconnect and mobilize the business sector to move together along the sustainability journey. Key activities include the TSCN Business Partner Conference 2025, the Social Enterprise Forum, initiatives to advance Extended Producer Responsibility (EPR), A Call for Adaptation: Sustainability in Trade and Industry, Thailand 2030: Climate and Water Futures by the World Bank, and the Chief Sustainability Officer (CSO) Forum, among others.

This year, SX2025 also hosted the Enactus World Cup Presented by ThaiBev, a global competition that brings together young changemakers from around the world to develop innovative solutions for sustainability. Organized by Rakkaew Foundation and Thai Beverage Public Company Limited as the main sponsor in collaboration with Enactus Global, this marks the first time Thailand has hosted the Enactus World Cup. In addition, the SX SHAPER AWARD was presented to Enactus Global in recognition of its outstanding contributions to driving tangible positive change for society and the environment through its global network of students and business leaders.

Therefore, SX2025 was more than an expo; it is a shared space for learning and collective action, advancing the vision of "Good Balance, Better World" through the principle of "Sufficiency for Sustainability."

INSPIRED BY THE SUFFICIENCY ECONOMY PHILOSOPHY



TOWARD THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



IMPACT IN EVERY DIMENSION



Over

800 **Speakers**

(across all stages)

Engaged in knowledge exchange and sharing real-world experience on driving sustainability across all dimensions, including health, society, the economy, and the environment.

280 **Organizations**

From Thailand and around the world, collaborated and exchanged knowledge to advance shared sustainability goals.

70,000

Square Meters

Filled with sustainability knowledge and innovation across 5 exhibition zones and 5 action zones, encouraging the shift from ideas to everyday action.

Total Number of Visitors

924,433 **people**

On-site Visitors

489,627 **people**

Learned from real success stories of organizations at the forefront of sustainability.

Online Visitors

434,806 **people**

Gained inspiration from thought-provoking panel discussions and powerful insights shared across online platforms.

On-site Visitors Aged 18-35:

321,195

people

SX engaged the next generation, consumers, and future change leaders.



19,194

Schools and University Students from 36 Provinces

Learned and exchanged ideas with representatives from Thai and international organizations, gaining first-hand exposure to sustainability practices.

1,800

university students and team members from 35 countries

Participated in the Enactus World Cup 2025 Presented by ThaiBev, a global platform uniting young change-makers to create innovations and solutions for sustainability.



Representatives from 14 countries

including the United Nations in Thailand and Joint Foreign Chambers of Commerce in Thailand, showcased sustainability concepts and innovations at the SEP INSPIRATION zone.



SX FOOD FESTIVAL Sales

THB 35.6 Million

Generated by 160 food vendors offering healthy, planet-friendly cuisine, from ingredient selection and cooking methods to recyclable serving materials.

SX MARKETPLACE Sales

THB 22.1 Million

SX MARKET PLACE

From 235 Thai entrepreneurs offering products that are good for the planet and for people, including recycled-material goods, health products, and sustainable lifestyle solutions.





THB 2.7 Million in Donations

Raised to support foundations such as the Chaipattana Foundation, contributing to sustainable development through the Royal Jazz for Chaipattana Foundation Concert, the 13th Power of Thai Concert.

THB 900,000+ In Donations

Supported to the Chaipattana Foundation and three partner foundations through SX REPARTMENT STORE, as well as stores at the SX FOOD FESTIVAL and SX MARKETPLACE.

HALF A DECADE OF CREATING IMPACT



2020

participants
10,000+ people





2021

participants
127,700+ people





When the United Nations declared 2020 the start of the **UN Decade of Action (2020–2030)** to accelerate progress toward the Sustainable Development Goals (SDGs), Thailand's private sector, led by the Thailand Supply Chain Network (TSCN), launched a collective movement through the SUSTAINABILITY EXPO (SX). Over the past six years, SX has grown from a platform for ideas into a regional hub for knowledge exchange and innovation, uniting government, business, civil society, youth, and international organizations. Together, they have transformed "good intentions" into "concrete action," advancing a future that is more balanced, resilient, and genuinely sustainable.

THAILAND SUSTAINABILITY EXPO 2020 (TSX2020)
SPARKING IMPACT BY IGNITING THE MOVEMENT



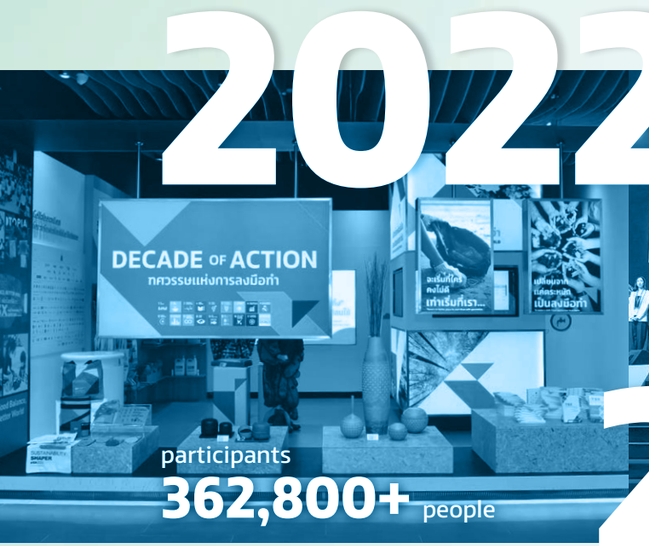
Initiated and founded by Thai organizations committed to sustainability, TSX2020 was designed to be more than an exhibition but a collaborative platform bringing together stories, activities, and sustainable development initiatives from the public and private sectors, academia, civil society, and the wider public. The expo fostered networking and participation that translated sustainable development into real, tangible |action. Guided by the Sufficiency Economy Philosophy of His Majesty King Bhumibol Adulyadej the Great, The first royal proclamation of His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua to "continue, preserve, and build upon," and the SDGs, the expo was framed under the theme "Sufficiency for Sustainability."



THAILAND SUSTAINABILITY EXPO 2021 (TSX2021)
SUSTAINING IMPACT THROUGH DISRUPTION

In response to the COVID-19 pandemic, TSX2021 transformed into Thailand's largest virtual SUSTAINABILITY EXPO, demonstrating the importance of agility and technology in times of crisis. The virtual platform showcased sustainability innovations from Thai and international organizations and created opportunities for students and youth to express their potential through initiatives such as the TSX Hackathon business plan competition and the Waste Hero Award, highlighting art created from waste and recycled materials.

HALF A DECADE OF CREATING IMPACT



2022



2023

SUSTAINABILITY EXPO 2022 (SX2022)
STRENGTHENING IMPACT BETWEEN BUSINESSES AND CONSUMERS

Entering its third year under the name SUSTAINABILITY EXPO, SX2022 advanced its ambition to become a regional sustainability platform, supported by an expanding network of partners and an exhibition space of over 40,000 square meters at the Queen Sirikit National Convention Center. The expo introduced the B2C2B (Business-to-Consumer-to-Business) model for the first time, placing consumers at the center to connect businesses with consumers and back into the



business ecosystem. SX2022 also launched SX SPACE on the G Floor of QSNCC as a year-round learning and showcase hub for SX highlights.



SUSTAINABILITY EXPO 2023 (SX2023)
CREATING IMPACT ACROSS GENERATIONS

SX2023 reaffirmed its position as ASEAN's largest sustainability exposition, inviting people of all generations to turn ideas into "action", to build a good balance for a better world. The expo highlighted global sustainability trends closely connected to everyday life, from food, health, and lifestyles to energy, biodiversity, and eco-friendly packaging. Over 60% of visitors were youth and young people, expanding sustainability awareness among the next generation. The event also hosted the 2nd Thailand Climate Action Conference (TCAC), led by the Ministry of Natural Resources and Environment, to advance national dialogue and action on climate change.



2024



2025

SUSTAINABILITY EXPO 2024 (SX2024)
ADVANCING IMPACT BEYOND ASEAN

Marking its fifth year at the midpoint of the UN Decade of Action, SX2024 expanded its global reach, bringing together 270+ partners across government, business, civil society, embassies, and 20 international organizations to drive action on sustainability. The Expo strengthened its B2C2B (Business-to-Consumer-to-Business) approach, positioning consumers at the center to connect businesses with consumers and enable consumers to become a driving force for business



transformation. Ideas was also translated into action through platforms such as the Chief Sustainability Officers Forum and the ASEAN Circular Economy Forum.

SUSTAINABILITY EXPO 2025 (SX2025)
ACCELERATING IMPACT THROUGH ADAPTATION, COLLABORATION, AND GROWTH

Because every action can create change, SX2025 invites everyone to move beyond good ideas toward "action" through adapt, collaborate, and grow together to respond to global disruption with balance. The Expo presents transitions through Immersive Experience that raise awareness of global change and climate-related challenges, while offering practical perspectives on preparedness and sustainable living in an increasingly uncertain world. In 2025, SX further strengthens its international dimension through expanded global sustainability innovations in the SEP INSPIRATION exhibition zone, hosting the Enactus World Cup 2025 Presented by ThaiBev with a network of youth from 35 countries, and launching "SX New Champion," a platform designed to enable all organizations from small-sized enterprises to large corporations to exchange knowledge and learn best practices for sustainable growth. These initiatives reflect the power of international collaboration in shaping a stable and sustainable future.

SPECIAL REMARKS



M.L. Jirapan Davivongs
Member and Deputy Secretary-General
Chaipattana Foundation

Distinguished guests, ladies and gentlemen, Today, I have been entrusted by Dr. Sumet Tantivejkul, Secretary-General of the Chaipattana Foundation, to deliver remarks on approaches to sustainable development at the opening ceremony of the SUSTAINABILITY EXPO, now in its sixth year, held under the theme "Sufficiency for Sustainability."

First, Dr. Sumet would like to commend the organizers for their continued commitment to advancing sustainable development. As our world is constantly changing, people everywhere must acknowledge these changes and adapt in order to strengthen our collective capacity to achieve shared goals.

Global development frameworks such as the Sustainable Development Goals (SDGs) aim to be achieved by 2030, just five years from now. Thailand has already made progress in several areas, including public health, with improved access to vaccines following the COVID-19 pandemic, and energy, through greater access to clean energy such as solar power. In addition, many countries have announced Net Zero targets for 2050.

In terms of industry, innovation, and infrastructure, Thailand has made significant investments in infrastructure development. These achievements provide a strong foundation for sustainable development in the future.

Regarding the Sufficiency Economy Philosophy (SEP), Dr. Sumet spoke last year about sustainable development based on the royal initiatives. This year, I would like to place particular emphasis on "SEP and sustainable development." As is well known, this philosophy was bestowed by His Majesty King Bhumibol Adulyadej The Great (Rama IX) as a guiding principle for all Thai people. What is remarkable is that principles laid down more than 50 years ago have proven to be highly relevant today. They are not only applicable in Thailand but are also aligned with global practices and the SDGs, which seek to guide the world toward sustainability.

These efforts have gained momentum over the past decades. It is clear that humanity cannot avoid global change. Natural disasters, climate change, global warming, as well as conflicts and wars around the world all affect ecosystems, climate systems, the environment, and people everywhere.

SEP and sustainable development are mutually reinforcing tools. Effective management is therefore essential. Together, they form a universal framework aimed at creating balanced development across social, economic, and environmental dimensions. Achieving sustainability requires applying SEP through the following key principles.

The first is prudence, or self-immunity. Responding to constant change requires preparedness and the ability to manage risks through continuous risk assessment.

For example, the New Theory Agriculture introduced by King Rama IX recommends that farmers with 15 rai of land allocate 30 percent for water storage. This water





serves as a buffer during periods of drought and ensures food security. Another example is the Pasak Jolasid Dam, which His Majesty described as a protective buffer for Bangkok against flooding, as it enables effective water storage and release. These are clear examples of resilience in practice.

The second principle is moderation. To guide humanity toward sustainable development, resources must be used efficiently. As resources become more limited, priority should be given to self-reliance before depending on external factors, with actions taken within one's means.

The third principle is reasonableness. Decisions must be made with careful consideration of alternatives and their impacts on society and the environment. Development should begin from within, starting at the local level while respecting cultural dimensions that connect development to local identity. King Rama IX once emphasized that development must take into account the geography, society, and culture of each area, a geosocial concept that remains highly relevant today.

The final principle is knowledge combined with virtue. This is essential to achieving the SDGs without creating negative social or environmental impacts. Integrity, transparency, and moral conduct must always be upheld, with zero tolerance for corruption.

The Chaipattana Foundation also works extensively on food security, such as through the Chakraband Pensiri Plant Development Centers in Chiang Rai, Saraburi, and Surin. These centers produce and store seeds and rice varieties for use during national crises or natural disasters, enabling people to grow food for consumption, sale, and sharing. During the COVID-19 crisis, Thailand experienced relatively limited hardship because the country was able to produce sufficient food domestically.

Therefore, Dr. Sumet encourages everyone to view current challenges as a reminder to care more deeply for society and the environment. Economic growth can only be sustained when people are healthy, happy, enjoy a good quality of life, and live in a healthy environment.

For this year's Expo, I sincerely hope to see the activities thoughtfully designed by the organizing team inspire understanding, awareness, and motivation among participants, enabling all sectors to turn knowledge into concrete action, just as His Majesty King Rama IX demonstrated through his lifelong example. Finally, Dr. Sumet extends his best wishes for the success of this event in achieving all its objectives. Thank you very much.

WORDS OF WISDOM



Dr. Sumet Tantivejkul
Member and Secretary-General
Chaipattana Foundation

Throughout King Bhumibol Adulyadej The Great 's 70-year reign, His Majesty initiated more than 4,700 development projects. Each one is like a lesson on sustainable living. These lessons teach us to care for the earth, water, air, fire, and energy, so that we can pass this abundance on to future generations. This is why we must share knowledge and ideas about sustainability, because the younger generations will carry this work forward. If they do not understand why these things are essential to life, then everything we have built cannot be passed on to the next generation.



Mr. Suphachai Chearavanont
CEO
Charoen Pokphand Group

Amid complex and challenging changes, Charoen Pokphand Group (CP Group) firmly believes that collaboration and fresh perspectives are the keys to a sustainable future. We are committed to driving tangible transformation through our participation in the UN SDGs and the UN Forward Faster Initiative, with three ambitious and critical missions: achieving carbon neutrality by 2030 and Net Zero by 2050, reaching zero landfill waste, and reducing inequality by 2030. These are not just corporate goals, they are shared commitments we pursue with all sectors to create a better world for future generations.



Mr. Panote Sirivadhanabhakdi
Group CEO
Frasers Property Limited

I am truly delighted to join SX2025 for the sixth consecutive year and to have the opportunity to connect with partners and stakeholders at ASEAN's largest sustainability gathering, which continues to grow year after year.

At Frasers Property, we believe that sustainability is not a destination but a continuous journey, one that requires collaboration and ongoing development. Real estate is about creating spaces that bring value to both communities and the environment. As the context and notion of sustainability continue to evolve, we remain committed to working closely with our stakeholders to co-create a future of built environments that are both livable and regenerative.



Dr. Kongkrapan Intarajang
CEO & President
PTT Public Company Limited

PTT's core mission is to ensure Thailand's energy security while driving growth in parallel with our commitment to achieving Net Zero emissions by 2050, guided by the principle of 'Balanced Sustainability.' PTT Group is ready to play an active role in fostering collaboration across the public and private sectors, civil society, and the public to drive and promote shared awareness of the importance of working together. Only through such cooperation can we create meaningful change for people and the environment, for a better, more balanced, and sustainable world.



Mr. Thammasak Sethaudom
President & CEO
SCG

Adapting to the rapidly changing climate caused by global warming is a challenge that demands our immediate action. SCG is therefore committed to driving progress through Green Innovation and stands ready to collaborate with all sectors in accelerating the transition toward a low-carbon society and achieve Net Zero together.



Mr. Thiraphong Chansiri
President & CEO
Thai Union Group Public Company Limited

Sustainability lies at the heart of our business operations. Thai Union works hand in hand with partners across the entire supply chain, from upstream to downstream, to drive genuine action toward sustainability under our SeaChange® 2030 strategy. Through this, we aim to create positive change for the seafood industry, enhance the well-being of consumers, and help build a better world for all.



Mr. Thapana Sirivadhanabhakdi
President of SUSTAINABILITY EXPO 2025
and Group CEO
Thai Beverage Public Company Limited

In this era of rapid change and multiple crises, the Sufficiency Economy Philosophy provides a steadfast foundation and a guiding path toward sustainable development. By drawing upon the royal reflection of His Majesty King Bhumibol Adulyadej The Great in the royal literary work *Mahajanaka*, we find inspiration in his timeless message: 'One must possess pure perseverance, sharp wisdom, and complete physical health' — only then can true and desired prosperity be achieved.

THE 12 AGENDA

Ideas, voices, and connections—all play a vital role in driving change. At SX2025, these elements came vividly to life across stages, workshops, and interactive experiences. Stakeholders from diverse sectors came together not only to share insights and perspectives but also to co-create tangible solutions across the four dimensions: Social Diversity, Habitable Environment, Responsible Technology Adoption, and Inclusive Growth. Through these exchanges, participants were inspired to transform ideas into action and connections into lasting impact.

Scan this QR code to watch sessions related to the 12 Agenda.

SOCIAL DIVERSITY

AGENDA 01



LIVING WELL :
Better Health and Longevity

SOCIAL DIVERSITY

AGENDA 02



RETHINKING
Education to Fit the Future

SOCIAL DIVERSITY

AGENDA 03



UNLEASHING
Youth Potential

SOCIAL DIVERSITY

AGENDA 04



EMPOWERING
Communities for Resilience

SOCIAL DIVERSITY

AGENDA 05



BRIDGING
Hearts and Minds Through Arts and Culture

HABITABLE ENVIRONMENT

AGENDA 06



ADAPTING
for Environmental Balance

HABITABLE ENVIRONMENT

AGENDA 07



ENDING
Waste Before it Starts

RESPONSIBLE TECHNOLOGY ADOPTION

AGENDA 08



BUILDING
Smart & Livable Cities

RESPONSIBLE TECHNOLOGY ADOPTION

AGENDA 09



HARNESSING
Technology Without Falling Behind

INCLUSIVE ECONOMY

AGENDA 10



BECOMING
Champions of the Future

INCLUSIVE ECONOMY

AGENDA 11



SHIFTING
Power and Rules of Sustainability

INCLUSIVE ECONOMY

AGENDA 12



FINANCING
for an Inclusive Future

TIMELESS WISDOM FOR GOOD BALANCE

ASEAN'S POLYCRISIS

The world today is grappling with a web of intersecting and mutually reinforcing crises, a phenomenon known as the "polycrisis." It is not merely a sequence of isolated shocks, but a convergence of interconnected risks that collide and amplify one another, creating an impact far greater than the sum of their parts. ASEAN is no exception, facing cascading effects across its social, environmental, technological, and economic dimensions.

The more we strive to address these crises, the less progress we seem to make, especially with the 2030 Sustainable Development Goals (SDGs) coming up to its end. This is because conventional approaches remain largely reactive, targeting short-term fixes rather than systemic change. Such responses may offer "temporary relief" leaving the root causes unaddressed and the cycle of crises unbroken.

Social Inequality

The richest 10% in ASEAN hold around 30% of the region's wealth, while the poorest 10% own less than 2%. Without systematic reform, welfare handouts alone cannot close the gap—inequality will only continue to widen.

Climate Breakdown

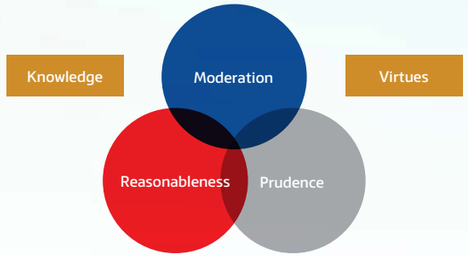
ASEAN's seas experienced the most extreme marine heatwave ever recorded. Relying on reactive fixes for climate disasters only treats the symptoms, leaving the root causes unresolved.

Technological Disruption

Over 60% of jobs in ASEAN are at risk from AI, raising concerns about the erosion of human skills. Over-reliance on technology as a quick fix can weaken human judgment and diminish authentic intelligence.

Growth Without Inclusion

The ASEAN Inclusive Growth Index reveals a stark disparity, ranging from about 30 to 76.1 between the region's least and most inclusive economies, reflecting growth that remains largely self-focused, with limited consideration for social and environmental capital, which is fundamental to sustainability.



The Sufficiency Economy Philosophy

THE "RIGHT" WAY

The solution has actually been with us all along. The Sufficiency Economy Philosophy (SEP) is a timeless wisdom graciously bestowed upon the Thai people by His Majesty King Bhumibol Adulyadej The Great. It is not merely a "Thai way of life," but a universal philosophy of value to the world -a timeless wisdom that can be practically applied, especially at a time when all sectors are faced with a polycrisis: social inequality, environmental degradation, technological disruption, and non-inclusive economic growth. At the heart of SEP are the "Three Pillars and Two Conditions": moderation, reasonableness, and prudence, guided by knowledge and virtue, principles that ensure decisions are grounded, balanced, and value-driven.

Nearly three decades later, the philosophy remains even more relevant and powerful. In 2025, as the world confronts the polycrisis, SEP provides a pathway for solving today's problems without creating burdens for tomorrow-and for laying the foundation for stable and resilient growth in the future. SEP teaches **moderation**, encouraging people to live without excess and avoid overconsumption at a time when humanity is using resources beyond the Earth's capacity and inequality continues to rise. Moderation has become a crucial discipline for building sustainable economic and social systems. Amid today's cascading crises, SEP also emphasizes **reasonableness** that every decision must be based on credible information rather than emotion or panic, so that balance is maintained and unnecessary harm avoided. Another key principle is **prudence,** or the creation of resilience at individual, organizational, and societal levels. This prepares us to face future uncertainties flexibly and prevents external shocks from destabilizing our systems.

Finally, progress must be driven by **knowledge,** because the problems of our time are multidimensional and interlinked. Effective solutions require comprehensive understanding, continuous learning, and evidence-based policymaking. And above all, everything must be grounded in **virtue**—honesty, transparency, and a commitment to the common good. True sustainability cannot exist without a foundation of ethics.

SX2025 THROUGH 4 DIMENSIONS

Guided by the principles of the SEP, SX stands as ASEAN's largest sustainability platform—addressing global challenges at every level. This year, SX2025 demonstrated its ability to confront the region's polycrisis comprehensively through a focus on 4 Dimensions:

1. Social Diversity

Everyone is equal. People of all ages -youth, adults, and elders -and backgrounds deserve care, opportunity, and a better quality of life. At SX2025, diversity was embraced through diverse themes from good health and longevity to community empowerment, lifelong learning, and the arts as a bridge for awareness and connection. The event also became a powerful platform for intergenerational and cross-sector collaboration, strengthening Public-Private-People Partnerships (PPPs) that connect the dots toward meaningful and lasting change.

2. Habitable Environment

Amid escalating climate challenges, SX2025 explored how humanity can sustain a truly habitable environment-through education, meaningful partnerships, and smarter approaches to water, energy, waste, and housing. These solutions aim not only to adapt and build resilience but also to foster harmonious coexistence with nature.

3. Responsible Technology Adoption

The best technology isn't the most modern or advanced, it's the one that serves as a tool for development, solving real challenges for people, society, and the environment. SX2025 highlighted how organizations, from startups to large corporations, are innovating and applying technology responsibly for the greater good-while also enhancing digital literacy through hands-on workshops that empower participants to use these tools wisely and effectively.

4. Inclusive Economy

At SX2025, "sufficiency" and "sustainability" were reaffirmed as the true engines of growth for organizations of every size, from S to M to L to global brands. Businesses that integrate purpose beyond profit and are committed to solving pressing societal and environmental challenges will stand out as the real champions of the future.

FROM 4 DIMENSIONS TO 12 AGENDA

Building upon the 4 Dimensions, SX2025 delved into 12 corresponding Agenda, each shaped by insights drawn from the event's diverse engagements, from talks, workshops, activities, and the main exhibition showcases.

Together, these Agendas form a comprehensive showcase of ideas and solutions, from local innovations to global collaborations, driving collective progress toward a balanced and sustainable future.

1. Living Well: Better Health and Longevity
2. Rethinking Education to Fit the Future
3. Unleashing Youth Potential
4. Empowering Communities for Resilience
5. Bridging Hearts and Minds Through Arts and Culture
6. Adapting for Environmental Balance
7. Ending Waste Before it Starts
8. Building Smart & Livable Cities
9. Harnessing Technology Without Falling Behind
10. Becoming Champions of the Future
11. Shifting Power and Rules of Sustainability
12. Financing for an Inclusive Future

This chapter explores the 12 Agenda in depth, highlighting how each represents a timely dialogue, embodies the principle of Sufficiency for Sustainability, and reflects Thailand's evolving role in shaping a better, more resilient and inclusive world.

AGENDA 01

LIVING WELL: BETTER HEALTH AND LONGEVITY



Good health and well-being align with Sustainable Development Goal (SDG) 3 of the United Nations, an increasingly urgent priority for Thailand. As the nation faces rising healthcare costs, an aging population, and growing rates of non-communicable and mental health diseases, it becomes clear that health must be treated as both a personal and national responsibility. The concept of "Living Well" extends far beyond physical health. It encompasses mental, social, and environmental well-being, emphasizing balance across all dimensions of life.

KEY TAKEAWAYS

- Shift from Lifespan to Healthspan: True longevity is not about living longer, but living better—ensuring that healthspan matches lifespan through balanced physical, mental, and social well-being.
- Prevention Over Treatment: Everyday choices in nutrition, sleep, exercise, stress management, and social connection are the true foundations of longevity.
- Health is a Shared Responsibility: Taking care of one's health today reduces future burdens on families, society, and the environment—making personal well-being the foundation of national sustainability.

FROM LIFESPAN TO HEALTHSPAN

In 2023, Thailand officially became an aged society, with 20% of its population over 60 years old-a figure expected to rise sharply as the country transitions into a super-aged society within the next decade. This demographic shift brings significant implications, including a shrinking workforce and increasing dependency ratios. The focus, therefore, must shift from simply living longer to living better, emphasizing prevention over treatment. For instance, up to 90% of cardiovascular diseases are preventable by addressing lifestyle risk factors according to Dr. Sureerat Panyarachun of MedPark Hospital. Many experts at SX2025 emphasized that true longevity

> **"Your future well-being depends on the choices you make today. The person who will care for you in old age is not someone else; it's the you who chooses to live wisely while still young."**

Dr. Pitsri Komanuwong
Founder, Dr.Mom
From SX TALK STAGE
"Adaptation for Longevity"



is not about extending lifespan alone-it's about extending healthspan, the number of years we live in good health. As the saying goes, health is the new wealth.

SIX PILLARS OF LONGEVITY

Longevity begins with small, everyday choices. The following six pillars of longevity came up as common themes from sessions like the SX IDEA LAB on "Detect before disease: a worthwhile investment for a longer, healthier life" and the SX TALK STAGE session on "Adaptation for Longevity." These provide a foundation for a longer, healthier life:

1. **Nutrition:** Prioritize a diverse, colorful diet rich in fiber and quality protein while minimizing ultra-processed foods and added sugars.
2. **Sleep:** Getting sufficient rest, about 7 to 8 hours per night, is vital for recovery, hormonal balance, and overall vitality.
3. **Exercise:** Consistency matters more than intensity. Cardiovascular exercise, resistance training, and flexibility should be integrated into regular movement to strengthen the body.
4. **Avoiding harmful substances:** Reducing or eliminating alcohol, tobacco, and other toxins greatly improves longevity. The Faculty of Medicine Siriraj Hospital highlighted this through its "Toxicology in Everyday Life" exhibition, which helped visitors recognize common household chemicals and learn essential first aid.
5. **Stress management:** Chronic stress can trigger inflammation and lead to various health problems. Practicing mindfulness and maintaining emotional balance are essential for overall well-being. As stressed by Mr. Amornthep Sachamuneewongse, CEO of Sati App, simple techniques like Stop-Think-Reflect-Act help prevent reactive responses, while Box Breathing effectively calms the nervous system and relieves tension.
6. **Social connections:** Positive relationships are powerful motivators for healthy living, emphasized Dr. Pitsri Komanuwong (Dr.Mom). The desire to stay healthy often stems from wanting to spend more time with the people we love. In turn, nurturing these meaningful bonds helps lower stress levels and reduces stress-related chemicals in the body-leading to stronger immunity and fewer illnesses.

In today's digital world, maintaining mental balance also means avoiding constant comparison with others, a growing challenge in the age of social media. It is significant to successful stress management, peaceful mind, and true longevity.





PERSONALIZED PATHS TO WELL-BEING: FROM SELF TO SOCIETY

Beyond universal pillars of good health, true well-being must also be personal. As Dr. Wanviput Sanphasitvong, Specialist in Preventive and Lifestyle Medicine at VitalLife Scientific Wellness Center, reminds us, the first question to ask is simple yet profound: "Why do I want to be healthy?" Defining a personal "why" cultivates intrinsic motivation-turning lifestyle choices into lasting habits that reflect one's values and purpose. At SX2025, the "Write Your Inner Journey" SX IDEA LAB workshop embodied this principle, using reflective writing as a tool for participants to uncover their inner voice and explore their path toward holistic well-being layer by layer.

In another creative session, art therapist Ms. Vichapa Meethongklang demonstrated how color is medicine. Sometimes art can heal where words cannot. Through color and creativity, participants reflected on life's meaning and found calm through self-expression. The session encouraged relaxation, emotional release, and self-awareness, helping people reconnect with their sense of purpose and inner peace. Designed for seniors, patients, caregivers, and even working adults facing burnout, the experience served as a gentle reminder that healing begins not only in the body, but also in the heart.

Yet, as we pursue growth and self-discovery, it is equally important to look outward to those who once cared for us. Thailand's rapidly aging population reminds us that well-being is not only individual, but intergenerational. The "Board Game: Golden Age" workshop brought teenagers, working adults, and seniors together to simulate real-life caregiving scenarios. Participants assumed family roles and navigated challenges ranging from financial pressures to emotional changes and health emergencies. Through play, they realized that caring for the elderly is not only about money or medicine, but shared attention, understanding, and collaboration across generations. As Ms. Suttida Choosompop of the Youth in Charge Project reflected, "The people we love are changing from who they once were. We must care for them as they are today, not just as we remember them."

At the same time, advances in AI and precision medicine are redefining how health can be personalized through science. In the BETTER ME Zone, leading











hospitals such as Ramathibodi, Chulalongkorn, and Bhumirajanagarindra Kidney Institute Hospital showcased cutting-edge innovations-from stem cell therapies for bone diseases and genetic decoding for newborn screening, to integrated kidney care powered by advanced diagnostics. These breakthroughs demonstrate how technology can reduce human error, enhance clinical decision-making, and automate routine tasks while empowering individuals to make informed choices about prevention, reatment, and lifelong well-being-bridging personal insight with medical innovation.

THE BROADER IMPACTS OF POOR HEALTH

Many people see healthcare as an expense-especially since the effects of neglecting one's health aren't felt right away. But those consequences quietly build up over time and often surface a decade later, when treatment costs may become overwhelming. And this burden doesn't fall on individuals alone-it ripples across families, communities, and the entire public health system.

As Dr. Wanviput Sanphasitvong illustrated, the disparity in patient load is striking: the large private hospital where she works treats around 1.2 million patients per year, while Siriraj Hospital, a major public institution, cares for about 3 million patients per month-more than double that number in just thirty days. If we allow preventable illnesses to escalate, the system may one day struggle to care for us all.

Poor health affects more than the body-it carries emotional, financial, and even environmental costs. Intensive care units (ICUs), for example, consume significant resources and generate large volumes of medical waste. Maintaining good health, therefore, is not only an act of self-care but also a collective responsibility-one that sustains the strength of our healthcare system, our families, and the planet itself.

LEAVING WELL

While much of the conversation centers on "living well," the concept of "leaving well" is equally profound. Birth, aging, sickness, and death are natural parts of life's cycle. Cheevamitr Social Enterprise invited participants to reflect on how they might design a sustainable life journey-from today until their final day. Through thoughtful workshops, speakers guided individuals in preparing both body and mind, and in organizing personal affairs to ensure peace when the time comes. In doing so, participants discovered not only how to leave well, but also how to live with greater purpose.

CONCLUSION

Living well begins with everyday choices. When we care for our holistic well-being, we are not only improving our own happiness but also reducing the burden on our families, communities, and the environment. As Thailand moves toward becoming a super-aged society, the call is for proactive adaptation, not reactive response. Collaboration across sectors will be essential, but true change begins with each of us taking ownership of our health today. And when the time eventually comes, may we not only *live well*, but also *leave well*—grateful, fulfilled, and at peace.

AGENDA 02

RETHINKING EDUCATION TO FIT THE FUTURE

KEY TAKEAWAYS

- The foundation for future readiness lies in transforming education from a system focused on fixed knowledge transmission to one that builds limitless capacity—helping learners develop systematic thinking, flexibility, and a clear sense of purpose.
- Lifelong learning and experiential learning should become society's new norm, integrating both formal and informal learning so that people at any stage of life can grow and adapt to a rapidly changing world.
- Creating environments where people can safely experiment, fail, and collaborate is essential for building empathy, advancing innovation, and fostering shared responsibility for a resilient and sustainable future.

For generations, education systems were designed to help learners "predict" what was possible—to produce workers and specialists for stable industries and organizations. However, the world ahead will no longer be predictable. Therefore, the key lies in "adaptability" when technology now evolves faster than curricula, and new industries emerge and disappear in just a few decades. The goal of education must shift from teaching people to follow instructions to empowering them to learn independently. Adaptability has become the defining skill of the future.

Transforming education does not mean abandoning traditional systems, but reimagining their intent. It means moving from an education pathway that simply leads to employment toward a lifelong learning journey. Learning becomes a core mechanism for rapid scial development—and a source of meaning and value for individuals navigating a world in constant flux.



> **Learning should be life-oriented, something that grows with people, not apart from them.**

Dr. Twarath Sutabutr
President, Office of Knowledge Management and Development (OKMD)
From Smart & Livable City Expo 2025 (SLiCx)
"Smart Education : A Launchpad for Entrepreneurship"

THE SHIFT FROM TRADITIONAL EDUCATION TO LEARNING FOR THE FUTURE

Education systems were originally built to strengthen societal stability. However, in today's world-shaped by rapid technological shifts, evolving industries, and environmental challenges that outpace curriculum updates, therefore "adaptability" has become a key advantage of this era.

Mr. Fu Yuxin, President of the Southeast Asia Industry and Education Association (SEAIEA), noted that ASEAN's push into new energy industries and smart manufacturing has created an urgent demand for highly skilled workers. The challenge is not merely producing more graduates, but designing systems





that integrate universities, industries, and governments so that learning keeps pace with global dynamics.

This transformation requires strong policy alignment. From Thailand's Board of Investment (BOI) to China's Beijing Economic-Technological Development Area (BDA), cross-sector cooperation models have emerged to connect classrooms with industry. For example, SEAIEA launched an exchange program sending Thai students to China to study new energy vehicle technology, turning international partnerships into training grounds for both technical and cultural skills.

However, external collaboration alone is not enough. Internal development is equally important. During the SX IDEA LAB "Inner Development Goals (IDGs) Masterclass—Leading from within for a Regenerative Future," Mr. Martin Venzky-Stalling from the Joint Foreign Chambers of Commerce in Thailand (JFCCT) pointed out that global progress toward the SDGs has reached only 16-17%. This highlights that the obstacles to real transformation lie not in tools or technology, but in mindsets.

The proposed Inner Development Goals (IDGs) include five core inner skill areas: Being, Thinking, Relating, Collaborating, and Acting

These aim to make education a space that cultivates empathy, self-awareness, and the courage to change-shifting from teaching what to think to developing how to think, and from technical problem-solving to value-driven leadership.

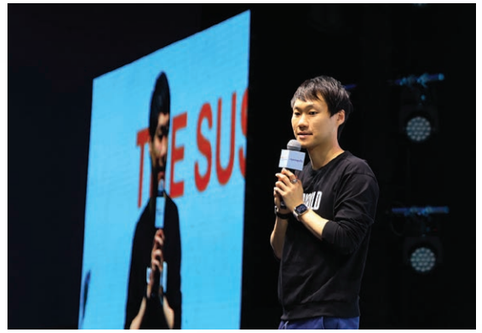


LIFELONG LEARNING AS THE FOUNDATION OF SUSTAINABLE DEVELOPMENT

If the first wave of educational transformation concerns "systems," the next concerns people. Learning should not end with a diploma; it must become a lifelong journey.

Dr. Twarath Sutabutr, President of the Office of Knowledge Management and Development (OKMD), summarized the concept that "the city must become the classroom," because learning can occur anywhere—from work and volunteering to travel and play—as long as structures support and reward continuous growth. OKMD's projects demonstrate this through initiatives ranging from financial literacy board games to life-sciences lessons on remote islands. The organization has also elevated these innovations into national strategies, expanding access through MOOCs that enable anyone to learn anytime, anywhere.

Similarly, Mr. Jirayut Srupsrisopa, Founder and CEO of Bitkub Capital Group Holdings, shared his remarks at the session "A Call for Adaptation: Sustainability in Trade & Industry," stating that "People of the future must understand three things: health, technology, and finance." He emphasized that lifelong learning should equip individuals with health, digital, and financial literacy—alongside academic skills—empowering them not only to keep pace with change, but also to shape their own lives and economic futures.



This year's SX IDEA LAB showcased board games and experiential activities as learning tools that stimulate curiosity, encourage hands-on experimentation, and strengthen critical thinking. A standout example is the board game "Basecamp: The Startup Journey". Ms. Kanjana Ordsab, CFP® and CEO of FinDice Education Co., Ltd., designed it with the belief that no one is too young or too old to learn about money. The game allows players to make business decisions, assess risks, and negotiate with investors-embedding entrepreneurial experience in an engaging format.

Ultimately, lifelong learning is not only a personal commitment but the foundation of sustainable cities and societies. Creating a learning ecosystem that connects schools, communities, and industries enables every individual to reach their full potential. Knowledge does not end with a diploma—it becomes a sustainable force for self-directed, intelligent growth.



CREATING SAFE SPACES FOR TRIAL AND ERROR

A future-ready education system must allow learners to experiment freely in safe environments.

Asst. Prof. Dr. Rutchanee Gullayanon, Executive Vice President for Innovation and Global Engagement at King Mongkut's Institute of Technology Ladkrabang, stressed that universities must become rooms of knowledge and experimentation, where "students can try, fail, and learn safely." Without such environments, innovation remains theoretical and graduates are unprepared for real-world challenges.

Educational sandbox-collaborations between universities, cities, and industries-provide safe spaces for students to test new ideas in real contexts, from energy solutions to urban design and social enterprises. It transforms education from textbook learning into real-life experimentation.

The principle of lifelong learning also applies to the private sector. Organizations must shift their mindset, as learning is not limited to classrooms but should happen continuously within companies. This means creating cultures where employees can test new ideas, exchange knowledge, and fail without punishment, since learning from failure is fundamental to innovation.

Organizations should encourage learning through hands-on experience-training, pilot projects, cross-functional collaboration. Creating such learning "sandbox" enhances workforce capacity and develops future skills such as flexibility, creativity, and cross-sector collaboration.

In classrooms and workplaces alike, safe experimentation becomes the bridge between "learning" and "leadership." When people are trusted to explore and act, they build confidence and the ability to turn ideas into tangible results.

CONCLUSION

To prepare for the future, education must evolve alongside change. It must foster cross-sector collaboration, shift from memorization to analysis, and move from achievement-based teaching to meaning-making. Future classrooms—whether physical or digital, formal or informal—will no longer be one-way teaching spaces. They will be interactive environments where knowledge meets purpose, and where failure becomes a valuable teacher. Ultimately, rethinking education is not simply about producing workers for today's industries but about shaping thinkers, leaders, and citizens capable of co-creating a better world.

AGENDA 03

UNLEASHING YOUTH POTENTIAL



KEY TAKEAWAYS

- Empowering young people from an early age creates positive lifelong outcomes. When sustainability is nurtured through creativity and empathy in childhood, it helps shape leaders who see systems holistically and act with responsibility.
- Young entrepreneurs and the new generation are redefining success by integrating "profit" with "purpose", building businesses that generate economic value alongside social progress through innovation and the concept of Creating Shared Value (CSV).
- Collaboration is what makes change sustainable. When people across generations and sectors work together on the basis of trust, understanding, and cultural diversity, individual actions are transformed into a collective force that shifts systems.

Today, young people around the world are no longer waiting for permission to lead. They are designing solutions, building businesses, and driving change



on issues once considered too complex for their generation, whether climate action, education reform, or shaping more inclusive economic growth. This new wave of youth leaders reflects a profound transition: from awareness to "action", from participation to "co-leadership". And when society stops seeing young people merely as recipients of development and instead recognizes them as "co-creators" of that development, innovation accelerates and progress becomes more inclusive.

PLANTING THE SEEDS OF SUSTAINABILITY FROM AN EARLY AGE

The foundations of leadership for sustainability do not begin only in adulthood. They are formed in childhood through curiosity, creativity, and

> **We grow when we lift each other up. Cross-border collaboration is proof that everything is possible when we choose to build together.**

Ms. Courtney Dingle
Co-President, Enactus,
Saint Mary's University, Canada
From SX TALK STAGE "A Conversation with Youth Leaders Shaping Our Collective Future"



compassion nurtured over time. When children learn what sustainability means and why it matters, they begin to see themselves as part of a larger ecosystem.

Engaging with real-world challenges early on, through art, science, or even play, turns abstract global goals into tangible understanding and habits that can last a lifetime.

This vision was brought to life at SX2025, particularly in the SX KIDS ZONE, where learning and imagination merge. Exhibitions such as "Adaptation Adventures" and "Crystal x ThaiWhales Present Sustainability and Whale's Exhibition" allowed children to explore marine ecosystems, see how nature adapts, and understand how small everyday actions can help protect the planet.

These experiences turn sustainability from a memorized lesson into a fun and meaningful adventure.

Creative storytelling around sustainability also appeared in performances such as "The King and Mission" by ITPC Little Monsters from Chiang Mai University Demonstration School, which depicted how clean energy can truly transform communities, and "The Energy Equation" by Team Nebula, which blended science with music and theatre to make complex ideas accessible and inspiring.

At the same time, activities under the "Messengers of Peace" project by SCOUTS FOR SDGs showed that peace and sustainability share the same roots: empathy, teamwork, and action. Children participating in the program explored the meanings of love, peace, tolerance, respect, and diversity through doodle art.

By moving beyond rote learning and focusing on meaning-making rather than just information gain, education can shape positive attitudes and experiences for young people. Diverse perspectives from SX2025 demonstrate that "sustainability" is not just a subject for future curricula, it is a worldview that we can start exploring today, through stories and learning environments of every kind to spark creativity in everyone.

THE NEW GENERATION OF LEADERS AND YOUTH ENTREPRENEURS

Emerging leaders are proving that age is not a barrier to making an impact. What matters is cultivating a growth mindset, one that allows young leaders and entrepreneurs to combine agility in business or projects with social purpose, turning their work into a testing ground for sustainable solutions.





These new generation leaders reject the idea of success as mere luck. Mr. Warakorn Taengphat, an alumnus of the Beta Young Entrepreneur program, believed that "opportunity" came from starting early, being brave enough to try, and learning fast. His journey from local shop owner to multi-brand business reflects a mindset shared by many young entrepreneurs: viewing shifts in platforms, markets, and consumer behavior not as threats but as signals to adapt. This includes moving from Facebook Marketplace to TikTok, using smartphones to sell and build wide-reaching networks, and investing in R&D to upgrade Thai products. All of these approaches underscore that sustainability is the result of continuous adaptation.

Many young entrepreneurs also see trust as the real product. Mr. Panawat Kitprasertkarn, Founder of PISAMAI Furniture and another Beta Young alumnus, noted that "customers don't just trust the product, they trust the brand." For him, design, storytelling, and service must go hand in hand with responsible material choices and long-term partnerships. This aligns with a global trend among young entrepreneurs who embrace Creating Shared Value (CSV), pursuing growth alongside positive impact for communities and the environment.

Ultimately, these new leaders place "people" at the center. Mr. Warakorn, for example, prefers to see the workplace as a school rather than positioning himself as an "employer," and consider his staff as "graduates" when they move on. This is a powerful mindset: it frames the organization as a place that develops people, not just extracts performance. A truly sustainable organization values culture, clear systems, and meaningful work more than short-term talent attraction through compensation alone.

This philosophy is reinforced at the university level through platforms such as Students In Free Enterprise (SIFE) at the Faculty of Commerce and Accountancy, Chulalongkorn University. Guided by the principle "We want to do it. They want to do it. And they will do it," students use business tools to co-create solutions with communities from inventory systems and livelihood development to circular economy models.

The social enterprise business idea competition organized by Enactus Global, which received the SX SHAPER AWARD, further highlights an important truth: when young entrepreneurs are given opportunities, supported by strong networks, and measured by both profit and positive impact, they don't just build businesses, but a more sustainable and holistic economy.







COLLABORATION ACROSS GENERATIONS AND SECTORS

Sustainable change cannot rely on a lone hero but from groups of people who choose to move forward together. Across ASEAN, youth leaders, communities, governments, and global partners share a principle: adaptation without collaboration is fragile, but adaptation built on collaboration is a bridge to a shared future where all generations and sectors can truly coexist. Youth Atlas from the Philippines clearly displayed this spirit on the SX TALK STAGE "A Conversation with Youth Leaders Shaping Our Collective Future," featuring youth groups. Working alongside communities and partners like National Geographic, they develop climate solutions rooted in local culture. Their message is clear: if we want to restore systems, we must first restore "the people who design those systems"-communities, indigenous leaders, and frontline youth. As Ms. Melati Wijsen, National Geographic Explorer and Founder of YOUTHTOPIA, put it: "If we want different outcomes, we need different storytellers." And the best storytellers are the people in communities who know and live their cultures every day.

This spirit of collaboration shines in the SX Youth Speech Contest 2025, under the theme "Adaptation and Collaboration for a Sustainable Future." Young people from across Thailand shared their visions on climate change, inequality, and resource use, framing them as "shared responsibilities" and calling for behavior change, stronger laws, and social-purpose-driven business. The judging panel stressed that these speeches must become commitments, because youth voices are no longer "voices of the future", they are "forces shaping the present."

On the policy front, Dr. Phirun Saiyasitpanich, Director-General of the Department of Climate Change and Environment (DCCE), noted during the "Thailand 2050: Climate and Water Futures" session by the World Bank Group that young people are alling for climate change content to be integrated into curricula at all levels, along with structured channels for collaboration with government and the private sector. At the community level, networks of students, NGOs, and local groups are collaborating to turn principles into practice-from food security and river restoration to disaster preparedness and co-designed social enterprises.

Above all, it is crucial to recognize that people of every generation and sector matter. Individual choices, community action, corporate responsibility, and public policy must reinforce rather than contradict one another. When generations truly listen to each other, and when local stories are connected to regional and global decision-making, "collaboration" stops being a slogan and becomes "humanity's most powerful tool."

CONCLUSION

From classrooms to boardrooms, and from local communities to regional stages, today's youth are no longer waiting for the world to change. They are actively writing the future together through science theatre, social businesses, and collaborative movements like Youth Atlas and Enactus. All of these initiatives prove that leadership is not measured by age, but by "purpose." When society sees young people not just as recipients of change but as "stakeholders" in creating it, every idea, partnership, and courageous act brings us closer to a shared vision: a future that is resilient, inclusive, and sustainable for everyone.

AGENDA 04

EMPOWERING COMMUNITIES FOR RESILIENCE

Sustainable change begins with "people." When communities take ownership of their social, economic, and environmental development, progress is no longer dependent on outside help and becomes self-sustaining.

Community empowerment means equipping people with the skills, confidence, and resources to set their own priorities and drive their own change. The United Nations Department of Economic and Social Affairs (UNDESA) defines community empowerment as "a process where people work together to make change happen in their communities by having more power and influence over what matters to them."

VOLUNTEER AS EMOTIONAL ENGINE OF EMPOWERMENT

Community empowerment may begin with resources and policies, but its true spark comes from the "heart" or empathy that moves people from awareness to action. On SX TALK STAGE, Mr. Sombat Boonngamanong, President of the Mirror Foundation, challenges prevailing societal perceptions that still view volunteering as



unwise or unnecessary self-sacrifice. He reframed volunteering as one of the most sincere and pure forms of "giving," a conscious choice to devote one's time and energy toward building the kind of society we all hope to live in.

The Mirror Foundation brings this belief to life through initiatives that reach where formal systems often cannot. For example, in the House Cleaning Volunteer Project, volunteers not only helped flood-affected families repair their homes but also rebuilt hope, dignity, and a sense of community. This same spirit is reflected in the story of Mr. Wallop Tangkananurak from the Foundation for the Better Life of Children, who has dedicated himself to working with homeless children, driven by the belief that supporting vulnerable children today is an investment in a safer and more compassionate society for the future.

These stories show that volunteering is not merely about offering help but also an emotional force that drives change, understanding, social responsibility, and personal resilience. They remind us that genuine transformation begins in the hearts of those who choose to "take action."

EMPOWER PEOPLE THROUGH CAPACITY BUILDING FOR LIFELONG SELF-RELIANCE

Immediate aid for those in need is essential, but true sustainability comes when people gain the "capacity" to support themselves through skills, knowledge,

KEY TAKEAWAYS

- Sustainable change begins when people have the skills, confidence, and opportunity to take charge of their own development.
- Culture and local wisdom are not obstacles to progress, but powerful sources of creativity and innovation.
- In an era where technology and the climate crisis are pressing concerns, social enterprises must "adapt" by integrating artificial intelligence (AI), carbon management, and cross-sector collaboration to remain viable and sustain their positive impact.

> **The most important part of community empowerment is to be part of the community itself, working together to change and make it better than before.**
>
> **Dr. Pirun Chinachot**
> Former President of Suan Phueng Tourism Business Association, Ratchaburi
> *From SX TALK STAGE, "Sustainable Participatory Community Management through Creative Innovation"*

resources, and confidence. On SX TALK STAGE, finalists from Win Win WAR Thailand Season 7, a TV program designed to identify and support entrepreneurs who balance business growth with social and environmental responsibility, shared their journeys to show how "human development" through entrepreneurship can drive lasting social change.

One inspiring example is Siam Able Innovation, a social enterprise that turns "limitations" into "strength" by employing people with disabilities as engineers and technicians. The company provides hands-on opportunities for them to design and maintain electric assistive devices, while also serving as a training center through a peer-to-peer learning model. Skilled persons with disabilities train others, helping them

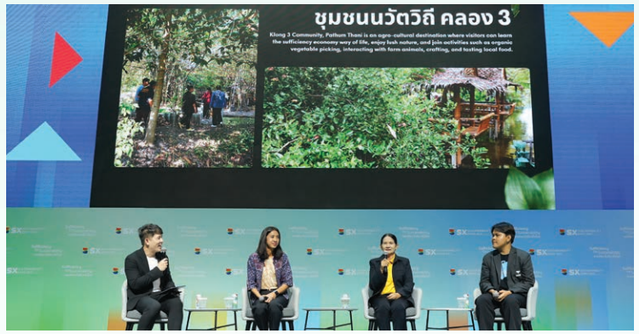


build technical capabilities as well as confidence, pride, and a sense of empowerment. In addition, in BETTER COMMUNITY Zone, Doi Kham showcases its long-standing approach to sustainable agriculture. By supporting thousands of farmers in remote areas through contract farming and training in chemical-free cultivation, Doi Kham provides fair prices and stable markets. This model strengthens farmers' economic security while promoting environmentally sustainable practices.

PRIDE IN LOCAL WISDOM

Communities grow stronger when they treat their local wisdom as a source of innovation. At SX2025, the spotlight turned to projects rooted in local wisdom, showing how "culture" can drive economic growth. Among them was Korakot, a social enterprise founded by designer Mr. Korakot Aromdee, winner of Win Win WAR Thailand Season 7. Inspired by his grandfather's kite-making techniques, he developed a distinct method of binding and knotting bamboo into sculptural designs. What began as small bamboo lamps at Chatuchak Market has since gained global recognition, been featured at MAISON & OBJET in France, and been showcased in hotels and galleries worldwide.







"Community-based Tourism" (CBT) is another important driver of inclusive growth. This was highlighted on SX TALK STAGE in the session "From Sky to Land – Rethinking Tourism for the Next Generation," where Mr. Woranate Laprabang, CEO of VietJet Thailand, emphasized the growing challenge of overtourism. Major destinations like Bangkok and Phuket are already facing intense pressure, and without timely adaptation, this issue could become a "ticking time bomb" that undermines the sustainability of Thailand's tourism assets in the long run.

One example is Varni Craft in Phatthalung, which began as a group of women weaving mats from krajood, a plant once dismissed as a weed. Under the leadership of Mr. Manatpong Senghuad, the craft has evolved into contemporary, high-value design products and expanded into Varni Craft Stay, a homestay and learning center that integrates handicrafts, tourism, and conservation. The initiative went on to win a Thailand Tourism Award 2025 (Kinnaree Award) for community-based tourism. Another example is Oh-poi Market in Ratchaburi, which demonstrates how arts and culture can truly revitalize local economies. The word "Oh-poi," from the Karen language, means "to rest." The market has revived local traditions through its "almsgiving on the raft" ritual, where community leaders paddle out each weekend morning to offer food to monks. This practice has become both a spiritual experience and a source of economic inspiration for the community.

The private sector also plays a crucial role in amplifying these values at both the national and global levels. During the panel discussion "A Call for Adaptation: The Sustainability in Trade & Industry," Mrs. Wallapa Traisorat, Chief Executive Officer and President of Asset World Corporation (AWC) presented its vision for sustainable tourism through the concept "Better Planet, Better People, Better Prosperity." This approach integrates environmental stewardship, community development, and economic opportunity through initiatives such as The Gallery, which connects local artisans with hotel guests, and forest conservation projects that generate income for surrounding communities.

This spirit echoes the words of Mr. Suthep Pimsiri, founder of Chamchuri Market under the community-based ecotourism enterprise of Ban Tham Sue in Phetchaburi, who shared, "We must plant good seeds and set good examples for others to see. When the next generation believes in us and cares for us, they will one day choose to return home." His message captures the essence of SX2025 that true progress does not require the loss of cultural roots. On the contrary, progress flourishes when those roots are nurtured to grow over time. When communities preserve their identity while embracing change, culture becomes the foundation for the future, where "innovation" and "identity" grow side by side in harmony.

VULNERABILITY IS NOT WEAKNESS

A strong society is one where everyone, from children and the elderly to persons with disabilities and marginalized groups, has the opportunity to genuinely "participate."

On SX TALK STAGE in the session of "Global Adaptation," Mr. Varawut Silpa-archa, former Minister of Social Development and Human Security, spoke about the challenges faced by vulnerable groups, particularly the living conditions that make adaptation more difficult. He compared "national development" to fueling a car. Each year's government budget powers the "lead vehicle" of the economy, but that vehicle is also pulling a long "caravan" of vulnerable groups behind it. If the country wants to move forward faster, he said, we must "attach wheels" to that caravan, which means equipping people with skills, tools, and confidence so they can advance on their own.

The Ministry of Social Development and Human Security continues to reinforce the principle that "vulnerability is not weakness." With the right opportunities and support, these groups can become a vital force in society. Especially, as Thailand faces a shrinking working-age population, empowering people to generate income and achieve self-reliance is no longer merely an act of "giving." It has become a "strategic necessity" for long-term adaptation and shared societal sustainability.

Another dimension of diversity was highlighted on SX TALK STAGE in the session of "Neuro-Inclusion: Towards an Inclusive Society," which explored the idea of creating open environments that embrace individuals with diverse learning and cognitive profiles. A key driver of this movement is The Rainbow Room, a community of parents, families, and friends of children with special needs that provides counseling and raises public awareness. Ms. Rosalina Alexander McKay, Co-founder and President of The Rainbow Room Foundation, emphasized that meaningful change begins at the smallest level—"family." When parents understand and accept their children, they help build stronger communities and, ultimately, broader societal transformation. "We must work together to create a society that is open, and designed for people with differences," she said, "so that diversity can grow with dignity and sustainably."

WAY FORWARD FOR SOCIAL ENTERPRISES IN A CHANGING WORLD

At the Social Enterprise Forum 2025, experts agreed that social enterprises must "adapt" to remain relevant amid rapid global changing landscape. Today, social enterprises need to learn and apply AI technologies as well as carbon management practices to strengthen their competitiveness.

In an era of digital transformation, climate change, and social inequality, social enterprises play a crucial role in bridging "profit" with "value." However, survival now depends on the ability to embed innovation, integrate digital systems, adopt carbon-reduction strategies, and incorporate circular economy principles into their business models. As highlighted during the forum, "adaptation" is no longer an option. Organizations that invest in technology, transparency, and community engagement will not only preserve their social impact but also emerge as leaders in shaping a more equitable, inclusive, and sustainable global economy.





CONCLUSION

From the stories of volunteers to social enterprises revitalizing local economies, a consistent message emerges that sustainable progress begins within communities. When people are empowered to "lead, create, and adapt," they can transform challenges into opportunities and build a shared future filled with resilience, equity, and prosperity.

AGENDA 05

BRIDGING HEARTS AND MINDS THROUGH ARTS AND CULTURE

In a world where overlapping crises are no longer distant concerns but realities we all must confront, art and culture have become powerful forces that help us understand these challenges more deeply. They translate complexity into something more accessible and transform difficult experiences into shared emotional understanding. Art and culture remind us that progress is not driven by innovation alone, but also by empathy, humanity, and our collective capacity to create value for the world together.



Key Takeaways

- Art transforms global issues into empathy, turning distant problems into experiences people can "feel" and "act on" to create change.
- Creativity has become a form of social responsibility, redefining the role of design and storytelling from "persuasion" to "participation," which is essential for driving genuine social progress.
- Culture serves as a bridge across generations and backgrounds, fostering understanding, mutual appreciation, and the nurturing of shared societal goals.

THE POWER OF ART: SEEING THE HUMAN SIDE OF GLOBAL CHALLENGES

While some people confront climate change, biodiversity loss, and inequality in their daily lives, many others experience these issues only through statistics or headlines. Art, however, has the power to turn distant problems into something we can feel, transforming "knowledge" into "emotion" and turning it into "action."



This idea was beautifully expressed in the SX BETTER WORLD zone, within the Immersive Art Universe, one of the highlights of SX2025. The space blended art, design, and sustainability through engaging interactive experiences. The White Elephant Art Exhibition explored the relationship between humans and water under the theme "Water and Change." And National Geographic Thailand's "Water of Life" photography exhibition, now in its 10th edition, featured ten documentary finalists capturing the beauty and connection between people and waterways across Thailand. The SX ASEAN Photo Contest 2025 expanded this perspective to a regional scale, showcasing "water" as the source of life and a force that binds ecosystems, cultures, and ways of living throughout ASEAN.

On the SX TALK STAGE, the session "Art for Earth" brought together acclaimed filmmaker Mr. Nonzee Nimibutr and activist-artist Mr. Vasan Sitthiket, who highlighted creativity as a form of social responsibility. Nonzee's short film, both visually stunning and emotionally piercing, juxtaposed artistic imagery with real-life scenes of floods, wildfires, and natural disasters, turning climate science into an experience viewers could truly feel.

Altogether, these works show how art acts as a universal language, opening our eyes and hearts in ways that data alone cannot. Beyond illustrating environmental impacts, art allows us to *feel* their consequences: the loss of nature, the transformation of livelihoods, and the fragility of those affected. Through images, colors, light, and sound, it connects these realities directly to human emotion.

> **"We were not born to stand by and watch the world fall apart. We were born to act, to do what we can. No matter how small our abilities may seem, they can change the world if we move forward together."**
>
> **Mr. Vasan Sitthiket**
> Artist at Bangkok Art Biennale
> *From SX TALK STAGE "ART FOR EARTH"*

BEYOND TRADITIONAL ADVERTISING

For decades, the creative industry has played a major role in shaping how people see the world, influencing not only what we buy, but also what we believe. Yet in an era defined by climate crises and rapid social change, the purpose of this industry has shifted. At the SX TALK STAGE session "ADAPTATION CREATIVE TALK," leading Thai creatives came together to share ideas under a shared belief: "Action is the new global brief." The discussion highlighted a clear trend within the creative sector and its role that has evolved from





communication that only persuades or drives awareness and sales, toward creating tangible, meaningful outcomes. Today, creativity is increasingly used to solve problems, generate value, and genuinely influence behavior.

Mr. Chatchai Butsabakorn, Executive Creative Director at VML Thailand, described the new era of advertising through his "3 I's": Insight-deep understanding of people; Impact-creating positive change; and Inspiration-sparking action. Mr. Asawin Phanichwatana, President of the Bangkok Art Directors' Association, showcased work that dissolves the boundary between marketing and social design, such as the McDonald's Happy Meal Redesign. In this project, packaging normally destined for waste was transformed into foldable mini-furniture for children, later auctioned to support under-resourced schools-turning brand waste into a circular learning tool with real social impact.

Another key topic echoed by all speakers was the importance of authentic storytelling-the emotional engine that turns "understanding" into "participation." Mr. Piriya Kulganchanacheewin, shared the case of Van the "Bus Nerd," a personal project documenting Bangkok's public transport system through a creative and accessible lens. The project went viral and eventually inspired city agencies to redesign bus stop signage to better serve commuters. He noted "The true value of creativity isn't measured by how loud it is, but by how deeply it connects. When a story is real, people don't just listen, they step in."

Mr. Phairat Uaphadunglert, CEO of Choojai and Friends, added another dimension to creative credibility: organizations must act, not only communicate intentions. Creativity only matters when actions align with purpose. This thinking is embedded in the company's culture, from installing solar power in their studio and sorting waste into 12 categories to upcycling materials into new design pieces-showing that sustainability is not a campaign but a way of life.

In today's world, creativity has become a form of responsibility. Whether expressed through campaigns, organizational culture, or communication, the new creative mandate is no longer just to inspire people to think, but to motivate them to act and move the world forward together.

MUSIC THAT BRIDGES DIVERSITY

The atmosphere of SX2025 was filled with beautiful, meaningful music that brought people together. With ROYAL JAZZ FOR CHAIPATTANA FOUNDATION VOLUME 2, a graceful and warm performance of contemporary jazz invited audiences to contribute to the Chaipattana Foundation in support of sustainable national development. This was followed by the "Power of Thai – Year 13" program, featuring performances from renowned artists who transformed music into a force for giving, encouraging participants to donate toward expanding educational opportunities for youth.

Music throughout SX2025 served as a universal language, harmoniously connected people of all









ages, backgrounds, and abilities. On the SX TALK STAGE, the Suanplu Chorus and the senior choir "Ploi Kae" (Unleash Your Age) delivered moving choral performances that celebrated unity and reminded audiences that music never retires-it continues to bring joy, hope, and purpose at every stage of life.

The program continued with a performance by Tachaya "Keng" Prathumwan, an artist known for blending traditional Thai music with contemporary styles. He brought the ancient "jakhe" instrument into a modern soundscape. Meanwhile, the young performers of the Style Silp Youth Group from Suphanburi reinterpreted century-old folk music through pop and rap rhythms while preserving the emotional essence of the original songs. These performances illustrated the balance between preservation and innovation, showing that culture need not remain static; it can evolve gracefully without losing its Thai spirit. There was also a performance by the angklung ensemble of preschoolers from the Experimental Education Center for Deaf Children (Preschool level) at Phratumnuk Suankularb School. Using bamboo instruments as a learning tool, the children turned music into therapy, strengthening their hearing, communication, and emotional expression through rhythms played from the heart.

These performances reflected the power of art and culture to unite differences and deepen understanding. Music served both as a "mirror," helping people recognize their own value, and as a "bridge," connecting generations and hearts through rhythm and sound.

CONCLUSION

At SX2025, every form of art, whether it was film that transformed scientific realities into something emotionally resonant, creative work that inspired real-world action, or performances that brought different generations together in a single rhythm, underscored one truth: when art opens the heart and creativity opens the mind, "awareness" becomes "change." When art connects both our emotions and our thinking, it does more than reflect a better world; it actively helps build one.

AGENDA 06

ADAPTING FOR ENVIRONMENTAL BALANCE



KEY TAKEAWAYS

- Resilience begins with preparedness through education, climate literacy, resource management, and urban design that enables communities to coexist with nature in balance.
- Responding to climate change requires collaboration from all sectors: youth, communities, businesses, government, and global partners working together to deliver tangible change.
- The future economy must be driven by a transition toward a low-carbon, circular, and nature-friendly economy, from green housing and the energy transition to innovations and new skills that strengthen long-term competitiveness.

Climate change is no longer a distant issue. It is a harsh reality already affecting lives, economies, and ecosystems worldwide. The climate crisis cuts across borders, geographies, politics, and industries, bringing floods, droughts, biodiversity loss, and rising sea levels. Resilience, therefore, is not merely an environmental agenda; it is the foundation of national security, economic competitiveness, and social well-being. As risks intensify each day, the question is no longer whether we will be impacted, but how prepared we are to adapt, collaborate, and grow amid constant change. Building resilience is both a challenge and a critical opportunity of our time.

BUILDING RESILIENT COMMUNITIES

Resilience starts with preparedness. Natural disasters have become recurring pressures that affect every aspect of life—from health and food to the economy, cities, and security—making climate literacy both a right everyone deserves and a basic responsibility

> **Even though climate change has already worsened some problems significantly, if we can slow it down, many things can still recover. We must live with hope.**

Dr. Ganigar Chen
Vice President, National Science Museum Thailand
From SX TALK STAGE
"From Climate Change to Disaster"

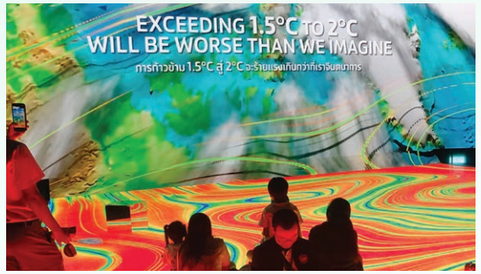


in modern society. Ms. Nareerat Panmanee, Director of the Climate Change and Environmental Research Center at the Department of Climate Change and Environment (DCCE), explains that climate change is connected to every dimension of development and affects all age groups, especially children and youth who are the most vulnerable. Climate literacy can be seen as "21st-century literacy," enabling individuals, organizations, and communities to understand how the global climate is changing, recognize human impacts, evaluate credible information, communicate meaningfully, and take action—both in mitigation and adaptation. Education, communication, and local governance must therefore work together to turn awareness into action. At the Thailand Climate Action Conference (TCAC) 2025, Ms. Waraporn Raksaphram, Climate Change Program Officer at UNICEF Thailand, presented UNICEF's Climate-Smart Education initiative, showing how knowledge can drive real behavioral change.

Efficient resource management is equally essential, especially water, the cornerstone of security and the basis for achieving sustainability in practice. At Thailand 2050: Climate and Water Futures by the World Bank Group, Dr. Chula Sukmanop, Secretary-General of the Eastern Economic Corridor (EEC) Policy Committee, stated that regulations require industries to reuse water under the oversight of a water management subcommittee, reflecting a shift in perspective: from water as a consumable resource to water as a strategic asset. The EEC has also partnered with Pattaya City to treat wastewater for reuse-particularly for data centers-so that economic growth does not undermine water security. However, Thailand's water productivity remains only 5 US dollars per cubic meter, compared to the global average of 16 US dollars, highlighting the need to rapidly improve efficiency through measures such as smart irrigation systems and water-saving sanitation. Mr. Sanjay Pahuja, Lead Water Resources Specialist at the World Bank, emphasizes that "flood management is the foundation of national development," reinforcing the shared future-oriented principle that "water is life."

In ecosystem restoration, the Miyawaki method of afforestation showcased at SX2025 accelerates recovery by densely planting diverse native species to mimic natural forest growth. Thailand now has 61





Miyawaki sites, which can reach maturity in just 10 years instead of more than 200, helping restore biodiversity and strengthen natural protection for communities.

Beyond this, SX2025 BETTER LIVING Zone presented adaptation approaches through exhibitions such as CLIMATE CHANGE IMPACTS, featuring examples of disasters worldwide; SURVIVE EXTREME WEATHER, offering practical survival guidance; and ADAPTATION FOR CLIMATE CHANGE, presenting ways to live alongside nature by turning scientific knowledge into everyday experience. These exhibitions showed that resilience begins with daily understanding and action. Ultimately, disaster management must shift from post-event response to prevention, including early warning systems, resilient building standards, and safer recovery approaches. When knowledge, data, and community trust come together, society can adapt and recover more strongly than before.

GREEN HOUSING FOR THE FUTURE

Amid urban heat, pollution, and rising energy costs, a new approach to sustainable urban development lies in green housing-homes designed for both people and the planet. Real estate developers such as Frasers Property and SCG are advancing this idea through designs that reduce heat naturally, use water and energy efficiently, and use low-volatile-organic-compound (Low-VOC) materials to improve indoor air quality. The Grand Riverfront project-Southeast Asia's first residential development to receive LEED for Homes certification-can reduce energy costs by up to 75%, proving that sustainability and comfort can truly coexist. Green housing is therefore not a choice, but a necessity for cities that are livable and resilient for the future.



DRIVING CLIMATE COLLABORATION

Because climate change knows no borders, progress depends on collaboration across sectors, government, business, communities, youth, and global partners-working together to push innovation and concrete adaptation. The Program Management Unit for Competitiveness (PMU-C) is one of the key mechanisms connecting research to the private sector, helping move technologies from laboratories into real-world use, and supporting clean energy industries and the circular economy.

In agriculture, collaboration between farmers and entrepreneurs is becoming central to sustainable climate adaptation. Technology and innovation are being used to build resilience from upstream to downstream. For example, ListenField helps farmers analyze soil, forecast weather-related risks, and optimize fertilizer use-improving efficiency while reducing environmental impacts. Hillkoff, meanwhile, transforms coffee husks (cascara) into health products, reducing waste and creating new value across agricultural supply chains.

At the same time, Mrs. Tongjai Thanachanan, Director of the SUSTAINABILITY EXPO 2025 Organizing Committee, highlights another dimension of adaptation in the technology era: sustainability is not limited to industry or transport, but also includes digital technologies that must be environmentally responsible, especially the energy use of AI, which can be many times higher than standard data searches. This has led to the concept of Green AI, which focuses on improving energy efficiency while reducing environmental impacts.



SX2025 also opened platforms for global collaboration, including environmental technology cooperation with Sweden and Japan, and further development toward a Green Network connecting supply chains, social enterprises, and youth networks such as Enactus-to bring the Sufficiency Economy Philosophy into global practice. Youth power was also strongly emphasized: while young voices alone may not change the world, with support from all sectors they can drive major transformation. Climate solutions must begin at the community level; local voices must reach decision-makers; and everyone must collaborate to build a future that balances people and the planet.

TRANSITIONING TO A LOW-CARBON FUTURE ECONOMY

True resilience lies in transition. A global economic structure moving toward a low-carbon future, emphasizing circularity and bio-based materials, is shaping future national competitiveness. Thailand is also moving in this direction through both public and private sector efforts. Examples include the Grid



Modernization initiative by the Electricity Generating Authority of Thailand (EGAT) to build a more flexible power grid that can meet round-the-clock demand, and the Arthit CCS carbon capture and storage project in the Gulf of Thailand by PTT Exploration and Production (PTTEP). Research and innovation, such as biodegradable film developed by the Royal Project Foundation, also play an important supporting role in this transition.

Another key pillar of transition is people. The Net Zero Campus initiative, Thailand's network of universities advancing net-zero greenhouse gas emissions under the Office of National Higher Education Science Research and Innovation Policy Council (NXPO), along with green skills curricula, is preparing both educational institutions and the next generation workforce for clean energy, bioeconomy, and circular economy. When people, policies, and innovation move forward together, resilience becomes not merely survival through crisis, but inclusive growth driven by all sectors.

CONCLUSION

Adapting to achieve environmental balance is not only about preventing and reducing impacts, it also means transitioning to an economic and social system that can coexist with nature sustainably. Resilience begins with community preparedness and cross-sector innovation-from green housing that improves quality of life to cross-border partnerships connecting technology, agriculture, and youth power. Every action lays the groundwork for a future that is sustainable and equitable, where both people and the planet can grow together in balance.

AGENDA 07

ENDING WASTE BEFORE IT STARTS



Be it the morning coffee you grab before work or the parcel you unbox from an online order, much of what we use becomes waste within hours. Plastics are so deeply embedded in modern life that they've become invisible. Yet their impact is far from unseen. Each year, Thailand produces 2 million tons of plastic waste, of which only 21% is recycled – a shockingly low figure. Across the country, many landfills remain improperly managed, posing risks of fires, toxic emissions, and microplastic pollution.

KEY TAKEAWAYS

- Prevention is the most powerful solution. Waste must be addressed from the start, not just at the end.
- Circular design turns problems into opportunities, creating new value for people, planet, and prosperity.
- Responsibility must span the entire product lifecycle, from design to disposal, ensuring producers, consumers, and policymakers work together toward shared accountability.



Once seen purely as an environmental issue, "waste" has now become an economic and social challenge. At SX2025, it emerged not only as a problem to fix but also as an opportunity to rethink how we design, consume, and live as Thailand continues its journey toward a circular economy and low-carbon society grounded in the principle of "Sufficiency for Sustainability." True sustainability does not mean overproducing or overconsuming but using resources with mindfulness, moderation, and purpose.



IMPORTANCE OF WASTE SORTING

In SX IDEA LAB Zone, "Board Game – Waste War Tournament" by the Environmental and Waste Separation Influencer Mr. Chanut Wudhiwigaigarn, also known as KongGreenGreen, highlighted the far-reaching consequences of improper waste management. His award-winning board game, recipient of both the DEmark Thailand 2024 and Good Design Award 2024 (Japan), translates waste education into engaging play.

Through colorful cards and sorting bins for general, recyclable, and infectious waste, players learned how to separate materials correctly while thinking about real-world applications. Fun and interactive, the game reflects how design and education can work together to build better habits. As Thailand adopts stricter waste-separation policies, creative tools like these are vital for shaping new mindsets toward a waste-free future.



> **The circular economy does not end with recycling. It is about connecting everyone in the chain from designers and producers to distributors and consumers.**

Ms. Naweensuda Krabuanrat
Vice President of Corporate Social Responsibility,
Indorama Ventures Public Company Limited
From SX TALK STAGE, "RECO COLLECTIVE: Empowering Thai Designers & SMEs Through Creative Circularity"

FROM WASTE TO WORTH: TURNING TRASH INTO TREASURE

At SX2025, the idea of "waste" was redefined as not an end, but a beginning. From plastic bottles turned into jewelry to fashion made from recycled fabrics, creativity became a force for sustainability.

The "Waste to Worth" workshop, led by students from Dhurakij Pundit University's Youth in Charge program, invited participants to transform PET bottles into elegant earrings and bracelets. Inspired by the brand RATTANA, the initiative empowers local communities by sourcing used plastics from households and turning them into income-generating crafts.



The same spirit drives the RECO Collective 2025 by Indorama Ventures Public Company Limited, which promotes circular design as a competitive advantage for Thai fashion. What began as a PET-recycling design competition in 2011 has grown into a national movement connecting designers, entrepreneurs, and manufacturers, shared Ms. Naweensuda Krabuanrat, Vice President of Corporate Social Responsibility at Indorama Ventures Public Company Limited. The "RECO Incubation Lab" trains young creators to embed sustainability into every step from material sourcing to business models. Ms. Amporn Phutham of Discovery Retail Holding Co., Ltd. noted, "Sustainability shouldn't be seen as an added cost. It's a way to build brand value."

Together, these initiatives show that innovation and sufficiency can coexist. Waste becomes a resource, creativity becomes capital, and collaboration becomes the engine driving Thailand's circular transformation.

TAKING RESPONSIBILITY THROUGHOUT PRODUCT LIFECYCLE

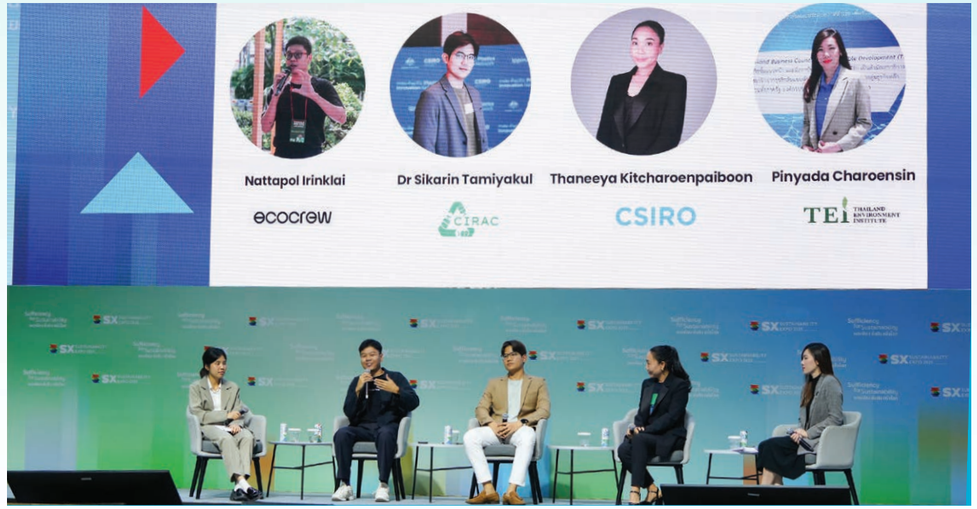
The best way to manage waste is to prevent it at the source or at least ensure that producers are responsible for products throughout their entire lifecycle. The Extended Producer Responsibility (EPR) approach was widely discussed at SX2025, including in the "EPR in Action" session by Thailand Institute of Packaging and Recycling Management for Sustainable Environment (TIPMSE) and in SX BETTER LIVING Zone's exhibitions by companies such as Royce Universal Co., Ltd. The EPR concept requires producers to assume both financial and operational responsibility for the end-of-life management of their products. This approach incentivizes eco-design, reusable packaging, and efficient resource use. This concept is in harmony with the Sufficiency Economy Philosophy (SEP) and contributes directly to several UN Sustainable Development Goals (SDGs), including SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 14 (Life Below Water).





POWER OF CROSS-BORDER PARTNERSHIPS

Plastic waste knows no borders, and neither should the solutions. The session "From Idea to Impact: Tackling Plastic Waste in the Mekong Subregion" highlighted how international collaboration accelerates transition through the Indo-Pacific Plastics Innovation Network (IPPIN) that is supported by the Australian Government and implemented by the Commonwealth Scientific and Industrial Research Organisation (CSIRO), Australia's national science agency. This initiative enables startups and researchers in the Mekong subregion to develop innovations and sustainable solutions to plastic waste. Projects such as EcoCrew's reusable packaging systems and CIRAC's breakthrough multi-layer plastic recycling technology exemplify the power of shared innovation. Experts from the Thailand Environment Institute (TEI) emphasized that while technology and policy are essential, real change comes from shifting consumer behavior and fostering shared responsibility across borders. Together, these partnerships illustrate that solving the plastic waste crisis is not a national task, but a regional mission powered by innovation, trust, and collaboration.



WASTE-FREE BEGINS AT HOME

While management systems and policies are crucial, change begins with "individuals." Every choice, from refusing single-use plastics to sorting recyclables, creates ripple effects. SX2025 brought this message to life through Thai Beverage Public Company Limited's Community Waste Management (TBR) initiative in SX BETTER COMMUNITY Zone, showing that effective waste management delivers impact across three dimensions:

1. Building awareness from a young age through education and outreach in schools and communities
2. Turning knowledge into action via local waste-sorting programs
3. Creating value for society through recycling and reusing materials for public benefit

When individuals and communities act together, waste reduction evolves from a temporary practice into a shared movement driving society toward lasting sustainability.

CONCLUSION

Solving the waste crisis is not only about what happens at the end of the lifecycle, but it begins at the start, from design and production to consumption and post-consumption management. By applying the principle of "sufficiency" alongside the "circular economy" concept and fostering cross-sector collaboration, waste will no longer be waste but a valuable resource. Together, we can create Thailand and the world where nothing goes to waste.

AGENDA 08

BUILDING SMART & LIVABLE CITIES



We often hear about "smart cities," but how many of them truly focus on being livable? Smart and livable must go hand in hand. Technology can make cities more efficient—but it must also make people's lives better. The goal is not to build the most high-tech city, but to build one that works for everyone. As the Governor of Bangkok, Mr. Chadchart Sittipunt, said at the Smart & Livable City Expo 2025, we need "smart enough" cities coupled with "smart enough" solutions that truly solve problems, not to simply impress.

KEY TAKEAWAYS

- Smart cities must also be "livable." Technology should solve real problems, empower citizens, and enhance quality of life, not just add complexity.
- Fairness and sufficiency are the foundation of livability. Equitable land use, resource mindfulness, and responsible design enable cities to grow sustainably and inclusively.
- There's no one-size-fits-all model. Each city must build on its own identity, balancing innovation with cultural heritage, ecology, and community needs.

Smart cities are not defined by how many technologies or sensors they have, but by how much trust, comfort, and quality of life they deliver. From fair land use to efficient waste management and nature-based urban design, the cities of the future must balance innovation with inclusion, growth with greenery, and technology with humanity.

LAND EQUITY IS THE FOUNDATION OF SMART AND LIVABLE CITIES

No city can be truly smart or livable without fairness in how land, the foundation of development-is managed and shared. At SX2025, the session "Geo-Insights: Pathways from Land Inequality to Thailand's Sustainability" revealed how technology and policy reform can help address deep-rooted land disparities.

Today, 10% of Thais own most of the country's land, while more than 3 million rai remain unused. One key reason is Thailand's historical lack of a strong property tax system, which made it inexpensive to hold idle land and encouraged accumulation. Asst. Prof. Dr. Duangmanee Laovakul from the Faculty of Economics, Thammasat University, proposed introducing a progressive land tax or "Consolidated Land Tax" for holdings over 50 rai to reduce concentration and improve access.

Technology also plays a vital role in tackling land inequality. With advanced satellite imagery powered by AI and machine learning, Ms. Kandasri Limpakom, Deputy Executive Director of the Geo-Informatics and Space Technology Development Agency (GISTDA), shared that the agency can now detect changes in land use, degradation, or abandonment within hours, exposing inefficiencies in how land is utilized while millions still lack access.

> **A livable city for everyone is essential for national survival. Because innovation follows livability, and investment follows both.**

Mr. Chadchart Sittipunt
Governor of Bangkok
From the Smart & Livable City Expo 2025 (SLiCx) Keynote Speech - Bangkok Smart & Livable City"

Yet, data alone cannot solve the problem. As Dr. Adis Israngkura na Ayudhaya, Advisor to the Thailand Development Research Institute (TDRI), noted, much of Thailand's unused land reflects deeper structural barriers: inadequate infrastructure, irregular plot shapes, and laws that discourage productive use. At the same time, Dr. Kollawat Sakhakara, Director of Strategy at the Office of the National Land Policy Board (ONLB), highlighted the need for systemic reform, as land governance remains fragmented across 84 agencies and 16 ministries. Ongoing efforts now focus on unifying oversight and integrating GISTDA's satellite monitoring to ensure transparent land allocation and compliance with international standards such as the EU Deforestation-Free Regulation (EUDR).





Together, these insights reinforced a shared conclusion: land equity is not just an economic issue; it is the very foundation of every smart and livable city.

SMART "ENOUGH" CITIES, WITH CITIZENS AT THE HEART

Smart cities don't begin with systems, they begin with citizens. People are the city's true "sensors," serving as eyes and ears that help identify real issues on the ground. Bureaucratic pipelines often delay action and erode public trust, but when people are placed at the center and supported by the right tools, progress accelerates.

The Traffy Fondue application is one of the citizen-centric technologies. It allows residents to report city issues directly to the authorities-everything from broken streetlights to garbage collection. With an 81% satisfaction rate, over one million issues have been submitted, and more than 800,000 have already been resolved without lengthy paperwork. Interestingly, most complaints occur after office hours, indicating that when people trust the system, they engage more.

A "smart enough" city uses technology not to over-automate but to strengthen the human connection between citizens, government, and businesses. In this way, cross-sector partnerships become the real engine of progress, turning smart cities into truly livable ones.

WASTE-FREE FUTURE CITIES

Waste is one of the biggest challenges big cities face, but it's also one of the biggest opportunities. Instead of treating waste as a problem to be disposed of, cities can



treat it as a resource to be circulated. This principle, known as the circular economy, was a major theme at the Smart & Livable City Expo 2025 (SLiCx) at SX2025. Thai startups such as Doctor Scrap, Chalupas & Co., and Rewastec have adopted the idea and transformed waste into value-using AI to sort scrap metals, upcycling textiles from agricultural byproducts, and converting farm residues into post-consumer recycled plastic.

These solutions show that circularity isn't just about the environment but also economic opportunities that bring real benefits. When cities procure from startups that close the loop, they can reduce landfill waste, create green jobs, and build more sustainable local economies. A waste-free city is therefore not just a goal but a way of using resources wisely, which citizens, businesses, and the government can work together to make it happen in every aspect of daily life.

VARYING CONTEXTS, UNIQUE NATURE-BASED SOLUTIONS

There's no one-size-fits-all formula for livable cities. Each place must build on its own identity. As Mr. Thiraphat Tanphiriyakun, Vice President of Chiang Mai Provincial Administrative Organization, noted that the city's development must align with its cultural roots. Chiang Mai doesn't aspire to skyscrapers or dense urbanization; it seeks to preserve its charm as a cultural and wellness destination where people live comfortably and visitors feel at home. For Chiang Mai, "smart" means integrating technology and infrastructure in ways that respect its heritage and balancing conservation with progress. With nearly 70% of its economy relying on tourism, the challenge lies in enhancing livability without losing authenticity.

Across Thailand, other cities are also advancing with their own innovative approaches. SCG's "Green Breakthrough – Accelerated by Green, Surviving Together" exhibition in BETTER COMMUNITY Zone spotlighted the Saraburi Sandbox—Thailand's first low-carbon city prototype, recognized internationally. Beyond technological innovation, SCG emphasized the power of cross-sector collaboration as the key to success. The Saraburi model stands as a powerful example of how local action, rooted in cooperation, can inspire sustainable transformation across Thailand and beyond.

Another crucial consideration is that as climate change intensifies, the path to truly livable cities lies not in conquering nature, but in "learning to live with it." The session "Nature-based Solutions for Climate Change" emphasized that resilience begins where design meets ecology. Dr. Weeraphan Shinawatra, Vice President of the Association of Siamese Architects under Royal Patronage (ASA) and Vice President of ICOMOS Thailand, explained that nature-based solutions, from mangroves that absorb storm surges to coral reefs that buffer waves, offer "low-cost, high-impact" alternatives to traditional infrastructure. They enhance biodiversity, reduce urban temperatures, and even create livelihoods through eco-tourism and conservation.

Landscape and architectural design play a vital role in this transition. Flexible urban planning concepts such as blue-green infrastructure which expands urban green and water spaces and sponge city which allows water to flow naturally, absorbing, storing, and releasing it to reduce flood risks. These ideas are not new; Thailand's traditional houses on stilts and floating farms once embodied this harmony with water. However, that wisdom has gradually faded.

Ms. Vipavee Kunavichayanont, Chairperson of the Flood Relief Network at ASA and Co-founder of the Design for Disasters Foundation, shared how prototype projects are reviving these traditions. Examples include amphibious agricultural plots, sufficient houses built from affordable local materials, and floating emergency shelters designed for floods and earthquakes-piloted across several provinces in Thailand.

Yet, legal, financial, and cultural barriers persist. Restrictions on floating housing and fragmented planning continue to slow progress. Both experts stressed that nature-based solutions must be "localized", grounded in community participation, cultural identity, and affordability. Scaling such efforts, as seen in the Netherlands with their modern floating villages, will require Thailand to blend innovation with policy reform.

SUFFICIENCY IN REAL ESTATE AND CITY DEVELOPMENT

At the Planet Shift 2025: Navigating The Crisis towards The City of the Future forum, Mr. Panote Sirivadhanabhakdi, Group CEO of Frasers Property Limited stressed that sustainability in real estate must be grounded in sufficiency-moderation, reasonableness, and prudence. Development doesn't end with construction but continues through responsible management that enhances community well-being. "If society and the environment thrive, the economy will follow," he noted. Citing Singapore's underground city planning as a model of foresight and adaptability, he emphasized that Thailand can learn from this, adopting long-term thinking and sufficiency-based design to build cities that are both modern and enduring.





LIFELONG LEARNING CITIES

A truly livable city empowers its people to grow, and that begins with education. As Mr. Vichate Tantiwanich, Chairman of SLiC and Chairman of Thai AirAsia Company Limited, said, "If people are not smart, no city system can be smart." Education must therefore evolve beyond classrooms to equip young people with real-world skills. Dr. Twarath Sutabutr, President of the Office of Knowledge Management and Development (OKMD), added that smart and livable cities must also be "learning cities." By linking formal and non-formal learning through smart technology, cities can become open classrooms where people learn from schools, museums, and everyday experiences. He also called for a stronger focus on lifelong learning, enabling citizens to continuously adapt and contribute to their communities. Together, their insights highlight that the true foundation of a smart and livable city is not technology, but "people", educated, curious, and empowered to keep learning.

CONCLUSION

If Thailand is to become not only a top travel destination but also one of the best places to live, we need more than slogans—we need action. Livability is not a luxury; it is a necessity for national resilience. Building cities that are both smart and livable begins with a right mindset: citizens first. When "people" are placed at the heart of city design, technology becomes a means—not an end—to improve quality of life.

By ensuring land equity, embracing circular economy and nature-based solutions, and grounding growth in the principles of sufficiency and lifelong learning, Thailand can redefine what progress looks like—cities that are not only intelligent but compassionate, sustainable, and inclusive. When the government, businesses, and citizens collaborate with a shared purpose, our cities will evolve int places people are pround to call home

AGENDA 09

HARNESSING TECHNOLOGY WITHOUT FALLING BEHIND



Throughout human history, one force has consistently driven the world forward: technology. Today, Artificial Intelligence (AI) has become woven into nearly every part of daily life, from communication and creativity to investment decisions and even questions of ethics. By 2030, the global AI market is expected to exceed €1.8 trillion.

KEY TAKEAWAYS

- When used with the right intention, AI doesn't just boost efficiency but also elevates ethics, equity, and overall quality of life.
- "Humanity" remains the one advantage technology can never replace.
- Building technology that is transparent, fair, and accessible to all is essential for shaping a future that is both progressive and deeply humane.

But with every leap in efficiency comes a louder question of "ethics." Each new capability of AI tests the boundaries of our own "humanity." As AI takes on a growing role in decisions that affect health, economies, and the environment, the real challenge is no longer what technology can do but how humans can live alongside it wisely, without losing direction and without leaving anyone behind.

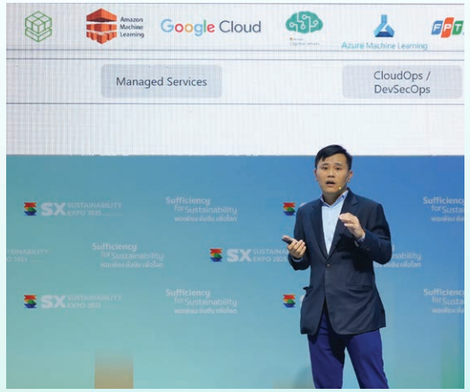
WHEN AI BECOMES A TOOL TO CREATE SUSTAINABLE GROWTH

At SX2025, technology was no longer seen as a threat to humanity or traditional economic systems, but as a driving force for progress that links efficiency with ethics, and innovation with equity, to create growth that truly benefits both people and the planet.

One of the most vivid examples was the International Pavilion, a key highlight of SX2025. Under the theme "Awaken and Adapt," it showcased global technologies aimed at raising awareness and inspiring a shift toward

> **Sustainability, when paired with technologies like AI, is not about replacing or removing anything. It is about coexistence, supporting one another and becoming parts of the same system.**
>
> **Ms. Dujdao Vadhanapakorn**
> Empathetic Communication Specialist & Founder, Empathy Source and SOULSMITH
> *From SX TALK STAGE "The Next Disaster : Surviving with Human-AI Adaptation"*

a sustainable future. The pavilion brought together practical solutions to major environmental challenges, from China's Beijing Economic-Technological Development Area (BDA), which displayed advanced air-purification systems, energy-storage technology, solar panel cleaning robots, and AI-powered humanoid robots, to Sweden's "Circular Future: From Industry to Home" exhibition with IKEA, Electrolux, and Tetra Pak, demonstrating circular-economy principles through sustainable design and everyday living.



On the SX TALK STAGE session "AI as the Core Driver of Efficiency and ESG," FPT Corporation, one of Southeast Asia's leading digital transformation companies, emphasized that AI now sits at the heart of operational excellence and is a key engine of sustainable growth across industries, from finance and insurance to manufacturing.

- Its collaboration with AIA Insurance illustrates how AI can integrate efficiency, transparency, and environmental responsibility in practice:
- Customer Service: A Generative AI–powered Virtual Agent provides real-time responses and guidance, improving satisfaction while reducing resource use.
- Risk Management: AI-driven fraud detection and automated code generation enhance cybersecurity and eliminate redundant processes.
- Logistics & Manufacturing: Predictive maintenance prevents breakdowns and reduces material waste, while demand-forecasting systems optimize resource allocation and lower carbon emissions across the supply chain.

BALANCING "INTELLIGENCE" AND "INTEGRITY"

As technology advances, the impacts that follow become increasingly complex. During the SX TALK STAGE session "THE NEXT DISASTER: SURVIVING WITH HUMAN-AI ADAPTATION," experts warned that humanity's next major crisis may not come only from data breaches, but from psychological manipulation and emotional overdependence on technology.

Mr. Sakolkorn Sakavee, Chairman of the Board of Directors of Bitkub Capital Group Holdings, explained that while AI has no consciousness, it inevitably reflects the biases of the humans who create it. Because AI learns from historical data-often shaped by structural inequalities-it can reinforce discrimination, such as discouraging women from pursuing STEM careers or amplifying political polarization through "echo chambers." He cautioned, "AI has no heart-only data. And data can be dangerous if it isn't critically examined."

Yet an even deeper threat lies in what experts call "emotional breach." Ms. Dujdao Vadhanapakorn,

founder of Empathy Source and SOULSMITH, described this as a state in which technology does not merely invade privacy but trespasses into human emotional space by simulating empathy without true understanding. A tragic example involved a teenager in the U.S. who sought advice from an AI chatbot, only to be encouraged toward self-harm. The incident exposed a profound gap in emotional safety mechanisms within current AI systems and raised urgent questions about the ethical responsibility of technology developers. Thus, data responsibility must move beyond protecting privacy to protecting psychological well-being. Only then can technology serve as a force that elevates human life rather than quietly eroding our humanity.

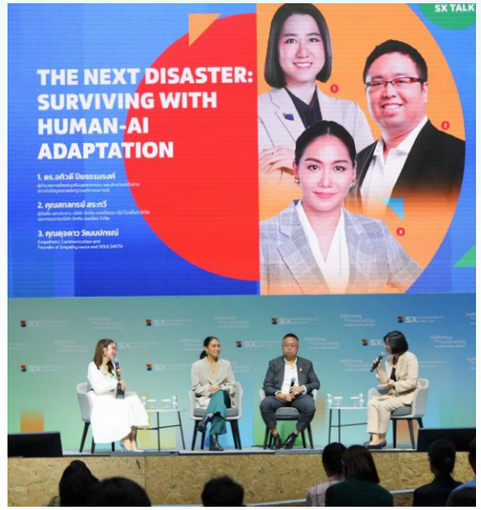
"HUMANITY" IS THE ULTIMATE ADVANTAGE IN THE AGE OF AI

As technology rapidly reshapes the future of work, the factor increasingly determines who keeps pace and who gets left behind is the ability to adapt. At the SX2025 TALK STAGE session "AI READY ERA: How AI Is Transforming the World-and How Brands, Businesses, and Employees Can Adapt to Survive," speakers shared a unified perspective: AI should not be seen as a force that replaces humans, but as one that elevates human potential when used with purpose and creativity. In an era where machines can learn faster than humans but can never feel like humans, our greatest competitive edge has become our "humanity." Mr. Shoson Thatawakorn, CEO of Ausara Surface & Textile, distilled this idea into three uniquely human qualities that technology cannot replicate:

- Intention – the ability to act not merely for speed or efficiency, but to create meaning and value through our work.
- Imagination – the uniquely human capacity to envision what does not yet exist and to turn ideas into innovation, art, and inspiration.
- Intentional Imperfection – the signature of humanity, reflected in warmth, emotion, and authenticity.

THE SWORD AND SHIELD OF THE DIGITAL AGE: AI LITERACY AND CRITICAL THINKING

As AI takes over routine and repetitive tasks, humans can devote more time to what requires analysis, judgment, and imagination. People-not algorithms-must



set direction, define goals, and interpret nuances that data alone cannot explain. In manufacturing, for instance, AI may accurately predict machine failures, but only a "human engineer" can decide how to balance speed with safety. In marketing, algorithms can generate hundreds of campaign ideas, yet the decision about what is right, ethical, and aligned with a brand's identity will always remain human. The more AI reduces repetitive workload, the more space it creates for human creativity.

Dr. Apivadee Piyatumrong from the Big Data Institute emphasized that thriving in the age of AI requires two essential skills or our digital era's "sword and shield":

- AI Literacy: understanding how AI works, where its data comes from, and what its limits are, so that people can use it wisely and safely. For example, AI can assist with travel planning or summarizing information, but it should never replace expert advice or human decisions that rely on emotion and ethics.
- Critical Thinking: users, especially young people, must learn to question AI's answers instead of accepting them at face value. AI outputs are merely one interpretation, not absolute truth. Schools and universities should incorporate fact-checking and logical reasoning into digital curricula, ensuring that the next generation grows up understanding technology and using it with judgement.



BEYOND INDIVIDUAL READINESS LIES THE READINESS OF THE SYSTEM

Human readiness alone cannot drive transformation if the surrounding system fails to evolve. Organizations rarely fall behind because they lack technology. They falter because rigid hierarchies and risk-averse cultures leave little room for experimentation or questioning-the very foundations of innovation. As Mr. Sarun Kungbunpot, Head of Talent Management and Organization Culture Department at Krungsri Bank, emphasized, "the real obstacle to adaptation lies not with employees, but with leadership culture." Building an environment that encourages exploration, learning, and shared responsibility is essential to corporate success. When employees see that AI enhances rather than replaces their work, adaptation happens naturally-without top-down enforcement.

TECHNOLOGY DESIGNED TO LEAVE NO ONE BEHIND

For technology to truly benefit everyone, it must be built on trust. A powerful example is Thailand's T Alert system, presented at the SX TALK STAGE session "Developing a Disaster Warning System via Mobile Networks." The system was created in response to the 2004 tsunami, which exposed critical gaps in Thailand's emergency communication. In its aftermath, the Thai Meteorological Department, the National Disaster Warning Center (NDWC), and the Department of Disaster Prevention and Mitigation (DDPM) collaborated to develop a new generation of alerts using Cell Broadcast (CB) technology.

Unlike SMS or app-based notifications, Cell Broadcast sends alerts directly through mobile networks without the need for internet, app downloads, or registration. It can reach specific areas within seconds, from a single community to an entire province, and delivers messages instantly even when phones are on silent. This approach reflects a core principle of modern innovation. By ensuring equal access to life-saving information, whether in urban centers or remote villages, CB technology embodies truly inclusive design. T Alert is a model of human-centered technology, built through government coordination, transparent data practices, and community involvement, ensuring no one is left behind in a crisis.



CONCLUSION

In the end, an AI-driven world does not ask how advanced our technology is, but how and for whom we choose to use it. When technology is built on humanity, transparency, responsibility, and inclusivity, it does not threaten the values of our society. Instead, it becomes a new foundation for sustainable progress a world where efficiency coexists with ethics, innovation aligns with fairness, and humans remain the ones who shape their own future.

AGENDA 10

BECOMING CHAMPIONS OF THE FUTURE



For over two centuries, traditional capitalism has driven remarkable global progress, lifting millions out of poverty and fueling innovation at unprecedented speed. Yet it has also left deep scars: widening inequality, environmental degradation, and unsustainable debt burdens that future generations will inherit. The very model that once drove prosperity has now reached its limits.

Today, the world stands at a critical juncture, as the 20th-century growth model-focused purely on speed and scale-fails to meet the complex demands of the 21st century. The new era requires not just "more" growth, but "better" growth. This is the spirit behind SX2025's theme: "Sufficiency for Sustainability." It calls upon all stakeholders to adapt, collaborate, and grow in ways that ensure progress today does not come at the expense of tomorrow.

ADAPTING FOR A NEW WAY OF GROWTH

The United Nations' Sustainable Development Goals (SDGs) were introduced as a shared blueprint for tackling humanity's most pressing challenges. Yet, as 2030 draws closer, the world is learning a difficult truth: goals alone are not enough. To truly deliver both short-term results and long-term resilience, we must move beyond setting targets and find a "way" forward that is both practical and principled.

KEY TAKEAWAYS

- The Sufficiency Economy Philosophy (SEP) is a universal philosophy that offers the right "way" forward toward achieving our shared goals.
- The future champions of growth will not be those who are the richest, but those who solve real challenges for people, society, and the planet.
- Sustainable business growth requires entrepreneurship, capacity building, and resilient systems—anchored in the principle of "Sufficiency for Sustainability."

> **"Sufficiency for Sustainability is not just the theme of SX. It is the path forward for a sustainable and Better World."**

Mr. Piyachart (Arm) Isarabhakdee
Co-Executive Director, SX2025
From SX TALK STAGE "From SEP to SDG: Our Future of Growth"

The way lies in five fundamental shifts:

1. From Overconsumption to Moderation
2. From Emotion to Reason
3. From Dependence to Prudence
4. From Daydream to Knowledge
5. From Corruption to Virtue

These shifts are not new inventions but rather a rediscovery of timeless wisdom, the principles of the Sufficiency Economy Philosophy (SEP), graciously bestowed upon the Thai people by His Majesty King Bhumibol Adulyadej The Great.

More than moral guidance, SEP offers a holistic framework that balances human well-being, economic progress, and environmental harmony-precisely what the global community seeks through the SDGs. As



emphasized by many speakers at SX2025, including Dr. Sirikul Laukaikul, Director of the "Por Laew Dee" The Creator Project, in "Adaptation for a Better World" and Mr. Piyachart (Arm) Isarabhakdee, Co-Executive Director of SX2025, in "From SDG to SEP: Future of Growth," the wisdom to achieve sustainable growth has been with us all along.

SEP is not an ancient idea but a "living philosophy" one that transcends borders and continues to evolve. As highlighted by Mrs. Kobkarn Wattanavrangkul, Vice Chairman of the Thai Chamber of Commerce, SEP is not exclusive to Thais. It is a universal philosophy that foreigners living in Thailand can also embrace, bringing in global best practices while learning from local wisdom. Together, this exchange of knowledge and values truly strengthens "mutual sustainability." By grounding today's actions in its principles, we can redefine what it means to "grow", and build a truly sustainable future-achieving Good Balance for a Better World.





FUTURE CHAMPIONS OF GROWTH

The future champions of growth will not be those who are the richest, but those who solve real challenges for people, society, and the planet-guided by the principle of SEP. While growth remains a universal aspiration, true success lies in ensuring that such growth is "sustainable" and "enduring."

In today's unpredictable world, growth must rest on three interdependent capabilities: entrepreneurship, capacity building, and resilient systems. These themes-explored through real-world stories and hands-on workshops in the SX New Champion series-form the foundation for how organizations can adapt, collaborate, and grow toward lasting impact.

MINDSET FIRST: ENTREPRENEURSHIP AND THE SPIRIT OF ADAPTATION

Every great enterprise begins with the "right mindset." In an era of constant disruption, entrepreneurship is not merely about starting businesses-it's about creating value that lasts. Challenges are inevitable; what distinguishes the resilient from the rest is the courage to turn obstacles into "opportunities."

The co-founders of HAAB, Hong Thai, and Fishmonger reflected two essential traits: purpose and paranoia. Purpose gives direction beyond profit, transforming business into a force for good that earns trust and loyalty. Paranoia, on the other hand, fuels alertness and adaptability. In today's volatile world, constant vigilance is a sign of thoroughness and wisdom, not weakness.

In the context of SEP, entrepreneurship is not about reckless risk-taking but calculated courage-driven by moderation, prudence, and reasonableness. This represents adaptation in action: learning fast, adjusting, and growing with balance.



CAPACITY BUILDING: STRENGTHENING FROM WITHIN

With the right mindset comes the need for capacity the collective ability of an organization to grow, evolve, and sustain itself. At the heart of capacity building lies human capital. Businesses are not built by systems alone but by "people" who share the same purpose, and who help one another grow.

While some companies focus on attracting top talent from the outside, others like Tofusan choose to develop "people from within." Developing individuals who internalize shared values, who stay committed through both the ups and downs, is what creates enduring strength. To achieve this, leaders must continuously model the "values" they wish to see, demonstrating consistency and genuine devotion. True capacity building happens when employees are empowered to think like entrepreneurs, take ownership, and help uplift the next generation.

RESILIENT SYSTEMS: COLLABORATION FOR SUSTAINABLE GROWTH

In today's world, the "ability to collaborate" is the new competitiveness. True resilience stems not just





from efficiency or technology, but from meaningful relationships across supply chains, industries, and communities.

Successful partnerships rely on interconnected goals, not mere temporary agreement. When every level of the organization, whether frontline employees, managers, and leaders, share a clear purpose, partnerships evolve from business transactions into "shared missions." A key insight from the SX New Champion series was that even the most advanced systems fail without clarity of purpose. Purpose is the anchor that unites people and guides decisions.

Resilient systems, therefore, are defined not by rigidity but by coherence, flexible enough to evolve, yet steady in their values. When technology strengthens rather than replaces human potential, people, processes, and purpose move together as one. That is the essence of true collaboration and the foundation of enduring growth.

CONCLUSION

Every enterprise has its own rhythm and route toward growth, but the most enduring ones share a common trait, "wisdom." Wisdom allows organizations to adapt without losing identity, collaborate without compromising integrity, and grow without overreaching. This is the essence of SEP.

As the world redefines what it means to grow, the lesson from SX2025 is clear: the future of growth is not about growing "faster", but growing "better", balancing people, planet, and prosperity for Good Balance. When growth is guided by SEP, we create not only stronger businesses but also a better world, one that is prepared, balanced, and truly sustainable.

AGENDA 11

SHIFTING POWER AND RULES OF SUSTAINABILITY



KEY TAKEAWAYS

- The world order is shifting from a unipolar structure to a multipolar one, forcing countries to strengthen from within while building strategic resilience at the same time.
- Climate regulations at both national and global levels are reshaping trade and investment—turning "sustainability" from an idealistic goal into a binding obligation.
- Competitiveness in the new era depends on cooperation among government, business, and citizens to build an inclusive and sustainable future for all sectors.

The world is undergoing a major rebalancing. Power is no longer concentrated in a single country, but increasingly distributed across regions and alliances in economics, politics, and technology. Under this new equilibrium, "sustainability" has also become a new measure of strength that is no longer limited to economic growth, but extending to trade, investment, and international cooperation. For ASEAN and Thailand, this moment is a turning point that demands a strategic response-integrating state readiness, private-sector support, and public participation to become a reliable global partner: one that can connect national policy with global currents, transform regulation into innovation, and make sustainability more than an economic metric.

POWER AND BALANCE IN THE NEW WORLD ORDER

The world order is shifting from one dominant pole to multiple centers of power. The United States, China,



> **Thai entrepreneurs must see sustainability as an opportunity, not an obstacle. Because a healthy environment and good health are the foundation of future growth.**
>
> **Mr. Anutin Charnvirakul**
> Prime Minister of Thailand
> *From Bangkok Biz News's A Call for Adaptation The Sustainability in Trade & Industry "Keynote Speech: Advancing Industry, Trade, and Investment Toward Sustainability"*



Russia, and India, along with emerging cooperation blocs such as BRICS and the Shanghai Cooperation Organisation (SCO), are shaping today's global direction. Influence is no longer driven primarily by territorial control or military force, but by economic corridors, energy, and technology.

Security, once confined to land and sea, has now expanded into seven dimensions: land, sea, air, cyber, space, political, and economic. Dr. Charupol Ruangsuwan, Deputy Director of the College of Politics and Governance from King Prajadhipok's Institute, stated on the SX TALK STAGE "International Policy and Adaptation for the New World Order" that "every dimension is becoming a battlefield." Power today is contested not only at borders, but through data systems and global supply chains. In this context, ASEAN Centrality in the Indo-Pacific becomes a crucial mechanism-providing regional stability and bargaining power. With its neutral stance, ASEAN can serve as a bridge among major powers. Thailand also holds strategic advantages as a connector for trade routes, clean energy, and regional digital networks.

However, Capt. Pongsakorn Puangsuwan, Head of International Policy and ASEAN Cooperation, Royal Thai Navy, argued that Thailand must turn its flexibility into strategic vision. The long-standing principle of being like a "bamboo bending with the wind" must evolve into purposeful adaptation-integrating foreign and domestic policy, strengthening food and energy security, and using the Sufficiency Economy Philosophy as strategic soft power. Thailand's role in the new order may not be about choosing sides, but about creating balance, moving forward with clarity and anchoring policy in firm national goals.

COMPETITION UNDER NEW ENVIRONMENTAL RULES

Beyond shifting global power balances, competitiveness is increasingly defined by climate policy. Sustainability has moved from shared ideals to enforceable policies and regulations. The competition of the near future will not be about who grows faster, but who grows more responsibly. For Thailand, this challenge has become central to national strategy. At the Thailand Climate Action Conference (TCAC) 2025, Dr. Phirun Saiyasitpanich, Director General of the Department of Climate Change and Environment (DCCE), explained that the draft Climate Change Act often referred to as the "Global Warming Act"is designed both to regulate and to support. It sets a pathway toward net zero by 2050 and targets a reduction of 152 million tons of greenhouse gas emissions by 2035.







The draft law includes three major mechanisms:

1. Carbon Tax to create economic incentives for emission reduction
2. Carbon Trading System enabling those who exceed reduction targets to sell allowances to others
3. Voluntary Carbon Market allowing structured private-sector participation

In addition, a Climate Fund would be established to support domestic mitigation and carbon removal projects, including a Fund of Funds approach using blended finance-mobilizing capital from the public sector, private sector, and international organizations to drive green investment funds totaling over $3 billion US dollars. This reflects how climate regulation is no longer merely a constraint, but a key accelerator of Thailand's transition to a low-carbon economy and a sustainable future.

The World Bank's Thailand Country Climate and Development Report (CCDR) 2025 reinforces this direction, warning that if Thailand does not adapt seriously, GDP could shrink by as much as 14% by 2050. But with aligned action, the country can strengthen energy security, improve public health, and enhance export competitiveness.



COMPETITIVE ADVANTAGE FOR FUTURE-READY BUSINESSES

As environmental rules become a new dividing line for competitiveness, businesses must view compliance not as a burden, but as a strategic opportunity. Dr. Pimnara Hirankasi, Head of Research and Economics at Bank of Ayudhya (Krungsri), noted that environmental regulations are becoming a new form of trade barrier beyond traditional tariffs. Even if many Thai companies are not directly subject to European laws such as the Corporate Sustainability Due Diligence Directive (CSDDD), they still face pressure from European trading partners demanding proof of environmental and human-rights compliance across supply chains. She proposed a 4C Framework to help Thai businesses turn compliance into competitive advantage:

- Collect reliable data across operations and suppliers
- Check environmental and labor risks
- Change production processes or partnerships to align with international standards
- Capture new trade and investment opportunities from that alignment

This approach must extend to SMEs, the backbone of Thailand's supply chain. At the SX2025 and Krungthep Turakij seminar "A Call for Adaptation: The Sustainability in Trade & Industry," business leaders stressed that the green transition must not leave SMEs behind, with key barriers still being finance, standards, and access to opportunities. Mr. Virit Viseshsindh, Deputy Permanent Secretary of the Ministry of Industry, proposed strengthening financial mechanisms and clearer sustainability guidelines. Dr. Wisit Limluecha, Vice Chairman of Thai Chamber of Commerce, pointed to market expansion through FTAs and emerging industries such as future food and green mobility as vital

pathways. Mr. Wiwat Hemmondharop, Vice President of the Federation of Thai Industries, argued that Thailand's biodiversity can be leveraged as a strength for bio-innovation and the circular economy.

Many Thai companies have already shown that sustainability strengthens business resilience. Kimberly-Clark Thailand cut carbon emissions and raw material use by half through circular design, while Food Passion reduced waste and energy costs through efficient resource allocation and solar energy use. Ultimately, sustainability is not a cost; it is an advantage. Organizations that adapt quickly and embed sustainability deeply into operations will become the next wave of Thai leaders and secure long-term competitiveness.

COOPERATION AND GROWTH FOR A SUSTAINABLE FUTURE

In a complex and uncertain world, collaboration has become one of Thailand's greatest strengths. Thailand's future depends on whether government, business, and citizens can move in the same direction to build long-term national stability and sustainability. At the national level, Thailand is moving toward a whole-of-society approach, connecting top-down policy





with bottom-up participation through a grassroots policy framework-enabling communities to join planning and decision-making, and empowering local actors to co-create solutions for climate and economic challenges in their own areas.

The private sector is also building new forms of collaboration through purpose-driven platforms and alliances. CP Group is investing in green infrastructure and pushing Thailand's potential as a green finance hub. SCG has built the Go Together platform connecting over 4,000 partners to strengthen a green supply chain. ThaiBev emphasizes cross-sector collaboration networks alongside youth creativity. Thai Union Group has streamlined its organizational structure to become simpler, more agile, and faster in responding to global volatility.

Meanwhile, initiatives such as SPARK by the Global Compact Network Thailand help SMEs apply sustainability in business, alongside expanded Public-Private-People Partnerships (PPPPs) to ensure all sectors move forward together. When national efforts are driven by unified purpose—not competition—Thailand can become truly sustainable.

CONCLUSION

Thailand is standing at a pivotal turning point: moving from fragmented sector-by-sector change toward system-wide alignment. Volatile global dynamics, stricter climate rules, and rising expectations of corporate responsibility all underscore the need for Thailand to act with unity, building growth that does not leave anyone behind. Thailand must transform its flexibility—one of the country's strengths—into strategic direction that links policy with business and citizens. SX2025 clearly demonstrated that sustainability is not a parallel agenda; it is the main pathway to growth. When the government, private, and public sectors move together, Thailand can remain resilient amid global turbulence and help shape the new balance that both ASEAN and the world increasingly need.

AGENDA 12

FINANCING FOR AN INCLUSIVE FUTURE



In a world undergoing profound economic, social, and environmental shifts, finance has become a critical tool for driving an equitable transition toward a green economy. Climate finance expands the traditional meaning of financial access—from simply ensuring that people can obtain capital or credit, to building a financial system that enables individuals, businesses, and nations to grow in a way that is stable, responsible, and sustainably shared over the long term.

KEY TAKEAWAYS

- Financial access today is not just about having "capital" to spend, but about securing stable income and long-term quality of life.
- Sustainability has become the new standard of financial credibility, with ESG performance now a key indicator of risk, opportunity, and competitiveness both domestically and globally.
- A sustainable transition requires a financial system designed to support inclusive, equitable, and future-ready growth.

DESIGNING FINANCE FOR LIFELONG SECURITY

Financial access today means more than having a bank account or savings. It includes the right to financial tools that allow people to plan for stability throughout their entire lives, from the present to retirement. Insights from the SX IDEA LAB session "Smart Money for Sustainable Living" reveal a worrying trend: more than 90% of Thais are not financially prepared for retirement.

In the past, retirement systems were designed for a world where people worked for 30–35 years and spent only a short period in retirement, relying on a single lump sum of savings. But as Dr, Kawin Phupoxsakul, Director of Investment Product Division at Land and Houses Bank, pointed out, the United Nations projects that children born after 2000 may live to an average age of 100 years. Relying on one lump sum to support decades of post-retirement life is no longer viable–financially or emotionally.

Dr. Kawin emphasizes that modern financial planning must shift from a lump-sum mindset to a long-term, life-cycle approach. Health and life insurance should be viewed not as costs but as protection against unexpected events that could erase a lifetime of savings. Likewise, savings should evolve into income-generating investments through dividends, interest, or real estate investment trusts (REITs). Today, the aim of financial planning is not just to avoid outliving one's money, but to secure a stable and dignified quality of life throughout retirement.

REDEFINING "WEALTH" BEYOND MONEY

The concept of wealth is shifting. It no longer refers simply to the amount of money in one's account, but to a system of four interconnected forms of capital:

1. Security: Stable income and sufficient financial reserves.
2. Health: Physical and mental well-being, assets that are truly irreplaceable.
3. Family & Networks: Relationships, trust, and mutual support within communities.
4. Environment & Future: A stable, sustainable ecosystem that does not compromise opportunities for future generations.

Policies, insurance products, and investment tools that focus solely on financial returns while overlooking health risks, social vulnerabilities, or environmental pressures are increasingly misaligned with today's world. An example of this new approach is Southeast Life's "Protection 989," an insurance product that integrates protection, long-term returns, and intergenerational planning. It is tailored for different generations-from Gen X and Y to Gen Z-reflecting the realities of people's lives rather than outdated assumptions of the past.

THE NEW RULES OF RISK: ESG AS THE DEFAULT LANGUAGE OF FINANCE

If inclusive growth once meant giving more people access to capital, today it also means redefining what kind of capital deserves to grow. Financial inclusion has evolved-from widening credit access to ensuring that the money circulating in the economy supports stability, responsibility, and sustainable progress.

At the Chief Sustainability Forum (CSO Forum), global leaders from Mitsubishi UFJ Financial Group (MUFG) and The Hongkong and Shanghai Banking Corporation (HSBC) agreed: sustainability has already crossed a threshold. It is now the standard of creditworthiness, not a branding choice. ESG performance is part of how banks evaluate risk, resilience, and the long-term viability of any borrower. Modern lending therefore asks questions:

- Does this project align with the country's decarbonization pathway?
- What is its carbon footprint and exposure to transition risk?
- Can it create value without eroding future sustainability?

> **"Many see the green transition as a trade-off between economic growth and environmental responsibility. But for HSBC, we believe this is actually a new opportunity for growth."**
>
> **Mr. Zhang Huifeng**
> Head of Sustainability Strategy, Philanthropy and Partnerships, Asia and Middle East, HSBC
> *From Thailand Climate Action Conference (TCAC) "Climate Finance : Models and Financial Opportunities Future Climate."*



The answers determine not only approval, but also loan pricing, investor confidence, and the borrower's reputation in a carbon-constrained world.

FROM COMPLIANCE TO COMPETITIVENESS

Across discussions, one insight stood out: sustainability should be an incentive, not a punishment. Mr. Colin Chen from MUFG emphasized that financing must consider not only repayment capacity but also alignment with national decarbonization pathways. HSBC's Mr. Kelvin Tan echoed this by highlighting



sustainable supply-chain finance, a model where suppliers meeting ESG or carbon benchmarks receive better credit terms. It's an innovation that turns sustainability into a incentive, spreading both accountability and opportunity across value chains.

The same principle guided the Export-Import Bank of Thailand (EXIM Bank). As global trade tightens under mechanisms such as the EU Carbon Border Adjustment Mechanism (CBAM) and the EU Deforestation Regulation (EUDR), Thai exporters, especially SMEs-must prove that their products are low-carbon and responsibly sourced. EXIM's "3 Add" strategy—Add Knowledge, Add Opportunity, Add Capital—provides integrated support: training, market access, and concessional financing through Green and Blue Bonds. By turning compliance into competitiveness, EXIM helps position Thai businesses for long-term relevance in a decarbonizing economy.

Meanwhile, the Government Savings Bank (GSB) demonstrates how banks can move from transactional roles to true transition partners. Through its Positive Engagement Program (PEP)-a model of collaborative climate action-GSB tackles its Scope 3 emissions, which account for 97–98% of its footprint. PEP ties financing directly to sustainability outcomes:

- Large corporations receive sustainability-linked loans, where better ESG scores unlock better terms.
- SMEs join the SME Gear Up program, reframing sustainability as a growth opportunity, not a cost.
- An ESG scoring system links responsibility to financial incentives.

One striking example is Siam Techno Industry Co., Ltd., led by Dr. Wannipa Yadum, which adopted solar power, enhanced worker well-being, and strengthened transparency through SME Gear Up-cutting costs and winning recognition in GSB's ESG Challenge. As Ms. Naowarat Rithiprasithichai, GSB's Sustainability Director, put it: "When our customers move, the bank moves, and society progresses together."





BUILDING THE INFRASTRUCTURE FOR A FAIR TRANSITION

Making sustainability systemic requires more than isolated projects; it demands an architecture of climate finance that channels capital toward inclusive, long-term growth. In the BETTER COMMUNITY zone, the Bank of Thailand (BOT) demonstrates this effort through its Financing the Transition (F2T) program, directing loans to sectors most exposed to climate regulations, such as tourism and agri-food exports. Rather than forcing abrupt shifts, BOT promotes a phased transition—from brown (high-emission) to yellow (in transition) to green (low-emission)—balancing decarbonization with economic stability. Its Thailand Taxonomy further defines what qualifies as "green" or "in transition," creating a shared framework that helps banks and investors avoid greenwashing and coordinate climate strategies.

Complementing this, the Stock Exchange of Thailand (SET) is turning data into the new currency of credibility. Through SET Carbon, a free greenhouse gas disclosure platform aligned with IFRS S1/S2 standards, even SMEs can now calculate and verify emissions, making them eligible for green financing once accessible only to large corporations. By linking data transparency to investment opportunity, Thailand is lowering barriers to participation and proving that inclusivity begins with information.

At the sovereign level, the Ministry of Finance is also integrating sustainability into fiscal policy through sustainability and sustainability-linked bonds, tying national debt instruments to measurable climate KPIs like carbon reduction and EV adoption. This not only attracts impact-focused investors but also sets a precedent for accountability within public finance.

CONCLUSION

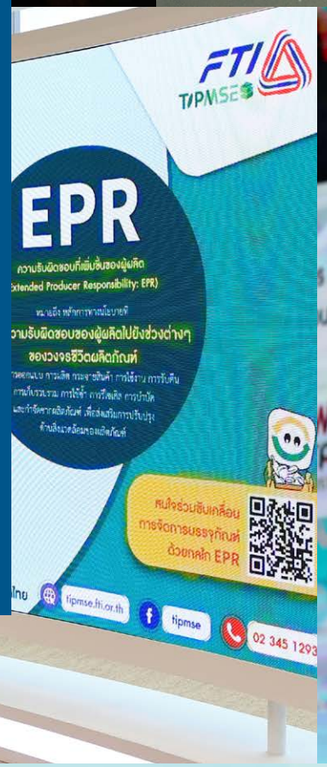
These financial reforms—driven by Thai policymakers and the financial sector—have become the pillars of Thailand's integrated climate finance system, one that systematically aligns regulations, data, and incentives. As emphasized at SX2025, sustainability can no longer be treated as an add-on; it must be embedded directly into the architecture of the financial system. Only then can socially and environmentally responsible behavior become not just the right choice, but the smart economic choice as well.





COLLABORATING FOR A SUSTAINABLE FUTURE

The polycrisis knows no borders and its impacts touch us all. That's why collaboration across sectors, both nationally and globally, is essential. At SX2025, B2B and various activities played a central role in fostering these partnerships. By moving from "competition" to "collaboration," we are laying the foundation for sustainable growth that uplifts everyone.









SMART & LIVABLE CITY EXPO (SLiCx)

The Smart & Livable City Expo (SLiCx) 2025 marked its inaugural edition as a collaborative platform for reimagining cities. The event united leaders from the public and private sectors, along with entrepreneurs and innovators from Thailand and beyond, to co-create smart, practical solutions for water, waste, and traffic management, as well as air quality. Over 15 global companies and 20 TED startups enriched the program through insightful talks, business matchmaking, and innovation showcases, presenting real-world applications that push cities toward becoming more intelligent, resilient, and livable.

A key highlight was the keynote by Mr. Chadchart Sittipunt, Governor of Bangkok, who shared his vision for transforming Bangkok into a truly smart, connected, and human-centered metropolis. Ultimately, SLiCx 2025 was more than an exhibition of innovation it was a call to action, inviting all stakeholders to reflect and decide "what kind of cities we want to build for the future."

SOCIAL ENTERPRISE FORUM 2025

The Social Enterprise Forum 2025, organized by C asean, once again reaffirmed the vital role of social enterprises and social entrepreneurs as catalysts for Thailand's sustainable future-powering growth while creating lasting value for people, communities, and the planet. A highlight of the event was the Win Win WAR Thailand Season 7 award ceremony, celebrating social entrepreneurs who turn purpose into impact. The grand prize of 2 million baht was awarded to Mr. Korakot Aromdee, a Thai artist who transforms humble bamboo into world-renowned art proof that local wisdom, when nurtured with creativity and care, can uplift both livelihoods and the spirit of sustainability.







EPR IN ACTION PACKAGING CREATES VALUE

The Thailand Institute of Packaging and Recycling Management for Sustainable Environment (TIPMSE) brought together over 149 partner organizations and more than 16,000 members of the Federation of Thai Industries (FTI) to advance "EPR in Action", an initiative turning used packaging into valuable raw materials under circular economy principles.

While Thailand continues to make progress in implementing Extended Producer Responsibility (EPR), TIPMSE reaffirmed its commitment to strengthening members' readiness in sustainable packaging management. During the event, the institute announced plans to further drive this agenda through tax incentives, market-based mechanisms tailored to Thailand, and the promotion of Design for Recycle (D4R) principles and post-consumer recycled plastics (PCR) to help mitigate environmental impacts. It also aims to develop Thailand's EPR certification system to enhance market standards and provide a trusted communication tool for those contributing to sustainable production and consumption.

AUSTRALIAN GREEN ECONOMY MISSION TO THAILAND

Australian Embassy in Thailand led a Green Economy Mission to strengthen collaboration between Australia and Thailand in advancing sustainability and climate resilience. The mission brought together 14 leading Australian companies specializing in renewable energy, circular economy, and nature-based solutions, showcasing innovations that align with Thailand's green transition goals. Highlights included technologies for plastic waste reduction, wetland ecosystem restoration in On Nut and Makkasan, and pumped-hydro energy storage systems aimed at boosting clean energy adoption.

Beyond technology exchange, the mission emphasized long-term partnership between both nations, bridging policy dialogue, expert collaboration, and sustainable finance to accelerate climate action across ASEAN. The initiative reflected a shared vision of creating a greener, more resilient future through innovation and cooperation, positioning the Australia–Thailand partnership as a regional model for inclusive and sustainable growth.









A CALL FOR ADAPTATION: THE SUSTAINABILITY IN TRADE & INDUSTRY

Krungthep Turakij, in collaboration with SX2505, hosted "A Call for Adaptation: The Sustainability in Trade & Industry." Prime Minister Anutin Charnvirakul opened the session by affirming that "Sustainable development is not a choice for Thailand, but a necessity for survival." He highlighted Thailand's rich geography, strategic location along the East-West Economic Corridor, and potential as ASEAN's trade and investment hub, strengthened by cultural diversity, religious harmony, and unity among Thai people. He stressed that Thailand must adapt to global standards, explore new markets, and ensure its industries remain competitive. The forum underscored that in today's fast-changing landscape, supply chains, technology, and sustainability have become the true engines of profitability-and that businesses must move beyond old frameworks and dare to redefine the future.

THAILAND 2050: CLIMATE AND WATER FUTURES

One of Thailand's key comparative advantages lies in its water management sector. At the World Bank Group's "Thailand 2050: Climate and Water Futures" forum, the Thailand Country Climate and Development Report (CCDR) was launched, outlining the nation's pathway to sustainable growth amid escalating climate challenges-including floods, droughts, and heatwaves. The report underscores how climate and water management are central to Thailand's long-term development trajectory. The event also marked Thailand's upcoming role as host of the 2026 Annual Meetings of the International Monetary Fund (IMF) and the World Bank Group, reinforcing its growing leadership in driving climate resilience and sustainable development in the region.





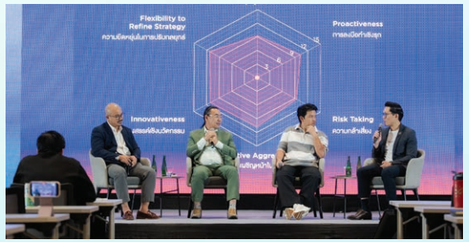
TSCN BUSINESS PARTNER CONFERENCE 2025 & CEO PANEL

The TSCN Business Partner Conference 2025 began with a keynote address by Dr. Ekniti Nitithanprapas, Deputy Prime Minister and Minister of Finance, on "Macroeconomic Adaptation in a Changing Global Context." This was followed by the CEO Panel: Business Adaptation for a Sustainable Future, featuring Thailand's leading business figures:Mr. Suphachai Chearavanont, CEO of CP Group, Mr. Thammasak Sethaudom, President and CEO of Siam Cement Public Company Limited, Mr. Thapana Sirivadhanabhakdi, Group CEO of Thai Beverage Public Company Limited ; Mr. Thiraphong Chansiri, President and CEO of Thai Union Group Public Company Limited, Together, they shared insights on how their organizations are navigating transformation to achieve sustainable and balanced growth-economically, socially, and environmentally. The conference concluded with the presentation of the SX TSCN Sustainability Awards 2025, honoring business partners who exemplify a deep, practical commitment to sustainability and inspire others to turn "responsible business" into "lasting impact."

SX NEW CHAMPION

For the first time, SX2025, in collaboration with the BRANDi Institute of Systematic Transformation (BiOST), launched the "SX New Champion" series a program specially curated for businesses pursuing sustainable growth. This year's edition featured six exclusive sessions: three TALK STAGE sessions on Business Growth through Entrepreneurship (scaling from S to M), Capacity Building (scaling from M to L), and Resilient Systems (scaling from L to Global Brand), alongside three corresponding Deep Dive workshops, enriched with insights from over 30 frameworks and more than 60 real-world case studies, enabling participants to apply them practically along their organizations' growth paths.

The sessions showcased insights from 12 leading Thai entrepreneurs, sharing experiences of expanding their businesses from local to global. Another highlight was the establishment of SX New Champion Community, a network of businesses driving sustainable growth under the "Sufficiency for Sustainability" principle. Together, the companies represented by both speakers and participating attendees accounted for a combined business value exceeding 92,857 million baht, underscoring the scale and strength of Thailand's sustainable business ecosystem. A key highlight was the formation of the SX New Champion Community, a growing network of enterprises advancing sustainable growth guided by the principle of "Sufficiency for Sustainability."





CHIEF SUSTAINABILITY OFFICERS (CSO) FORUM

The Chief Sustainability Officers Forum took place under the theme of "Sustainability as an Engine for Growth." The Forum brought together leaders from the private and public sectors, global media, and international organizations like the World Bank to exchange insights on embedding sustainability as a core growth strategy. Discussions explored how to create enabling environments for sustainable transitions, how sustainability can generate competitive advantage and long-term value, and the pivotal role of banks and financial institutions in financing a more sustainable future.





SIFE MASTERCLASS

Chulalongkorn University's Students in Free Enterprise (SIFE), a non-profit organization, once again hosted the SIFE Masterclass, a hands-on business course for high school students. Participants had the opportunity to act as local business consultants, solving real business challenges through an activity-based learning approach. The Masterclass introduced students to practical business frameworks, entrepreneurial thinking, and insights from SIFE members who shared their real-world experience working with social enterprises.

COLLABORATING FOR A SUSTAINABLE FUTURE
B2B ACTIVITIES



TECHNOLOGY PRESENTATION FROM CHINA PAVILION

China Pavilion showcased cutting-edge environmental technologies from the Beijing Economic-Technological Development Area (BDA), a globally recognized innovation hub. Highlights included advanced nitrogen and oxygen generation and air purification systems from Beijing Feda High-Tech Gas Co., Ltd., solar panel cleaning robots from Beijing Multifit Electrical Technology Co., Ltd., and high-efficiency clean energy and heating storage solutions from Beijing Minli Energy Storage Technology Co., Ltd. The pavilion also featured precision medicine and public health biochip innovations from CapitalBio Technology Co., Ltd., as well as industrial-grade humanoid robots powered by sophisticated AI models developed by Tungkong Inc, together reflecting how technology can drive a more sustainable future.

THE TURNING POINT: THE ROLE OF EDUCATION IN SHAPING ASEAN'S INDUSTRIAL FUTURE

Southeast Asia International Education Association, in collaboration with C asean, hosted "The Turning Point: The Role of Education in Shaping ASEAN's Industrial Future" forum to guide policies on education and human capital development that can meet the evolving needs of industry. Discussions covered topics such as "What makes Thailand stand out as a long-term and sustainable partner for foreign investors," highlighting investment incentives, Thailand's readiness to serve as a regional production and supply, chain hub in key sectors like advanced electronics, clean energy, and digital industries, as well as strategies for upskilling the workforce. Another session, "Empowering ASEAN's EV Future: The Role of Education in Building Green Mobility," focused on Thailand's potential as an electric vehicle manufacturing and supply hub, alongside the Electric Vehicle Association of Thailand's initiatives to train EV technicians and develop a pipeline of highly skilled talent for the green mobility sector.







PATHWAYS FOR BIO-BASED & CIRCULAR PACKAGING

The Embassy of Finland in Bangkok hosted a side event on "Pathways for Bio-based & Circular Packaging," bringing together Finnish and Thai stakeholders from industry, academia, and government to exchange insights and foster collaboration. H.E. Ambassador Kristiina Kuvaja-Xanthopoulos delivered the opening remarks, followed by presentations and discussions highlighting how bio-based and circular solutions can transform the packaging sector. The session also served as a bridge between Finnish know-how and Thailand's growing innovation ecosystem.

FROM CLIMATE CHALLENGE TO SUSTAINABLE CHANGE: ACTING TODAY, ADAPTING FOR TOMORROW

The Hydro-Informatics Institute (HII), together with the Utokapat Foundation under Royal Patronage of H.M. the King, convened the forum "From Climate Challenge to Sustainable Change: Acting Today, Adapting for Tomorrow" to spotlight how Thailand can turn escalating climate risks-especially water scarcity and floods into a nationwide agenda for resilient development. Opened by Dr. Surachai Sathitkunarat, President of the National Higher Education, Science, Research and Innovation Policy Council (NXPO), the session underscored that water challenges can no longer be addressed by any single agency, but require integrated action from government, industry, and communities. Leading private-sector partners-including the Federation of Thai Industries, Thai Beverage, SCG, T.C. Pharmaceutical, Kabinburi Industrial Zone, and Honda Thailand Foundation-shared real-world responses to climate pressures and forward-looking strategies that align business operations with national water and sustainability policies. With over 100 participants from public and private sectors, the forum highlighted a clear message: collaboration today is the key to adapting for tomorrow, ensuring that Thailand moves from climate challenge toward lasting, systemic change.







DRIVING BUSINESS INNOVATION THROUGH CIRCULAR ECONOMY: THAILAND-JAPAN COLLABORATION

The Embassy of Japan in Thailand and Japan's Ministry of the Environment, together with the Thailand Environment Institute (TEI), hosted "Driving Business Innovation Through Circular Economy: Thailand–Japan Collaboration" to advance joint action toward Net Zero and resource-efficient growth. H.E. Masato Otaka, Ambassador of Japan to Thailand, opened the session, followed by insights from Kentaro Doi, Vice Minister for Global Environmental Affairs, Ministry of the Environment, Japan (MOEJ), and senior Thai leaders on how circular economy policy is driving national and regional transformation. Leading companies, including Dow Thailand and PTT Global Chemical, shared practical models for plastic circularity and waste innovation that demonstrate how industry can accelerate Thailand–Japan cooperation. TEI also presented its exhibition on building a plastic circularity ecosystem, featuring best practices from the Koh Lanta island waste management model. This special seminar highlighted how policy alignment, business innovation, and cross-border partnership can jointly shape a more sustainable and circular future.





SWEDISH-THAI SUSTAINABILITY TALK STAGE AND NETWORKING RECEPTION: A CIRCULAR FUTURE, FROM INDUSTRY TO HOME

The Embassy of Sweden, Business Sweden, and the Thai-Swedish Chamber of Commerce convened "A Circular Future: From Industry to Home" to highlight how Swedish-Thai collaboration is advancing circular economy solutions across sectors. Ambassador Anna Hammargren underscored the shared sustainability values between both countries, while leading Swedish companies: Alfa Laval, Candela, Electrolux, IKEA, and Tetra Pak, showcased innovations that improve industrial efficiency, promote greener lifestyles, and reduce environmental impact. From energy-saving technologies to low-emission packaging and sustainable home products, the session demonstrated how circular practices can scale from industry to everyday living, reinforcing the role of bilateral partnerships in accelerating the green transition.

INTERNATIONAL TECH FOR LOCAL TRANSFORMATION - SUSTAINABILITY INNOVATION IN THAILAND

The Joint Foreign Chambers of Commerce in Thailand (JFCCT) hosted "International Tech for Local Transformation-Sustainability Innovation in Thailand" to showcase how global technologies and international expertise can strengthen Thailand's competitiveness, resilience, and progress toward Net Zero. This flagship event highlighted practical solutions, from decarbonization and energy efficiency to waste and supply chain innovation, while underscoring how global-to-local collaboration and knowledge transfer can accelerate real sustainability impact.



SX SHAPER AWARD 2025

The SX SHAPER AWARD honors individuals and organizations that have created positive change for society and the environment. The 2025 award was presented to Enactus, a global non-profit that builds networks of students and business leaders to drive change through action-based solutions. Enactus operates more than 75,000 projects across over 35 countries, focusing on community development, sustainable economic systems, and environmental impact reduction. This award is not only a symbol of recognition but also a source of inspiration - demonstrating that sustainability can begin with ordinary people who dare to think and act. From classrooms to global impact, Enactus stands as proof of the power of young people who believe a sustainable future is achievable.



SX YOUTH SPEECH CONTEST 2025

The SX Youth Speech Contest 2025 amplified youth voices under the theme "Adaptation and Collaboration for a Sustainable Future." The contest invited young people from diverse countries to share perspectives, creativity, and communication skills on global sustainability challenges. Held in Thai and English categories, the competition attracted strong participation from domestic and international youth, showcasing impressive analytical thinking and presentation abilities. The Thai-language winner was Ms. Juthamas Pitakkanchanakul from Kanchananukroh School in Kanchanaburi, while the English-language winner was Mr. Ali Umri from Syarif Hidayatullah State Islamic University Jakarta, Indonesia.

THAILAND CLIMATE ACTION CONFERENCE: TCAC 2025

The 4th Thailand Climate Action Conference (TCAC 2025) was held under the theme "Inspiring Climate Solutions for All." The conference reaffirmed Thailand's commitment to addressing climate change through inclusive collaboration, emphasizing knowledge exchange, technology, and innovation as pathways toward sustainable development. The government reiterated its Net Zero target by 2050, advanced the Climate Change Act, and strengthened Thailand's ambition to become a regional carbon credit hub. At the same time, the event brought together youth, businesses, and civil society to call for genuine collaboration, highlighting climate literacy and climate risk management approaches, which underscored that knowledge, skills, action, and technology are essential for sustainable survival.





Annual Seminar of the Working Group on Grassroots Economic Development

Led by Mr. Thapana Sirivadhanabhakdi, Group CEO of Thai Beverage Public Company Limited, as the head of the private sector team, the Working Group on Grassroots Economic Development held its annual seminar at the Queen Sirikit National Convention Center. Over 1,000 representatives from government, business, civil society, academia, and community networks gathered to exchange experiences and discuss future policies. Over the past decade, the working group has implemented more than 1,836 projects, reaching 153,013 households and generating over THB 3,020 million, guided by the Sufficiency Economy Philosophy across agriculture, processing, and community-based tourism. This reflected the power of collaboration in nurturing a strong grassroots economy.

MOU Signing Ceremony: Collaboration Project for Expanding Royal Initiative-based Knowledge for Youth – Phase 2

At SX2025, a Memorandum of Understanding was signed for Phase 2 of the Collaboration Project for Expanding Royal Initiative-based Knowledge for Youth, involving the Chaipattana Foundation, the Office of the Royal Development Projects Board, and the Office of the Basic Education Commission. Running from 2025 to 2027, Phase 2 expands access to learning through educational media and mobile exhibitions, particularly in remote areas, strengthening youth capacity for sustainable living in alignment with the Sufficiency Economy Philosophy and the SDGs. The project focuses on integrating collaboration among the public sector, private sector, and educational institutions to cultivate learning that leads to tangible, real-world change.



ESG SYMPOSIUM 2025 PRESS CONFERENCE

The ESG Symposium 2025, held under the theme "Green Breakthrough Amid the Perfect Storm – Accelerate with Green, Survive Together," brought together over 300 participants from government, business, civil society, and international experts. Amid geopolitical uncertainty, climate disruption, and global economic volatility, the symposium explored pathways for unlocking energy systems, empowering SMEs, and strengthening climate resilience through innovation. Outcomes were advanced through the PPP (Public-Private-People) partnership pilot project Saraburi Sandbox, reinforcing a vision of competitiveness, accessibility, and practical sustainability.



ENACTUS WORLD CUP PRESENTED BY THAIBEV

Hosted in Thailand for the first time, the Enactus World Cup Presented by ThaiBev welcomed over 2,500 participants from 35 countries under the theme "Generation: Re," celebrating the power of youth to reimagine, restore, and rebuild a more sustainable world. Before the competition, the participants joined an SDG Excursion for sustainability field studies and cultural exchange. They also took part in SDG Innovation Labs, where they acted as change agents to challenge conventional metrics and discover innovative ways to measure sustainable global impact. During the event, held from 26-28 September 2025, at the QSNCC, numerous side activities were featured as well, including Early Stage Pitching and Accelerating Innovation for Impact.

Saint Mary's University (Canada) won this year's championship with projects including Square Roots, a franchise model supporting farmers in managing surplus produce, and Alaagi, a seaweed-based plastic alternative. The ThaiBev SEP Award, supported by ThaiBev went to Seads project by the University of





Münster, Germany, recognizing its application of Thailand's Sufficiency Economy Philosophy in marine ecosystem restoration and community development. The event reinforced Enactus's role in empowering over 50,000 young people annually across nearly 100 countries.

ROYAL JAZZ FOR CHAIPATTANA FOUNDATION VOLUME 2

Sirivadhanabhakdi Foundation, in collaboration with TCC Group and its network of partners, organized "Royal Jazz for Chaipattana Foundation Volume 2," a charity concert celebrating the royal compositions of His Majesty King Bhumibol Adulyadej the Great. The performances featured the Mahidol University Jazz Big Band and leading Thai artists, including Nop Ponchamni, Rudklao Amratisha, Q Suveera, Gam Wichayanee, Dr. Palang Rocksilp, Koh Mr.Saxman, VIETRIO, Bird Ekachai, Syd Vethaka, and Wattana Children's Chorus, with all proceeds, without deductions, donated to support the Chaipattana Foundation's mission.

Throughout the concert, audiences viewed rare royal photographs by King Bhumibol Adulyadej and





Her Royal Highness Princess Maha Chakri Sirindhorn, captured during royal development visits, enriching the experience with artistic and cultural depth. The event also included an exhibition on the Foundation's history and work, alongside an art display and the Patpat retail zone offering Chaipattana Foundation products.

SPECIAL CHARITY CONCERT: "POWER OF THAI: RUAM NAMJAI YEAR 15"

The special charity concert "Power of Thai: Ruam Namjai Year 15" was held by the Power of Thai Foundation, helping unite people across the country to deliver continued support to schools in remote areas affected by unrest and natural disasters, while uplifting the morale of local children.

The concert featured a lively lineup of artists across labels, including Modern Dog, Lipta, Urboy TJ, Jaonaay & Jaokhun, Alala, Prae Chanaa, New Country, Gollky Gavisara, Better Weather, The Parkinson, and Chaladeen. Through music, the event spread encouragement, joy, and renewed educational opportunities, with strong participation from public figures and supporters who came together to share the spirit of Power of Thai on the memorable night.



FROM PHILOSOPHY TO PRACTICE

At the heart of SX2025 is a journey along the path of sustainability, brought to life through a diverse range of exhibition zones. These experiences demonstrate that sustainability is not merely an idea or inspiration: it becomes real and impactful when put into action. From individual choices and community initiatives to ripple effects that can transform the world, the exhibition invites visitors to explore proven examples of sustainable success, discover new ways to adapt, collaborate, and grow, and envision a shared future in a world full of challenges.















SEP INSPIRATION

THE STORIES OF INSPIRATION HOW LEADING ORGANIZATIONS ARE MAKING A DIFFERENCE



HIGHLIGHTS

- Open the door to the world of sustainability through the SKY, LAND, SEA: PROLOGUE EXHIBITION, which captures the beauty of nature and the power of life, awakening inspiration and hope to move forward with confidence and sustainability.
- Success stories from leading Thai organizations that have applied the Sufficiency Economy Philosophy in concrete ways to drive sustainability, demonstrating the power of action that leads to lasting, multidimensional change.
- International Pavilions offering global perspectives on sustainability from international organizations and leading institutions worldwide, covering efficient resource use, the circular economy, clean energy, carbon reduction, as well as innovations and infrastructure for a sustainable future.

Since its first year, SX has placed the Sufficiency Economy Philosophy (SEP) of His Majesty King Bhumibol Adulyadej The Great at its core. Located at the center of the main exhibition on the G Floor, the SEP INSPIRATION zone highlights real-world success stories from Thai organizations applying SEP principles, alongside global case studies of sustainable development -encouraging visitors to "take action" toward a stable, sustainable future rooted in sufficiency.

The SKY, LAND, SEA: PROLOGUE EXHIBITION invites visitors on a journey into sustainability through stunning photography that captures the beauty of the sky, land, and sea, presented by world-class National Geographic explorers. Highlights include *"Nightglow: From the Northern Lights to Fireflies"* by Babak Tafreshi, revealing the magic of night light from auroras to fireflies; *"Explore Son Doong: The Largest Cave in the World"* by Martin Edström, unveiling the hidden world beneath the Earth's surface; and *"We Cannot Save What We Cannot Sea"* by NEWF | Africa Refocused, reminding us that ocean conservation begins with visibility and awareness. The exhibition also features "Genesis" by Nara Vibulsantipong, winner





of the CEO Award from the White Elephant Art Award, whose work reflects the power of imagination and creativity to awaken hope and inspiration, and reinforcing the message that "adaptation and collaboration are the keys to the future."



LESSONS FROM THAI ORGANIZATIONS DRIVING REAL IMPACT THROUGH THE SUFFICIENCY ECONOMY PHILOSOPHY

The **Chaipattana Foundation** is one of the leading organizations that has placed SEP at the core of its work. In line with this year's SX belief in adaptation to emerging challenges, the Foundation showcased its approach to preparedness, response, and adaptation in the face of crises and natural disasters to ensure that affected communities can recover and regain stability. This, it emphasizes, represents a true "victory of development." The exhibition highlights the Foundation's experiences in responding to major disasters from 1993 to the present, including the Nakhon Ratchasima building collapse in 1993, the tsunami in 2004, the Uttaradit landslide in 2006, the mega flood in 2011, the COVID-19 pandemic in 2019, and the border unrest in 2025-each presenting distinct challenges and lessons. The booth also features success stories from alumni of the Sustainable Development Leadership Program and TIS 9999, who have applied SEP principles within the private sector and industries.

The **Mae Fah Luang Foundation under Royal Patronage** showcased its sustainable development approach to tackling climate challenges such as PM2.5 pollution, droughts, and floods. The exhibition highlighted the origin of the Doi Tung Development Project, which transformed deforested opium-growing land into thriving forests while creating sustainable livelihoods under the principle of *"Cultivate Land, Cultivate People."* Building on this foundation, the organization now leads integrated climate and disaster management efforts, including FlameWatch, a LINE-based wildfire alert system serving 15 communities across three provinces. Additional initiatives include biodiversity research focusing on creating flora and fauna databank, restoration of pine plantations into natural forests, and a forest carbon credit program involving 227 communities, generating conservation funding while strengthening community capacity for sustainable, long-term income.











The Office of the Royal Development Projects Board (ORDPB) plays a key role in carrying forward the royal aspirations of His Majesty King Bhumibol Adulyadej The Great and His Majesty King Vajiralongkorn through Royal Initiative Projects nationwide. This year, the ORDPB highlighted the success of its Mobile Unit, a traveling exhibition vehicle that brings knowledge of SEP and Royal Initiative Projects to students across Thailand. It also launched a second Mobile Unit under the theme *"Forests, Soil, Water, and Energy,"* expanding access to sustainability knowledge and inspiring Thai youth nationwide in an inclusive and equitable way.



The Ministry of Interior presented the theme "The Power of Interior: Driving Thailand Sustainability" through an exhibition highlighting its concrete role in advancing the Sustainable Development Goals (SDGs). Key showcases included a royal tribute exhibition, the *MOI Sharing Happiness* initiative to improve quality of life and provide continuous public assistance, and sustainability efforts by affiliated agencies at the local level. Examples featured carbon credit trading from the Food Waste Reduction program, nationwide installation of clean drinking water stations by local governments, and a "Smart Energy Home" model developed with public-sector partners to promote clean energy use and resource efficiency in households.

Religion is not only a spiritual foundation but also a force for driving sustainability in society. The **Religion and Sustainability** booth presented initiatives that integrate religious principles with balanced development, such as the Smart Temple (Aram Pariwat), which modernizes temples to meet the needs of contemporary society while preserving their spiritual core and traditional roles. The Moral Village (Five Precepts) program promotes peaceful, balanced communities through living by ethical principles. On the environmental front, the booth highlighted the Miyawaki method of afforestation developed by a Japanese ecologist Dr. Akira Miyawaki, which has been applied by (V. Vajiramedhi) for forest restoration and youth environmental awareness. The exhibition also highlighted royal reforestation projects led by Chinese Buddhist monks who continues the royal vision of nature conservation. Wat Chak Daeng's waste management initiative stood out as a comprehensive model, reflecting the role of temples as centers for environmental learning and awareness.

Utokapat Foundation under Royal Patronage of H.M. the King and Hydro – Informatics Institute (HII) highlighted the installation of telemetry stations in upstream forest areas to collect data on weather conditions, rainfall, and water levels to strengthen water management systems and reduce disaster risks and losses in a sustainable and effective way. The ThaiWater database, a key disaster-management tool, enables communities, researchers, and the public to access a shared set of reliable data, supporting informed decision-making based on a common understanding.

INTERNATIONAL COLLABORATION TO ADVANCE SUSTAINABILITY ACROSS ALL DIMENSIONS

As the world calls for change, collaboration is essential. People and organizations worldwide are working together to build a more sustainable future through nature conservation, human rights advancement, and more sustainable economic growth.





The United Nations in Thailand joined forces with 11 UN agencies-FAO, ILO, IOM, UNDP, UNESCO, UNFPA, UN-Habitat, UNHCR, UNICEF, UN Volunteers, and UN Women-alongside private-sector partners such as the Global Compact Network Thailand (GCNT) and students from leading universities through the Model United Nations Network Thailand. Together, they presented exhibitions and activities showcasing the UN's role in advancing the Sustainable Development Goals (SDGs) across economic, social, and environmental dimensions globally and in Thailand. The showcase also highlighted SDG Localization-adapting the SDGs to local contexts, demonstrating cross-sector collaboration among government, business, academia, and civil society to build a sustainable future for all.

In the area of environmental stewardship, the **ASEAN Centre for Biodiversity** showcased its proactive efforts to address biodiversity loss through the conservation and protection of natural resources. The exhibition highlighted initiatives in public communication and awareness, building, systematic environmental



knowledge management, and the strengthening of regional collaboration networks. Visitors were also invited to engage in fun interactive activities designed to inspire interest and deepen understanding of ASEAN's rich biodiversity.

In the area of economy and investment, the **Joint Foreign Chambers of Commerce in Thailand (JFCCT)** highlighted its role in advancing sustainability through trade and investment. The exhibition featured global–local collaboration, SME adaptation, and policy-driven innovations supporting the transition to a sustainable economy, with a focus on the circular economy, transparent ESG reporting, and best practices shared by JFCCT members from different parts of the world, underscoring sustainability as a core priority for the global private sector.

EFFICIENT RESOURCE USE AND ADVANCING THE CIRCULAR ECONOMY

As the circular economy emerges as a path for the future, many countries are accelerating innovations that maximize resource efficiency and carry sustainability from factories to homes, from sustainable packaging and bio-based materials to green technologies in everyday life, driving the world toward truly sustainable development.



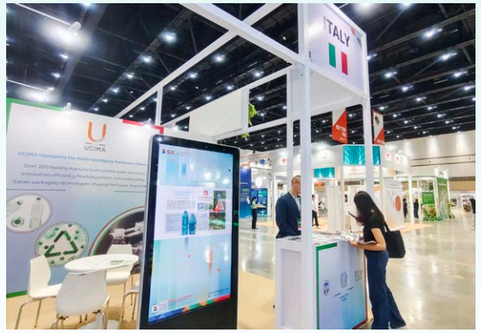




The Swedish Government, through the Embassy of Sweden in Thailand and the Thai–Swedish Chamber of Commerce, presented *"A Circular Future: From Industry to Home,"* showcasing a holistic circular economy approach from industry to everyday life. Industrial leaders such as Alfa Laval and Tetra Pak highlighted innovations that prevent waste, improve energy efficiency, and advance high-quality circular packaging. Consumer brands IKEA and Electrolux emphasized sustainable product design and material choices that reduce waste and energy use. In transport, Candela showcased eco-friendly electric boats that lift above the water to reduce drag, saving energy and minimizing environmental impact.

The Finnish Government, through the Embassy of Finland in Thailand, presented "UUSI PUU" (New Wood), a new perspective on wood as a material of the future. The pavilion showcased nearly 30 innovations that transform wood and bio-based materials into practical everyday products. Highlights included waterproof wood–resin composites resistant to scratches and UV light, biodegradable bio-composite soda makers, wood-fiber wound dressings that naturally detach as wounds heal, lightweight composites for bags and furniture, and food packaging made from paper and bio-composites. These innovations reflect Finland's expertise in creatively advancing natural materials, supported by strong public policies that promote eco-friendly innovation, positioning Finland as a green growth leader that balances economic progress with ecosystem regeneration.

Italy, represented by the Embassy of Italy in Thailand, the Italian Trade Agency, and the Thai–Italian Chamber of Commerce, showcased its strong commitment to



environmental sustainability through innovations in sustainable packaging. Led by UCIMA, the Italian association of automatic packaging machinery manufacturers, which represents around 70% of the country's packaging machinery sector, the pavilion highlighted Italy's global influence, with one in four packaging machines worldwide being "Made in Italy." A key innovation featured was PACKS WITHOUT FILM by SMI, which prints labels directly onto plastic bottles, eliminating plastic labels entirely. This approach reduces plastic waste and production costs, marking a significant step forward in Italy's drive toward more sustainable packaging solutions.

The Franco–Thai Chamber of Commerce showcased sustainability concepts, policies, and initiatives through rotating presentations by its member organizations and companies. highlighting expertise in ESG advisory and ongoing projects. The pavilion also showcased collaboration between the Chamber and its members in advancing ESG practices and supporting sustainable growth in both France and Thailand.





INNOVATION, TECHNOLOGY, AND INFRASTRUCTURE FOR SUSTAINABILITY

Innovation, technology, and infrastructure are undeniable forces shaping the future of the world. When developed responsibly, with consideration for environmental impact and quality of life, they become key drivers toward a better, more livable, and truly sustainable future.

The Government of Japan, through the Embassy of Japan in Thailand, in collaboration with the Geo-Informatics and Space Technology Development Agency (GISTDA), showcased Japan–Thailand cooperation in using satellite technology to address wildfire risks in northern Thailand. Highlights included the Mea Tha Smart Early Detection of Forest Fire project in Lamphun Province, which integrates satellite data with IoT sensors to detect abnormal heat spots and transmit real-time data to the cloud for faster and more accurate response. The exhibition also featured Rapid Prototype Development (RPD) that strengthen



the use of science and technology for disaster preparedness, as well as space research such as protein crystal growth experiments on the International Space Station (ISS) to support malaria drug development, demonstrating the role of advanced technology in driving sustainable development.

People's Republic of China showcased innovations from the Beijing Economic–Technological Development Area (BDA), a global hub for advanced technology and industrial innovation. The exhibition featured nitrogen and oxygen generators, air-purification systems, solar-panel cleaning robots to boost clean energy efficiency, high-performance energy storage technologies to reduce emissions, and industrial humanoid robots powered by advanced AI models. Together, these technologies highlight China's role in supporting sustainable development, transforming industries, and improving quality of life for the future.

Through the **Australian Embassy in Thailand, Australia** showcased several collaborations with Thailand focused on resilience and sustainability. The **Resilient Urban Centres and Surrounds (RUCaS)** project supports the transformation of high-potential urban areas into urban forests and wetlands, such as On Nut Forest Park and the Makkasan wetland. Under







the **Partnership for Infrastructure (P4I)**, Australia's national science agency CSIRO partnered with the Electricity Generating Authority of Thailand (EGAT) to explore new energy storage solutions, including pumped-hydro systems powered by solar energy as a cost-effective alternative to batteries. The project also assessed site potential and investment feasibility across Thailand to inform future development. Additionally, throughout the 10-day event, the Indo-Pacific Plastics Innovation Network (IPPIN)-supported by the Australia–Mekong Partnership-featured innovators tackling plastic waste, sharing their journeys from product development to market deployment.

Clean Energy and Carbon Reduction

Beyond using natural resources responsibly, the transition to clean and renewable energy is a key driver of a truly sustainable future, enabling countries and organizations to accelerate progress toward Net Zero goals.

Through the **British Embassy in Thailand and the British Chamber of Commerce Thailand (BCCT), the UK** presented its Clean Power 2030 plan, targeting at least 95% clean energy by 2030 as a pathway to net-zero emissions by 2050. The strategy focuses on three pillars: expanding clean power generation, increasing electrification across the economy, and







ensuring inclusive access to energy. BCCT, representing over 560 member companies, also highlighted the role of its Sustainability Working Group in supporting balanced business growth across economic, social, and environmental dimensions while advancing the transition to a sustainable future.

The Netherlands, through the Embassy of the Netherlands in Thailand and the Netherlands-Thai Chamber of Commerce, presented a VR Gateway experience showcasing solutions to global challenges such as water management, smart agriculture, and future cities under the theme "Partner for Innovation and Sustainability." Highlights included Aero Guard, a device that monitors Carbon Dioxide, humidity, and temperature with automated ventilation control; Philips Lighting innovations that simulate natural daylight to improve well-being in indoor spaces; and Dutch leadership in water and agriculture through urban farming, wind energy, and large-scale floating solar projects. The pavilion also featured the Partners for International Business (PIB) – Greater Bangkok Programme, a Thailand–Netherlands collaboration on flood prevention, drought mitigation, and sustainable water resource management.

Hungary, represented by the Embassy of Hungary in Thailand, presented its vision to achieve Net Zero emissions by 2050 under the theme "Together for Zero Emission," covering transport, energy, industry, agriculture, and waste management. The pavilion showcased urban innovations shaping sustainable cities, including greehill, an AI-powered urban tree management system already used in nearly 100 cities worldwide to assess tree species, health, age, and ecological value. It also featured KUUBE solar-powered smart benches equipped with charging panels and environmental sensors for air quality and noise, promoting clean energy use and enhancing quality of life in public spaces.

The New Zealand Government, represented by the Embassy of New Zealand in Thailand and New Zealand Trade & Enterprise (NZTE), showcased its sustainable development approach through two flagship initiatives. "See Tomorrow First" highlighted New Zealand's technology and innovation ecosystem while encouraging global collaboration on future technologies. Featured innovations included Aeroqual's mobile air-quality monitoring vehicle, developed with Thai partner CHATA Instruments, to measure oxygen, carbon dioxide, and particulate matter-currently being piloted in Pattaya. The second initiative, "Made with Care," is a global campaign promoting New Zealand food and beverage products known for safety, quality, nutrition, and ethical production. A key example is Fonterra, a leading dairy producer, which has developed pasture-planning systems to optimize grass cultivation for dairy farms-reducing food waste, protecting ecosystems, and lowering carbon emissions from farming.



BETTER ME

OPENING THE DOOR TO BETTER HEALTH AND QUALITY LIVING IN EVERY STAGE OF LIFE



HIGHLIGHTS

- Discover personalized medicine designed specifically for you. As your genes, behaviors, and environment are unique, personalized care can prevent, treat, and support recovery far more effectively than general approaches.
- In an ever-changing world, knowledge gained only once is no longer enough for sustainable living. Explore the concept of lifelong learning, which empowers you to adapt and strengthen your potential continuously, from childhood to old age.



As the world enters an era where people live longer and expect a higher quality of life, the **BETTER ME Zone** presents the idea of **"Adaptation for Longevity."** A good and quality life begins with ourselves by learning to shift from a one-size-fits-all approach to personalized care, strengthening both body and mind, and opening new perspectives on lifelong learning to prepare for happy and fulfilling aging.

The main exhibition in the BETTER ME Zone explores how adapting our physical and mental health, starting from within, helps us understand our bodies better and stay adaptive in a rapidly changing world. The zone introduces a new dimension of health care through personalized medicine, which recognizes that our genes, behaviors, and environments shape our health. By identifying individual risks, this approach prevents, treats, and supports recovery more effectively than one-size-fits-all methods. DNA testing can reveal risks of genetic diseases, drug responses and allergies,



sensitivity to environmental toxins, suitable exercise types, and gene–nutrition interactions. It also uncovers behaviors linked to major non-communicable diseases (NCDs) such as diabetes, stroke, cancer, and heart disease which are often influenced by diet, stress, inactivity, and others.

The zone also offers a variety of practical health tips. The **National Food Institute** encourages visitors to rebalance their bodies by improving eating habits, such as "proportion-based eating" using the 2:1:1 formula: one part whole grains, one part lean protein, and one part vegetables. Another key idea is "eating by your body clock," as our circadian rhythm connects nutrition with physical health, mental health, and chronic disease risks. Our metabolism is more active during the day and slows down during the night as our body prepares to rest. This zone also features a showcase of healthy beverages from companies including **F&N Dairies (Thailand) Ltd., OISHI Group, and ZEA Tuna Essence.**











The Faculty of Medicine at Chiang Mai University invites visitors to stay active and prioritize regular, appropriate body movement for lasting physical and mental well-being. The zone also features a knowledge corner, "Stay Fit at Every Age: In the Way That's Right for You," offering guidance on suitable exercise types and intensity levels for children, teenagers, adults, and the elderly.

In the Innovation for Quality of Life zone, visitors explore health innovations from the **National Science and Technology Development Agency (NSTDA).** Highlights include "Rachel," a supportive bodysuit for the elderly that enhances movement and reduces the risk of daily injuries such as falls and muscle or bone strain; "Gunther–Janine," a compact, lightweight device that can be attached to the clothes easily and an application that alerts users of improper posture or falls; and the "Salt-Measuring Fork," which helps consumers avoid excessive sodium intake by simply dip the fork into food, press the button, and an LED light will display the detected salt level.

The CU Innovation Hub at Chulalongkorn University showcases products "HydroZitla," a concentrated butterfly pea and banana-core extract with no added sugar; "INULIO," a prebiotic drink made from naturally grown, chemical-free Jerusalem artichoke and extracted using high-quality technology; and "EggyDay Tann:D," high-protein, low-calorie egg-white noodles that contain no sugar, fat, or gluten, ideal for those who need weight control, the elderly, people with diabetes, or those with high cholesterol. The **National Phenome Institute at Khon Kaen University**, presents "SkinScape," a personalized skin microbiome analysis that examines root causes such as inflammation tendencies, irritation risks, and moisture-retention capability. "GeneWise," an SNP (Single Nucleotide Polymorphism)-based DNA test that provides deep insights into individual health, physical potential, and lifestyle factors, is also introduced. Using long-read sequencing technology, it helps users understand their genetics and plan their health and behaviors more precisely.

Princess Galyani Vadhana Institute of Music invites visitors to explore music, emotions, and change. Start by choosing the emotion that feels closest to you: happiness, excitement, gentleness, fear, anger, or sadness -then let the music guide you through

others, encouraging learning, adaptation, and growth along the way. **Sati**, a mental well-being application, introduces safe emotional support spaces that connect users with trained volunteer listeners who offer non-judgmental support for any feelings you wish to share. Another initiative by Sati, in collaboration with **Jood Pak Jai** and **the Thailand Institute for Mental Health Sustainability (TIMS),** is the **"Bench with Ears,"** placed in public locations as a space for people to rest, reflect, and be heard with understanding. **Cheevamitr Social Enterprise Co., Ltd.** serves as a compassionate "companion," helping individuals plan their final stage of life with dignity and quality. Through knowledge, guidance, and a supportive learning space, they help people prepare for illness and the end of life across physical, emotional, spiritual, relational, legal, and financial and assets dimensions.







Surrounding the main exhibition are booths from leading hospitals showcasing advanced medical innovations. **The King Chulalongkorn Memorial Hospital, Thai Red Cross Society, and the Faculty of Medicine at Chulalongkorn University** present technologies designed to sustainably enhance Thai people's health through treatment, prevention, and proactive care. Key highlights include Personalized Medicine & Precision Oncology, offering targeted cancer treatments tailored to each patient, and Advanced Therapy Medicinal Products (ATMPs) -gene, cell, and tissue-based therapies set to transform complex disease treatment. The zone also features newborn genetic screening for early detection of hereditary diseases and an application supporting diabetes management by helping patients exercise effectively to reduce insulin resistance and



reduce diabetes in the long-run. **The Heart Foundation of Thailand Under The Royal Patronage** underscores that a healthy heart begins with you through the "3 E's" of self-care: Eat: Reduce sugar, oil, and salt, and avoid saturated and trans fats; Exercise: Exercise regularly strengthens heart function; Emotion: Managing stress is essential, as it directly affects blood pressure and hormones, so finding relaxing and stress, relieving activities is essential to maintain a strong heart.

The Bhumirajanagarindra Kidney Institute Hospital, Thailand's leading center for kidney care, is committed to advancing comprehensive kidney disease treatment and prevention for sustainable patient well-being. Visitors can learn about its modern diagnostic and treatment technologies, along with guidance on kidney care—from early-stage prevention to post-treatment recovery—to effectively slow kidney deterioration. The booth also provides tips on recognizing warning signs, avoiding harmful behaviors, and strengthening kidney health in daily life.







MedPark Hospital presents holistic healthcare innovations supported by specialized expertise, offering complete cardiovascular care, from prevention and treatment to rehabilitation. Visitors can also learn proper digestive system care to reduce disease risk and improve nutrient absorption, along with comprehensive guidance to maintain healthy bones, joints, and muscles.

Mahidol University showcases its Innovation for Sustainability, advancing knowledge and developing innovations that connect health, environment, and society to improve people's quality of life and well-being. The exhibition highlights innovations across four dimensions: Innovation for Health & Well-being, Innovation for a Green Campus, Innovation for Community & Society, and Innovation by Start-ups and Students Policy Lab. **The Faculty of Medicine Ramathibodi Hospital, Mahidol University,** is dedicated to developing innovations that promote both physical and mental health, inspiring people to value self-care for a more sustainable society. Featured innovations include projects from the Medical Innovations Development Center (MIND Center), Cleanroom Laboratory of Advanced Cell Therapy and Biomedical Device Manufacturing Center (CTEMED), and Ramathibodi Center for Senior Health and Hospice (RSH). Highlights include advancements in MSC stem cell therapies, the use of 3D printing technology for surgical planning and creating customized prosthetics, as well as the expansion of accessible medical services through the launch of RAMA Health Space at Paradise Park on Srinakarin Road.

The **Faculty of Medicine Siriraj Hospital, Mahidol University** offers insights into everyday toxicology, highlighting how harmful chemicals may be hidden in common items like cleaning products, pesticides, and even some foods. Visitors can also learn correct first-aid responses for chemical emergencies, whether from contact, inhalation, or accidental ingestion. Being informed and prepared helps reduce the severity of incidents and improves the chance of survival.

Mechai Pattana School goes beyond classroom teaching by empowering youth to strengthen community food security and income through various projects. These include tabletop gardening and





senior-friendly farming, which reduce the need to bend or sit on the ground, and strong-scented vegetable gardens designed for the visually impaired, using aromatic plants like basil, lemon basil, lemongrass, and mint to support care and identification through other senses.

The Jaturamitr Samakkee traditional football tournament brings together four schools: Assumption







College, Bangkok Christian College, Suankularb Wittayalai School, and Debsirin School. This year's event is held under the theme "Four Brothers Caring for One Another, Caring for a Sustainable World." Each school presents stories inspired by small actions that lead to big impact through activities such as "Power of Forest, Power of Life," "Good Water, Good Life," "Clean Energy," and "Right Waste, Bright World." The booth also features an exhibition on the history of the 31st Jaturamitr Samakkee football tournament, along with a voting activity for your favorite team among the four participating schools.

The **Kaokonlakao Foundation** believes in the power of every "step", whether small or big, to create real change. Its work focuses on two main missions: **"Steps for Hospitals,"** which raises funds to provide medical equipment and essential supplies to hospitals nationwide, and **"Steps for Education,"** which supports scholarships and learning opportunities for underprivileged children, helping reduce inequality and build a brighter future. One example is the **"Steps for Children"** project, which provides scholarships for disadvantaged students to complete their high school or vocational education.

The **Ministry of Agriculture and Cooperatives** presents an exhibition on advancing sustainable agriculture, offering knowledge and showcasing its work across multiple areas, from land-use transformation and environmentally friendly farming systems to developing agricultural products into health-focused innovations. The Young Smart Farmer program cultivates a new generation of farmers who leverage technology and innovation to become Agriculture 4.0 leaders. The booth further provides insights on climate-smart agriculture, attracting visitors throughout the day.

The **Metropolitan Electricity Authority (MEA)** showcases its current and future sustainability initiatives, committed to developing a stable, modern, and sustainable metropolitan power system guided by the 3Ps: Prosperity, People, and Planet. Innovations include reusing old utility poles to prevent coastal erosion, upcycling expired electrical components, like insulators into coasters to reduce landfill waste, and deploying technology that prevents snakes and reptiles from entering power systems, efficiently reducing outages.

Terragro Fertilizer Co., Ltd. (Crown Fertilizer) presents the project "Crown Fertilizer Teaches Kids to Grow Vegetables," aiming to building knowledge and a more sustainable future through 3 areas:









1. Food security, enabling communities to become self-reliant with access to safe, clean food every day; 2. Efficient fertilizer use, promoting the correct and effective application of chemical fertilizers to maximize nutrient availability for plants; and 3. Waste reduction and upcycling, by transforming used fertilizer bags into planting bags to reduce waste and create added value. Primary schools nationwide can register and get free teaching materials and vegetable-growing kits. **Siam Kubota Corporation Co., Ltd.** supports sustainable agriculture by sharing knowledge, technology, and innovation while inspiring the transformation of Thailand's agricultural sector. Key initiatives include "Kubota Kla Tha Pluk," Thailand's only national rice-growing competition, organized in collaboration with the Department of Agricultural Extension, which encourages farmers to adopt an "innovative planting calendar" to simplify farming, reduce costs, increase yields, and remain environmentally friendly. The company also runs the KUBOTA Smart Farmer Camp, an agricultural camp that empowers university students aspiring to become next-generation farmers, helping them recognize the value of the farming profession and apply innovation toward sustainable agriculture. **King Gen Public Company Limited (Farizon Super Van)** showcases the FARIZON EV Ambulance, marking a new era in emergency medical services. Powered by 100% electric energy, the vehicle represents an environmentally friendly mobility innovation and offers a driving range of up to 372 kilometers per charge, based on the NEDC standard.

LIFELONG LEARNING ACROSS ALL STAGES OF LIFE

Lifelong learning promotes continuous learning at every stage of life, from childhood to elderly, beyond classrooms and formal institutions. It also takes place within families, communities, and society, enabling ongoing personal development. The zone therefore showcases exhibitions that reflect this learning journey from early childhood to elderly.

Win Win WAR OTOP Junior is a television program that empowers children aged 9–14 to develop and compete by presenting their social innovation products. Over four seasons, the program has attracted more than 700 teams. Examples include Srisongrak Wittaya School in Loei Province, which created "Ta Khon Rak Lok," handicrafts made from recycled and locally sourced natural materials such as paper, sawdust, vetiver grass, rice straw, pineapple leaves, and corn husks; and Ruamthai Pattana School 3 in Tak Province, which developed an organic coffee project in collaboration with local experts, promoting agroforestry, chemical -free farming, and environmental conservation.

The **Partnership School** Project, led by ThaiBev in collaboration with the Office of the Basic Education Commission (OBEC), Ministry of Education, has been running for eight consecutive years. The program focuses on developing three core competencies: life







skills, career skills, and ethical values, by strengthening immunity for students, educational quality and to facilitate the current demand through joint activity planning. To date, it has benefited more than 11,000 students and 800 teachers across 70 schools. The initiative also includes the "Peer Teaching" program under the concept "Turning Activities into Enterprises," which enhances entrepreneurial skills through hands-on learning and iterative processes of action, reflection, and improvement. The **CONNEXT ED** Program, launched in 2018, aims to equip students with entrepreneurial and business skills while fostering basic financial literacy. Integrated into school curricula through experiential learning, the program enables students to apply knowledge in practice and launch small businesses with seed funding. Over the past eight years, it has reached more than 20,000 students and 2,000 teachers from 293 schools, in collaboration with 28 partner universities, generating over 200 student-created products with an average profit 9,528 baht per school.

At the university level, collaboration between educational institutions and communities is promoted through **the Education Institute Support Activity (eisa)** Supported by ThaiBev. One example is the SIFE (Students in Free Enterprise) project of the Faculty of Commerce and Accountancy, Chulalongkorn University, which focuses on developing social enterprises through community collaboration. The initiative emphasizes shared learning and hands-on engagement between students and local communities to build knowledge that supports sustainable social business development. A highlighted project is the Ban Bueng Lom Village No. 10 community in Kamphaeng Phet Province, where a local chili paste enterprise was established in response to drought-related challenges affecting livelihoods. Students worked with the community to develop a distinctive chili paste recipe using locally sourced ingredients, while supporting product branding, storytelling, packaging, accounting systems, and online sales skills. With continuous monitoring and knowledge transfer, the community is now able to operate the business independently and sustainably.



The **Beta Young Entrepreneur** program is a collaboration between the Thai Chamber of Commerce, the University of the Thai Chamber of Commerce (UTCC), and the Sirivadhanabhakdi Foundation that aims to nurture young people into socially responsible entrepreneurs with strong business skills, ethics, and a sense of social responsibility. Through hands-on activities, students gain real business experience throughout the program while also engaging in social initiatives that foster ethical values and community awareness. The program equips students with an entrepreneurial and startup mindset during their university years, preparing them to build their own businesses in the future, developing graduates who are both capable and conscientious entrepreneurs, alongside many similar initiatives at the higher education level.

For the working-age population, the focus is on developing digital and cross-disciplinary skills that enhance long-term employability. UTCC has





introduced applied AI curricula, providing students with free access to AI platforms such as Microsoft tools and Canva Pro. UTCC has also launched Thailand's first AI-powered smart classroom with AI teaching assistant, alongside the UTCC Engine, an AI system that supports academic advising by analyzing students' strengths and skills. AI is further used across campus to enhance safety, improve energy efficiency, and support research -all aim to prepare students for the labor market and strengthening Thailand's global competitiveness. Meanwhile, Sripatum University highlights the role of content creators as powerful storytellers who can inspire, educate, and influence behavior toward social sustainability. The university offers programs in Online Communication Design under the Faculty of Communication Arts. In addition, workshops hosted by various universities were held throughout the 10-day period, giving visitors opportunities to participate, exchange knowledge, and share experiences.

As Thailand becomes a fully aging society, the elderly population is projected to reach nearly one-third of the total population by 2037, creating challenges for labor, welfare, and quality of life. In response, the Faculty of Architecture and Design at Rajamangala University of Technology Phra Nakhon presented the "Complete Retirement" project, applying design to empower elderly people in Bang Phut Subdistrict, Pathum Thani, by strengthening self-reliance, adding value to local



resources, and preserving community wisdom. Another initiative, "Bai Haeo Rajamangala," upcycles discarded water chestnut leaves into packaging and souvenir products for tourism, led by elderly communities in Si Prachan District, Suphan Buri. Sustainability knowledge was shared through workshop activities by nine universities, covering handicrafts and the arts. Highlights included creating keychains from fabric scraps and leftover yarn by Chiang Mai University; making bags and natural dye stamp prints by Rajamangala University of Technology Thanyaburi; and printmaking using eraser stamps by Thammasat University, among others.

Sensory Experience stepping into the world of the visually impaired and hearing impaired through a simulated emergency situation to better understand challenges and limitations, this is where visitors will hone their communication skills and helping others. They are also encouraged to share their thoughts and feelings to reflect challenges in daily life – an important step towards building a better understanding and a more equal society.

Additionally, to mark its 100th anniversary, **the Office of the Royal Society** presented an exhibition on Artificial Intelligence (AI) for Thailand, emphasizing that AI is not merely a tool but a transformative force shaping the future of the economy, education, healthcare, daily life, and even the values of humanity itself.



BETTER LIVING

AWAKEN, ADAPT, AND PREPARE FOR WHAT LIES AHEAD









In recent years, climate-driven disasters have become more frequent, intense, and widespread. The BETTER LIVING zone invites everyone to "awaken and adapt" by planning and preparing for a world that is no longer the same. The journey begins with a 4D Immersive Theatre, where visitors experience simulated disasters, including heatwaves, earthquakes, floods, and landslides, and are challenged to decide how to act in order to survive a crisis.

Stepping out of the theatre, visitors entered the "CLIMATE CHANGE TO DISASTER" exhibition, which presents key data on natural disasters worldwide: from the five cities most at risk of submerging by 2030 to a 20-year timeline of disasters in Thailand. The exhibition highlights how close these risks really are,

HIGHLIGHTS

- How government agencies are preparing for a low-carbon society and climate change
- How businesses are joining forces to drive sustainable development across all dimensions
- Conservation missions that restore forests and watersheds, and create balance among nature, business, and communities
- Practical lessons in recycling and circular economy from the private sector
- Future energy solutions that support a truly low-carbon society





while emphasizing that preparedness and adaptation can help us live with disasters more safely. Visitors learn practical skills such as how to evacuate correctly, which emergency phone numbers to remember, which apps to use for alerts and emergency help, and how to pack a "go-bag" for different scenarios.

Beyond emergency response, long-term resilience depends on how we live, build, and design our cities. The exhibition showcases nature-based solutions in architecture and planning, such as Flood & Grandma Tiam's Hats, a low-cost flood-resilient emergency shelter designed under a 100,000-baht budget, Chulalongkorn University Centenary Park, designed as a large sponge park that absorbs and filters stormwater, and the rooftop farm at Puey Ungphakorn Centenary Hall and Park, combining traditional rice-terrace wisdom with modern green-roof technology.

GOVERNMENT ACTION FOR A LOW-CARBON, CLIMATE-RESILIENT FUTURE

As the world moves toward a low-carbon society and climate adaptation, governments play a critical role in setting policies and practical guidelines that fit each country's context to ensure tangible change.

This year, the **Ministry of Natural Resources and Environment** presented its "7Cs" policy framework to drive a low-carbon society and climate resilience. Its exhibition promoted climate literacy, covering topics such as greenhouse gas reduction technologies and current climate conditions in Thailand and globally. A Climate Clinic offered consultations with experts from key agencies, including the Department of Climate Change and Environment, Royal Forest Department, Thailand Greenhouse Gas Management Organization, GIZ Thailand, and the Office of Natural Resources and Environmental Policy and Planning, on issues such as the Climate Change Act, community forest and carbon credits, low-carbon schools and communities, the Environmental Fund, and the ThaiCI Fund.

The Ministry of Social Development and Human Security highlighted the role of its disaster care center for the vulnerable, which coordinates protection and support for those most at risk: before, during, and after disasters. Agencies under the ministry, including the Department of Children and Youth, Department of Older Persons, and Department of Social Development and Welfare, showcased systems for identifying and supporting vulnerable groups during crises. Visitors could also download an e-book with practical guidance on disaster preparedness.

POWER OF COLLABORATION IN DRIVING SUSTAINABLE DEVELOPMENT ACROSS DIMENSIONS

Lasting change requires more than individual effort; it demands collective action. The **Thailand Supply Chain Network (TSCN)** was established as a platform to connect businesses and advance sustainability







through four main pillars: partner networking, common sustainability standards, knowledge sharing, and collaboration. TSCN members have set a shared goal toward Net Zero and have rolled out five supplier-training sessions in 2025 to build capacity in carbon-reduction practices. Moreover, it showcased the SX TSCN Sustainability Award, launched in 2024, which recognizes member companies whose ESG initiatives are measurable and deliver real positive impact to multiple stakeholder groups.

The **World Bank Group** booth reiterated its mission, "A World Free of Poverty on a Livable Planet." The exhibition distilled key insights from Thailand Country Climate and Development Report into easy-to-understand infographics, covering topics such as physical risk, adaptation, decarbonization, green growth, and climate-related finance. It also presented "Building Thailand's Future Today," a report outlining Thailand's potential in five future-ready sectors: digital services, creative economy, green manufacturing, kitchen of the world, and sustainable tourism. A highlighted project was the Chao Phraya River Basin Flood Risk Management, backed by over USD 346 million, to improve canals, water gates, and drought storage, as well as investments to strengthen water security in the Eastern Economic Corridor (EEC).

CONSERVATION MISSIONS IN RESTORING FORESTS AND WATERSHEDS, WHILE BALANCING NATURE, BUSINESS, AND COMMUNITIES

Nature is our shared home. Protecting forests, rivers, and communities is not just conservation, but it is also about restoring a world worth living in. Many leading Thai companies are driving conservation efforts that help nature and people thrive together.

Thai Beverage Public Company Limited illustrated its commitment under the concept "Preserving the Water of Life – ThaiBev Returns Water to the World." The company is driving freshwater and biodiversity conservation from local to global levels, with a goal to return 100% of the water used in finished-goods production back to nature and communities by 2040. In Thailand, ThaiBev prioritizes integrated water stewardship through partnerships nationwide. Key initiatives include repairing the Khilek weir in



Chiang Dao, Chiang Mai, which supports irrigation for over 1,600 rai of farmland and restores more than 120 million liters of water annually; installing 72 automatic telemetry stations across northern river basins to improve rainfall and water-level monitoring; and collaborating with the Mae Fah Luang Foundation to restore over 90,000 rai of community forests across 11 provinces.

Internationally, Cardrona Distillery in New Zealand helps conserve the endangered Karearea falcon; Inver House in Scotland partners with the Spey Foundation to build fish ladders that improve salmon and trout spawning; F&NHB in Malaysia, a producer of BORNEO SPRINGS mineral water, works with local groups to provide clean-water reservoirs for the Bidayuh community; and Grand Royal Group in Myanmar installs solar-powered clean-water systems for San Hpe village. Beyond water stewardship, ThaiBev's Island Model brings back more than 2,500 tons of packaging yearly, generating 17 million baht for nine island communities nationwide, while the ThaiBev...Unites to Fight the Cold project recycles more than 7.6 million post-consumer PET bottles each year to produce 200,000 blankets for cold-affected families.

For **Charoen Pokphand Group or CP Group**, sustainability is central to its growth strategy, aiming to balance business, society, and the environment while supporting the UN Forward Faster Initiatives to accelerate SDGs by 2030 through three goals: Net Zero, Zero Waste, and Education for All. At its booth, visitors can sample coffee from projects that help farmers











in northern Thailand shift from monocropping to shade-grown coffee, boosting incomes while reducing forest burning, soil degradation, and encouraging forest stewardship.

The **Forest in Our Hearts Foundation** invited visitors to experience nature through an exhibition featuring artwork by HRH Princess Maha Chakri Sirindhorn, highlighting forest beauty and the foundation's missions, from youth programs and forest ordinations to carbon-credit community forests, tree surgery, and check-dam building. Visitors could also support conservation by purchasing unique souvenirs such as fabric-scrap wildlife keychains and eco-print tote bags made from leaves and flowers, symbolizing the bond between people and forests.

DRIVING SUSTAINABILITY FROM UPSTREAM TO DOWNSTREAM, WHILE SUPPORTING RECYCLING AND CIRCULAR ECONOMY

Everyday products improve our quality of life. At the same time, many companies are now creating innovations that integrate sustainability and environmental care into every stage of the value chain from upstream to downstream, making every consumer choice a positive force to reduce environmental impact and support a lasting balance between people and nature.

As a leading food producer, **Charoen Pokphand Foods Public Company Limited or CPF** invited visitors on a journey into "SUSTAINOVATION BEHIND EVERY BITE." Through four interactive zones, visitors experienced (1) The Crisis – the story of a polar bear on melting ice, highlighting the climate emergency; (2) The Call – an Arctic adventure that reveals how daily







habits can help heal the planet; (3) The Choice – a mock supermarket where visitors choose eco-friendly products and learn proper waste sorting; and (4) The Creation – an interactive dining experience that reveals how CPF integrates sustainability into every step of the food value chain, showcasing CPF's sustainable innovations from farm to table. It delivers not only "fun + inspiration" but also encourages every bite to become a small force for a more sustainable world.

Indorama Ventures Public Company Limited, a global leader in sustainable chemicals, welcomed visitors through a giant PET-bottle entrance to showcase its vision of "Sustainable Value Creation." The company highlighted over 483 new products launched in the past year, including low-carbon, recyclable, and eco-friendly solutions. Key innovations included the world's first PET bottle for sparkling wine with glass-like performance; Bio-PET bottles made from bio-based para-xylene, significantly reducing CO_2 emissions; Deja™ Carbon Neutral PET, the world's first carbon-neutral PET resin. Indorama Ventures has also helped build a circular polyester fiber value chain using bio-based or CCU para-xylene synthesized directly from CO_2. These fibers are now used in THE NORTH FACE apparel brand in Japan.



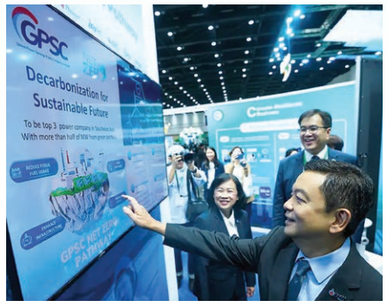
Under the Highway to Net Zero concept, **Berli Jucker Public Company Limited** showcased climate action across its entire value chain, from packaging and consumer goods to manufacturing, logistics, and retail, framed by a roadmap to Net Zero 2050. Two key subsidiaries joined the showcase. BJC Glass (Thailand) Co., Ltd. uses up to 85% cullet in new glass packaging and produces lightweight glass bottles that requires less energy use and are 22.9% lighter than regular bottles, while Thai Beverage Can Ltd. (TBC) runs the Aluminium Loop closed-loop recycling system, having recycled over 1.5 billion cans and generated around 1,460 million baht in domestic circular revenue. TBC also introduced STAR CAN, ultra-light cans using just 0.240 mm aluminum, and ALUMINIUM SOLAR, cans manufactured using solar energy, reflecting how circular economy principles are embedded throughout all operations.













Starprint Public Company Limited presented its sustainability strategy under ESG (Environment, Social, and Governance) frameworks. For the environment, the company has installed a 10,000-megawatt solar rooftop system, reducing greenhouse gas emissions by 145 tons and lowers electricity use by 25%; converted all forklifts to electric models, saving more than 9,600 liters of diesel; and upcycled paper waste into water-resistant, sound-absorbing panels used for ceilings, walls, tables, and chairs donated to schools. Looking ahead, Starprint aims for half of all customer-selected papers to be FSC-certified by 2030, while continuously investing in employee skills and learning.

Royce Universal Co., Ltd. highlighted its RoyceCycling system, a circular model that turns plastic waste into high-quality recycled PET (R-PET) pellets. At the exhibition booth, visitors returned used beverage containers via a smart machine that sorted packaging by brand, generating valuable statistical data for each beverage producer to design future campaigns such as points or benefits for consumers. The company's "Buying Cycle" program further closes the loop by buying back used plastic products, such as chairs and surface materials, and feeding them back into the recycling and remanufacturing process, creating a fully circular system from production and use to sustainable take-back.

EXPLORING FUTURE ENERGY FOR A LOW-CARBON SOCIETY

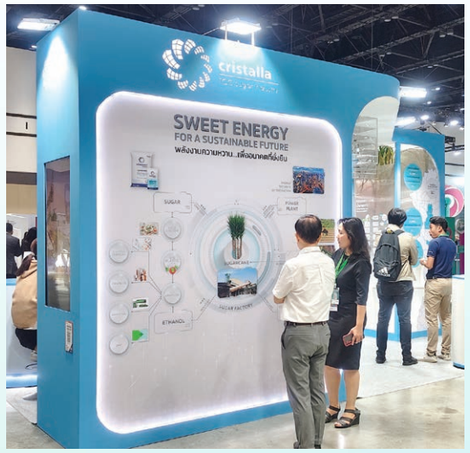
Clean energy is the power source of the future. Many Thai organizations are now driving the energy transition toward a low-carbon society through innovation, technology, and new business models that prioritize environmental stewardship, contributing to a better future for all.

As a leading energy company, **PTT Public Company Limited** showcased its transition strategy across three dimensions: 1. Climate Resilience Business – investing in alternative energy such as natural gas, LNG and, low-carbon businesses like EV Station

PluZ, and Sustainable Aviation Fuel (SAF); 2. Carbon-conscious Assets – improving operational efficiency and cutting emissions through its MissionX Operational Excellence program, AI tools such as Axis, and clean energy from solar, wind, and Small Modular Reactors; and 3. Coalition, Co-creation, and Collective Efforts for All – building partnerships for a low-carbon economy, including carbon capture and storage, hydrogen-fuel projects, and Varuna AI & Remote Sensing to assess forest carbon sequestration.

Beyond its core business, PTT also advances social and environmental projects such as Community Happiness and Thaidet for local livelihoods, YOUTurn for circularity, solar roofs for public health agencies, Light for a Better Life for energy access in remote areas, and Ocean for Life for marine restoration and coastal communities.









Hino Motors Sales (Thailand) Limited highlighted sustainability through three pillars: 1. Green Factory – a model plant in Samut Prakan using solar energy and tree-planting to reduce its carbon footprint; 2. Green Product – Hino Euro 5 trucks equipped with SCR (Selective Catalytic Reduction) systems that convert nitrogen oxides into harmless nitrogen and water vapor; and 3. Green Technology – Hino Connect, which analyzes driving data from the ECU to improve efficiency, cut fuel use, and reduce emissions.

Cristalla Co., Ltd. presented "Sweet Energy for a Sustainable Future," highlighting the use of renewable energy and the systematic approach of carbon emission reduction. Starting with sugarcane, a crop that can be replanted within a year, it is used to generate renewable energy as a substitute for finite fossil fuels. Molasses, a byproduct of sugar production, is turned into ethanol and blended into gasohol as an alternative fuel. In addition, its biomass power plants use bagasse to generate electricity instead of fossil fuels. Overall, Cristalla's production process reduces CO_2 emissions equivalent to planting 141.56 million trees or about eight times the size of Kaeng Krachan Forest in Phetchaburi, while also generating high-quality carbon credits.

BETTER COMMUNITY

EXPLORING THE POWER OF COMMUNITIES AND VOLUNTEERS IN DRIVING POSITIVE CHANGE





In a rapidly changing world, one clear answer to the question "How do we survive and grow sustainably?" is the power of community and volunteerism. When people come together with a shared will to act, real change happens. The BETTER COMMUNITY zone brings together more than 50 networks that share one goal: to build resilient communities that can adapt and thrive in a world that is no longer the same, offering both hope and practical pathways for development.

The **"Community in Action" exhibition** highlights the power of small actions in helping communities adapt and survive amid global crises. It showcases the role of active citizens in building communities that not only endure change but grow sustainably through stories that inspire action including:

HIGHLIGHTS

The exhibition Community in Action features three elements:

- Inspiring Showcase Zone, highlighting successful models from 15 organizations for better city life Connect the Dots, inspiring volunteerism and inviting volunteers to drive change via a digital platform created by JitArsa Bank
- Gathering Space, featuring 30 talks and 10 days of activities for both veteran and beginner changemakers
- Another highlight is 'dots coffee', a café run by visually impaired staff.

INSPIRING SHOWCASE

Discovering Active Citizenship through stories across three themes:

- **Inclusive City Network**

Real examples of cities becoming inclusive and people-centered today -through green spaces, open learning areas, improved housing, and culturally-driven community development. All of these reflect efforts to foster a "living" city that not only grows but also addresses diverse individual needs. Highlights include "ONE BANGKOK," which builds a collaborative network for sustainable large-tree management; "The Siam Society Under Royal Patronage," presenting recorded voices, memories, and reflections from urban communities living through a climate-disrupted world, especially residents of Asoke, Sukhumvit, Nana, Makkasan, and Ban Don; and "Museum Siam," which reinterprets local knowledge to bridge cultures and generations, for example, using authentic train-station lettering collected from real railway signs to narrate the stories and identity of each place.

- **Caring Network**

A shared space where civic groups, businesses, and government agencies come together to take action, share responsibility, and drive sustainable solutions. Examples include the Environmental and Social Foundation, which works on environmental conservation, research, education, disaster relief, and learning support for youth, communities, and persons with disabilities. JS100's SOS STORY also highlights compassionate assistance through a "Forget Me Not" flower pin for people with Alzheimer's or memory loss. Each pin includes a QR code and unique ID; anyone who finds a lost wearer can scan it, enabling JS100 to contact their family and ensure a safe return.

- **Community's Economy Network**

Showcasing social enterprises and organizations that strengthen local capabilities, drive social business and innovation, and grow Thailand's grassroots economy. These efforts generate community income, preserve local wisdom, and offer scalable models for sustainable development nationwide. Examples include: Rurak Samakkee Social Enterprise, building a network of social enterprises across 76 areas to create agricultural, processing, and community-tourism income; the Local Pakaoma Project, passing on traditional weaving across 39 communities in 30 provinces and generating over 279 million baht; Win Win WAR Thailand TV show; and the Social Enterprise Thailand Assocation (SE Thailand), which supports social enterprises toward long-term sustainability.









CONNECT THE DOTS

A space to join networks creating real change. Visitors can explore volunteer groups and organizations in public health, education, environment, social development and equality, emergency response, crisis relief, and technology, uniting people who give their time, skills, and heart. A simple quiz helps you discover which volunteer role fits you, followed by sign-ups for opportunities of interest: from community disaster prevention, e-learning courses on social development volunteering, and marine conservation, to working with foundations like Seub Nakhasathien and Youth Connect.





GATHERING SPACE

A knowledge-sharing space where real changemakers exchange experiences, connect, and build supportive networks for thriving in a fast-changing world. Through diverse talks on mutual-care networks like timebanking, urban green spaces for sustainable cities, Banglamphu storytelling through dessert-making, and developing new leaders for sustainable education, participants learn, collaborate, and co-create stronger, more resilient ways forward.

Surrounding the exhibition zone are booths from businesses and partner organizations advancing sustainability across multiple dimensions. **Frasers Property Limited**, an international property





developer spanning commercial, industrial, residential, and retail projects, joins the mission to prepare the world for rapid change. Their exhibit, "Social Value Creation," showcased how property development can generate a positive impact while improving the quality of life for nearby communities. Key features include immersive AR technology that lets visitors explore standout Frasers Property projects in Thailand and abroad across six pillars: 1. Expanding opportunity, 2. Enhancing wellbeing, 3. Strengthening community ties, 4. Accessible spaces, 5. Promoting health, and 6. Fostering meaningful connections. A highlight was the Interactive Eco Art Piece, an AR-enabled work blending physical and virtual worlds to enrich the experience and storytelling. After the AR journey, visitors can take photos and share them on social media for a chance to win eco-friendly prizes.

Visitors also shared their sustainability perspectives through a personalized avatar that reflects their personality as well as express the sustainability ideas they wish to see in the world, whether everyday actions or innovative concepts for a better society and planet. These messages appeared on a large LED screen alongside contributions from other visitors who share a common goal of protecting the Earth. Frasers Property's booth is also designed as a Zero Waste Booth, carefully constructed to minimize environmental impact. Its steel frames, particle boards, and various paper materials can all be reused or repurposed after the event.

This year, SCG presented its exhibition under the theme **"Green Breakthrough,"** showcasing innovations



and pathways toward a low-carbon society. The exhibit reinforced that achieving Net Zero requires more than technological breakthroughs; it depends on collaboration across all sectors to drive systemic, structural change. SCG highlighted three key pillars:

1. Green Manufacturing: SCG demonstrated environmentally responsible production powered by renewable energy. Highlights included Smart Grid Technology & Green Power Generation, an intelligent clean-energy management system for industrial and commercial use that reduces energy costs and supports zero-carbon goals. The Rondo Heat Battery converts intermittent wind and solar energy into stored heat using thermal media, enabling round-the-clock energy supply. SCG also showcased its Regenerative Model, which transforms agricultural residues and industrial waste into renewable fuel while improving overall energy efficiency and promoting green logistics.



2. Green Innovative Solutions: A range of green solutions was featured for both businesses (B2B) and consumers (B2C). The Onnex Energy Solution introduced ONNEX SOLAR, offering four installation formats: solar roofs, floating solar, solar farms, and solar carports -to help businesses cut energy costs. Consumer-focused innovations included COTTO BIO-CERAMIC, which replaces limestone entirely with eggshell and seashell waste to reduce CO_2 emissions from calcination; Fest Portion Pack, a recyclable fresh-food paper tray made from over 80% renewable materials; and SCGC Green Polymer, which recycles used plastics into high-quality, safe materials certified by international standards.

3. Green Synergy: SCG emphasized cross-sector collaboration to achieve Net Zero, exemplified by the annual ESG Symposium, which gathered government, private sector, and civil society under the theme "Green Breakthrough Amid the Perfect Storm – Accelerate with Green, Survive Together." The symposium focused







on accelerating clean-energy transitions, supporting SMEs in adopting fair and inclusive low-carbon business models, and strengthening resilience to climate volatility. A standout model was the Saraburi Sandbox, Thailand's first low-carbon city prototype. It advances cooperation across five key areas: transitioning to clean and sustainable energy, promoting green industries and eco-friendly products, improving waste management, supporting low-carbon agriculture, and expanding green spaces.

The Green Finance Group, led by **Bangkok Bank**, showcased its commitment to social and environmental responsibility through four initiatives: promoting environmentally and socially responsible investment using financial tools that support green businesses; the Bualuang Save the Earth: Rak Tha Chin project, which restores the Tha Chin River through conservation activities; a nationwide blood-donation campaign delivering seven million cc of blood; and programs that preserve Thai arts and culture through traditional music activities.





Krungsri Bank presented its **Go Sustainable with Krungsri** concept, designing its booth with reused and eco-friendly materials and featuring the winning works from the "From Waste to Wow Sustainable Sculpture Contest 2025," which transformed used materials into meaningful art. **Kasikornbank** advanced the theme Sustainable Value for Inclusive Growth, promoting green financing such as loans for solar rooftops, electric vehicles, and energy-efficient homes, while supporting business sustainability through ESG tools and advisory services including K Climate 1.5, K Climate ESG Advisory, and Koncierge+. Its Thailand Climate Business Network (ThaiCBN) also contributed to societal learning through initiatives like AFTERKLASS, Skillkamp, the Net Zero CEO & Leader Program, the CCRC Center, and the national "Sati" campaign on sustainability awareness.

The Government Savings Bank reinforced its role as a social bank by reducing financial inequality and poverty in alignment with the SDGs and ESG principles, helping over 13 million Thais gain fair access to finance under the message, "Being our customer means helping society," and highlighting its Social Bank agenda, GSB Net Zero 2050, and support for the grassroots economy.







The Sustainable Tourism Group, led by **Asset World Corp Public Company Limited** in collaboration with the Tourism Authority of Thailand, presented the Sustainable Tourism Journey under the theme "From Principles to Practice - Inspiring Sustainable Tourism," showcasing how sustainable tourism can create positive cultural, environmental, and economic impact using tools, standards, and tourism routes. **Thai AirAsia Co., Ltd.** exhibited AirAsia's Green Journey, outlining its commitment to reducing environmental impact at every stage of travel, from minimizing single-use plastics and improving flight efficiency to waste management and sustainability awareness for staff and passengers.







Thai VietJet Air Joint Stock Co., Ltd. featured Fly Green, Fly Future, an interactive exhibit illustrating its sustainability pathway across air, sea, and land, including fleet development, the use of sustainable aviation fuel, and environmental and social programs under the Fly Green Fund. **The Thailand Convention & Exhibition Bureau** highlighted efforts to advance sustainability in Thailand's MICE industry, focusing on standards development, capacity building, and tools that help organizers implement sustainable practices, while strengthening the ability of MICE cities to host world-class events.

The Community Quality of Life Group, led by **Doi Kham**, shared its journey toward becoming a low-carbon, sustainable enterprise guided by the principle "Agriculture for Community, Produce for the Nation." Its strategy centers on Enriching PLANET through environmental stewardship, Engaging PEOPLE across its supply chain, and Enhancing PROFIT responsibly to support innovation and societal well-being. **The Community Organizations Development Institute** demonstrated how local communities build resilience through disaster-management practices across three stages: preparedness and prevention, immediate response via coordination centers and evacuation systems, and long-term recovery of physical, economic, social, and emotional well-being. **The Thai Chamber of Commerce** showcased its "Kao Po Dee" program, which trains young entrepreneurs in sufficiency-economy business models, proving that the philosophy can be creatively applied across sectors. **Proud Group** featured the "Pineapple Project by PROUD," a model for sustainable resource and environmental management rooted in Net Zero



Waste, elimination of single-use plastics, and green energy, emphasizing efficient resource use.

Other contributions included **Community Waste Management** by Thai Beverage Recycle Co., Ltd. which demonstrated collaborative models that show how small actions can drive large-scale change. Examples included a sustainable waste-management system on Sichang Island in Chon Buri co-developed with SCG, reducing landfill waste and recovering over 13,000 kilograms of recyclable materials, and initiatives to transition Bangkok offices toward greener operations.







Thailand Institute of Packaging and Recycling Management for Sustainable Environment (TIPMSE) highlighted its work advancing the Extended Producer Responsibility (EPR), emphasizing consumers' role in choosing eco-designed packaging and supporting systems such as drop-off points, vending machines, and recycling markets, while showcasing various eco-design products.

The Federation of Thai Industries presented sustainable industry projects by its members, including the Circular Material Hub by Water and Environmental Institute for Sustainability, a platform that exchanges industrial by-products and waste to create new value and support circular business models. **The National Defence Studies Institute of the Royal Thai Armed Forces** introduced the Thailand Security Dialogue 2025: Peace and Security in a Global Disruption, a forum addressing emerging security challenges and fostering collaboration and practical solutions among global and regional experts.











GREAT EXPERIENCES FOR ALL

Small changes in everyday life can spark transformative global impact. The activity zones at SX2025 are designed to turn inspiration for driving sustainability into memorable experiences for people of all ages. From mindful consumption and eco-conscious product choices, to nurturing children's understanding of nature and responsible waste management, these zones invite you to explore how simple actions matter. Turn the page and discover how you, too, can play a vital role in driving sustainability for our world.









BETTER WORLD

BEYOND AESTHETIC BEAUTY LIES THE POWER TO CHANGE THE WORLD

In a time of rapid global change and mounting challenges, art serves as a mirror reflecting the beauty of nature, life, and the human spirit. The BETTER WORLD Zone communicates the idea of sustainability through creativity, using artistic expression to tell the story of a transforming planet, inspire environmental consciousness, and spark actions across society. This year, the exhibition features outstanding paintings and sculptures from various competitions held under the theme "Water and Adaptation," linking art with water as a symbol of adaptability and harmonious coexistence with nature.



CHAYA NITIKORN PORTRAIT STUDIO

A long-standing favorite among visitors is the Chaya Nitikorn Porttrait Studio, offering professional studio photography for only 99 baht, with all proceeds donated to the Chaipattana Foundation for public benefit. Now in its fourth year, the studio featured two photo backdrops inspired by the paintings and illustrations of Her Royal Highness Princess Maha Chakri Sirindhorn. With Her Royal Highness's gracious permission, the artworks were reimagined into "Cartoon Park" backdrops, portraying biodiversity and the harmony between people, nature, and the environment, reflecting Her Royal Highness's artistic talent and deep love for nature. This year, Her Royal Highness graciously visited the studio for an official portrait session on Thursday, 2 October 2025.



HIGHLIGHTS

Showcasing inspiration behind award-winning artworks, from youth competitions to national and ASEAN-level stages, expressing the beauty of nature and perspectives on sustainability under the theme "Water and Adaptation."

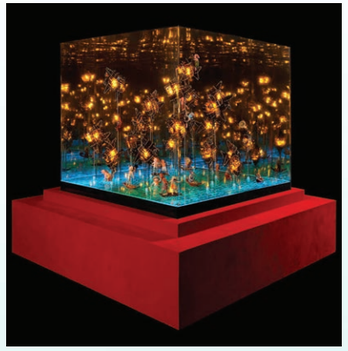
- Chaya Nitikorn Portrait Studio
- The 14th White Elephant Art Award
- ASEAN SX PHOTO CONTEST 2025
- The 4th A Moment in Nature Photo Contest
- The 2nd DUO SHOTS KNOCKOUT X eisa Competition
- National Geographic Thailand Photography Contest 2025 Season 10
- The 6th SX TRASH to TREASURE Art & Design Contest



THE 14TH WHITE ELEPHANT ART AWARD

A major highlight of the BETTER WORLD Zone was the 14th White Elephant Art Exhibition, held under the theme "Water and Alteration." The exhibition invited Thai artists to explore the relationship between humans and water, raising awareness of the importance and impact of water on living beings through artworks in 2D and 3D formats. The White Elephant Award went to "Tapian-Tapian" by Mr. Niratchaporn Nuamjerm, a 3D mixed-media artwork made from wood, acrylic, motors, LED lights, and music. Together, these elements form a school of woven Tapian fish, symbolizing abundance and reminding viewers of the vanishing riverside way of life.

The first prize "Waterworld" by Ms. Yerrinda Kaewsuwan used embroidery techniques to weave threads into a visual connection between water and living beings. It reminds viewers of water's significance through an imaginative underwater world where all life forms depend on one another -a second home that we must protect and adapt to amid emerging crises. Another highly acclaimed piece is the "River of Flourishing" by Mr. Teerapon Sisung, winner of the Khunying Wanna Sirivadhanabhakdi Award. This artwork used metal-fiber weaving and mixed media to create a tree nourished by flowing water, growing, blossoming, and bearing fruit. It ultimately becomes a vast ecosystem that shelters and sustains all forms of life.



"Tapian-Tapian"
by Mr. Niratchaporn Nuamjerm



"Waterworld"
by Ms. Yerrinda Kaewsuwan



"River of Flourishing"
by Mr. Teerapon Sisung



"Life Flows Beyond the Broken Bridge"
by Mr. Bo Bo Oo







ASEAN SX PHOTO CONTEST 2025

This regional competition, themed "Water and Adaptation," emphasized water as a vital force of life and a lens for understanding sustainability across ASEAN. With 755 contestants and 3,872 submissions, the top prize went to Mr. Bo Bo Oo from Myanmar for a striking black-and-white photograph of people playing in water against the backdrop of a collapsed bridge, earning both the ASEAN Grand Prize and the Myanmar National Award.



"Seaside Ecosystem During Low Tide"
by Mr. Chakkrit Khruewan



"Let's Swim"
by Mr. Prasert Krainukul

THE 4TH "A MOMENT IN NATURE" PHOTO CONTEST

Co-hosted by the Royal Photographic Society of Thailand and the Foundation for Khao Yai National Park Protection, this contest raises environmental awareness, fosters youth interest in photography, and highlights the important behind-the-scenes work of conservation staff. This year's competition featured two categories:

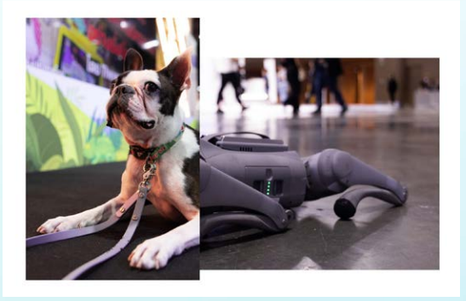
"Natural Environments and Plant Life": The first-prize winner was "Seaside Ecosystem During Low Tide" by Mr. Chakkrit Khruewan, who captured the golden morning light reflecting off coral and illustrating fragile beauty threatened by rising temperatures.

"Moments of Life": The winning photograph, Let's Swim" by Mr. Prasert Krainukul, shows a troop of wild monkeys cooling off in the Kaeng Krachan Dam. Their swift movements as they swim and compete for floating food vividly portray the instinctive struggle for survival in nature.



THE 2ND DUO SHOTS KNOCKOUT X EISA COMPETITION

Organized by the Royal Photographic Society of Thailand, the Photographic Arts Foundation, and Thai Beverage Public Company Limited, this competition challenged students to pair two photographs into a cohesive, compelling narrative. Participants received a theme, shot images on-site, and competed in knockout rounds until a winner who excelled in technique, artistic composition, and meaning was chosen. The 2025 theme, "Contrast and Connect," drew strong participation. The top prize went to Ms. Atikan Jamjang of Kasetsart University, Kamphaeng Saen Campus, whose paired images juxtaposed a real dog with a robot dog displayed at SX, symbolizing harmonious coexistence between nature and technology. Moreover, thirteen additional works received distinction awards.





"The Boat Dock : The Pulse of the Fishing Boat Life and the Ties of the Community"
by Ms. Shanya Thanapatmongkol





NATIONAL GEOGRAPHIC THAILAND PHOTOGRAPHY CONTEST 2025 SEASON 10

Another crowd favorite, this year's theme "Water of Life" invited photographers to interpret the significance of water in diverse ways. The first-prize winner was "The Boat Dock : The Pulse of the Fishing Boat Life and the Ties of the Community" by Ms. Chanya Thanapatmongkol, which tells the story of the slipway -steel platforms and tracks built to support fishing boats during repairs and reinforcement. Beyond serving as essential infrastructure that sustains generations of riverside communities, the slipway symbolically bridges land and water, reflecting the deep relationship between people and the sea. The first runner-up award went to "On the way to downstream" by Mr. Natthapol Suebkraphan, and the second runner-up was "Traditional fishing with the loss of abundance in the sea" by Mr.Lersom Loungpon.

THE 6TH SX TRASH TO TREASURE ART & DESIGN CONTEST

Held under the theme "Water and Adaptation," the contest invited young creators to transform everyday waste materials into meaningful works of art, while showcasing their ability to interpret and present sustainability concepts.

- 2D Category Winner: "Gleam of The Wave" by a team of students from Thammasat University, weaving traditional textile techniques into contemporary environmental storytelling to depict the relationship between water, people, and livelihood.
- 3D Category Winner: "Your Name Is..." also by students from Thammasat University, portraying waste as human memories that, when neglected, eventually return to harm people and the planet.

Apart from competitions in Thailand, Vietnam hosted its third contest under the theme "Water of Life," with standout pieces displayed at SX2025. The winning 2D artwork, "The Turquoise Turtle," uses a bright blue sea turtle to highlight marine life searching for unspoiled oceans and calling for water conservation. The runner-up, "Eco-brick," showcases how waste materials can be repurposed into durable bricks for walls or outdoor seating, promoting circular-economy thinking.



"Gleam of The Wave"
2D Category Winner



"Your name is..."
3D Category Winner



SX FOOD FESTIVAL
WORLD FOOD COLLABORATION

"EAT TO SAVE THE PLANET" AND EXPLORE INTERNATIONAL CUISINES WHERE EXQUISITE FLAVOR MEETS SUSTAINABILITY



ASEAN's largest sustainable food festival was back. SX FOOD FESTIVAL 2025, one of the key highlight zones of the SX2025. Under the concept "Eat to Save the Planet," this year's festival presented the theme "World Food Collaborations," elevating the experience by bringing you flavors and culinary cultures from around the globe. Explored six special food zones, each set within immersive replicas of iconic global landmarks: Thailand, China, Japan, Korea, India, and Europe. Each zone showcased the unique culinary charm of its culture through a sustainability lens, from eco-friendly ingredient choices and reduced plastic use to thoughtful food and packaging waste management.

The festival brought together over 160 food and beverage vendors, offering a wide variety of savory and sweet delicacies. A major highlight included more than 22 nationally renowned chefs from MasterChef, Top Chef, Iron Chef, and Hell's Kitchen Thailand, who crafted special menus using health-conscious ingredients and resource-efficient cooking methods, and offered more environmentally-responsible cooking demonstrations aligned with the "Eat to Save the Planet" theme. Visitors could enjoy and explore diverse dishes throughout the full 10-day event. For the first time, the festival also welcomed top street-food talents from The Golden Spoon, who presented exclusive, planet-friendly dishes that were tasty, healthy, and sustainable. In addition, the event featured 10 sustainable food innovation exhibitions, a one-stop learning experience that brought together essential knowledge, emerging food trends, and future-forward food technologies for visitors to explore up close.

Another highlight of this year's SX FOOD FESTIVAL was the series of live sustainable-cooking demonstrations by some of Thailand's leading chefs. Rotating throughout the event, these chefs shared their techniques and inspirations through dishes the planet and good for us at the center stage. Visitors could observe each step up close, from selecting chemical-free, nature-friendly ingredients and using every part of the produce efficiently to applying each chef's unique cooking techniques. These demonstrations reflected creativity while inspiring food lovers to become more aware of the environmental and health impacts behind every plate.

HIGHLIGHTS

- Immerse yourself in the flavors of global cultures across 6 landmark zones, Thailand, China, Japan, Korea, India, and Europe, featuring more than 160 food vendors.
- Discover a wide variety of dishes crafted by professional chefs from MasterChef, Top Chef, Iron Chef, and Hell's Kitchen Thailand, presenting planet-friendly menus along with live cooking demonstrations that's good for both the Earth and for us.
- Step into the future of food through 10 interactive exhibitions on sustainable food innovations and a dedicated zone on food-waste sorting.

THAI FOOD ZONE

Experience signature dishes from every region of Thailand, each reflecting local wisdom and the principles of sustainable eating through the careful selection of ingredients sourced directly from Thai communities and farmers, from organic vegetables and local rice varieties to animal products and high-quality meats. These ingredients were transformed using sustainable Thai culinary practices that honored both nature and authentic Thai flavors. One of the famous Chefs joining this event was Chef Ian (Iron Chef Thailand) who presented signature creations such as Khao Soi Gai (Northen Thai curry noodle soup), Sai Ua Moo (Northern Thai sausage), and Matcha Soft Cookies, all crafted with seasonal local ingredients that added new value to traditional cuisine. Chef Zetrong (MasterChef Thailand) offered both savory and sweet dishes, including classic Kai Palo (five-spice eggs and pork belly stew) and traditional Pad Krapao. All dishes focused on organic vegetables, fresh cooking, and no MSG. The menu also featured Thai Pandan Custard Bread made with pure freshly squeezed coconut milk, no artificial flavoring, no preservatives. Vendors from The Golden Spoon also joined the event, including Jay Jum Ayutthaya Boat Noodles, a 40-year original recipe featuring rich, slow-cooked broth using time-honored techniques; Grandma's Noodles, serving fresh rice noodles with a 100-year Southern crab curry recipe using homemade curry paste with local herbs; Royal Thai Khanom Krok, an over-40-year traditional recipe made with freshly pressed coconut milk from chemical-free coconuts; Babintakor, offering six varieties of traditional Thai pastries made with





organic ingredients like corn, banana, and taro; Taolaung's Sai Ua Phao from Phrae featured over 30 herbs from local farmers; and KoDungNuas, presenting shrimp in fish sauce and flavorful Som Tum prepared with fresh ingredients sourced directly from regional communities.

CHINESE FOOD ZONE

This zone presented a holistic culinary concept that centered on maximizing every part of plant and animal ingredients to minimize waste, while preserving the authentic flavors of Chinese cuisine through a balanced blend of traditional and modern cooking techniques. Set in an atmosphere infused with the nostalgic aromas of Chinese cuisine-scents that many recognize and hold dear, highlights included Chef Pom (Iron Chef Thailand), who presented classic Chineses dishes such as braised fish maw and Goi See Mee (crispy noodle with gravy sauce), along with fusion items like duck puff pastries and Chinese BBQ pork pies using energy-efficient cooking techniques. Chef Jom (MasterChef Thailand) showcased Hainanese Chicken Rice with Egg under a Zero Waste concept, utilizing nose-to-tail practice-meat, bones, eggshells. The zone also featured vendors from The Golden Spoon, including Rad Na Rong Lek with wok-fried rice noodles in aromatic traditional soybean gravy,





Aung Peng Chung's fish balls noodle soup with freshly hand-shaped fish balls made from real fish with no coloring or preservatives, Chiang Mai Amber Chive Dumplings deep-fried in fresh oil and focused on minimal production waste, Yum Ta Fo with grandpa's sauce recipe passed down for over 30 years, and Toh's Roasted Duck Bang Pho, a 40-year legend using a traditional Chinese technique to achieve crispy and aromatic duck skin. Elevating the journey further, SKY CAFÉ by Vietjet Air Thailand and CP presented a selection of in-flight meals that marry sustainability with safety, such as Holy Basil Chicken with Rice, Hainanese Benja chicken rice, and Korean Fried Chicken. Each menu is crafted through carbon-reducing processes and certified to space-grade safety specifications, ensuring both quality and environmental integrity.

JAPANESE FOOD ZONE

This zone distinguished itself through its meticulous approach to ingredients and deep respect for nature. By integrating seasonal produce, zero-waste principles, and sustainable marine sourcing, the exhibit upheld the artisanal precision and uncompromising quality characteristic of authentic Japanese gastronomy. Highlights included Chef Ploy (Top Chef Thailand,) who presented sustainable dry noodles made with chemical-free ingredients and traditional Japanese techniques; Akimitsu Tendon Thailand, the original Tokyo-style tempura brand, using precise temperature control to achieve light, crisp tempura featuring reduced oil uptake while optimized oil efficiency; and Khaopong Farm, showcasing premium sea bass sashimi prepared with the "Ikejime" method to preserve texture and nutritional value. Mondee offered its signature soft omelet rice with rich shrimp paste made from 100% real shrimp fat with no added flour. Sato Don served a variety of Japanese favorites such as curry rice and tempura rice bowls with signature sauces and broths from Osaka. Jinta Homemade Icecream applied an upcycling concept by transforming unexpected Japanese ingredients into creative desserts such as teriyaki chocolate, hojicha, and fermented rice ice cream. The zone also featured ZEA TUNA ESSENCE, presenting deep-sea tuna soup certified by Japan Food Research Laboratories. The nutritious essence implements nanofiltration technology to achieve easily absorbable small-molecule protein rich in omega-3 and vitamin B12, adding sustainable value to seafood industry resources.



KOREAN FOOD ZONE

This zone told the story of sustainable food preservation rooted in Korea's ancient culinary wisdom which became contemporary practices that value resource efficiency. This journey was expressed through a selection of fermented dishes and Korean favorites that were planet-friendly and beloved by K-drama fans. A notable highlight was Chef Tian from Top Chef Thailand, who showcased a wide array of eco-conscious Korean dishes. His menu ranged from rice and noodles to soups, featuring a signature "Bibimbap" made with



chemical-free grains like barley instead of white rice. These dishes were designed to minimize energy and oil consumption during production. Ajini Kimchi offered a selection of homemade items using natural ingredients with no MSG or preservatives, including napa cabbage kimchi, cucumber kimchi, scallion kimchi, and kimbap, reflecting a seamless blend of Korean wisdom and local produce. Thaidongkha served popular marinated shrimp and salmon made from carefully selected fresh ingredients with the restaurant's signature dipping sauce. Tudari delivered authentic Korean flavors through dishes such as tteokbokki, fish cake, and kimbap. Ko-Ke-Kok-Ko, a well-known Korean-Japanese fried chicken brand, emphasized no MSG and no reused frying oil to reduce kitchen waste, and offered its signature chicken dishes such as shoyu garlic, atomic hot, and sweet orange. Onnie's Recipe featured authentic Korean spicy kimbaps with pesticide-free vegetables. Chubby Potato presented spiral potatoes and baked cheese potatoes using fresh ingredients and oil. RUANG KHAO, by RUANG KHAO SILVER, elevated its 'Sustainability in a Single Glass' concept through a curated selection of signature cocktails. These were served in recycled glassware and 100% biodegradable sorghum-based cups powered by BIOMat technology, complemented by eco-friendly BIO straws.

INDIAN FOOD ZONE

The aromas of spices and the vibrant colors of ever-popular Indian and halal cuisine highlighted natural ingredients such as grains, legumes, seasonal vegetables and fruits, and carefully sourced meats from certified producers. All reflected a mindful use of resources and reduced environmental impact in cooking. Highlights included Faruk Halal Chicken, showcasing a golden, spice-infused biryani





recipe passed down from grandma, paired with juicy halal-style grilled and fried chicken. Wardah Beef Rice by Seerod was known for its nose-to-tail philosophy: meat, skin, tripe, tendons, and bones were slow-braised with spices until tender. Al-Rahaman Restaurant, delivered bold, authentic Indian flavors through dishes such as chicken tikka masala, pani puri, and ras malai. YUMMZ Kulfi & Ice Cream presented traditional Indian desserts reimagined as ice cream infused with spices and nuts like rose, betel leaf, almond, and pistachio. Sai Sai created sustainable local desserts using Thai farmer ingredients, including shaved ice sweetened with nipa palm syrup, balanced with salty roasted krill, topped with candied palm fruit and rice mochi. LOCOL Beef redefined sustainable meat consumption with low-carbon grilled Thai-French beef, using cocoa extract made from leftover cocoa pulp as cattle feed to reduce methane emissions and enhance immunity-an innovation selected among the top eight finalists at the Hult Prize Global Finals 2025. Vechphaiboon Farm Community Enterprise, a Community Happiness Official Store by PTT Group, transformed organic vegetables and fruits from Thai farmers into beverages, ice cream, and goat milk products. The store also won a Success Case award in food and beverage product development by the Department of Industrial Works, elevating Thai local resources to the next frontier of sustainable food.

EUROPEAN FOOD ZONE

This zone brought together the culinary cultures of England, France, Italy, Germany, and the Mediterranean, presenting Western cuisine through an environmentally conscious lens with menus incorporating Zero Waste concepts, superfoods, local ingredients, gluten-free and flourless pasta, and diverse healthy options. Highlights included Chef Off





from Iron Chef Thailand, offering sustainable German dishes such as beef and pork stews maximizing resource utility to effectively reduce food waste. Chef Bew from Hell's Kitchen Thailand showcased the traditional English cottage pie that promoted efficient use of surplus livestock cuts. Chef Big (Top Chef Thailand) presented modern British dishes like chicken pie and truffle mushroom soup with precise ingredient management. S&P featured low-carbon products such as vanilla butter cake, banana cake, assorted rolls, and eco-friendly ready-to-eat meals with recyclable packaging. ThanD (Eggyday) introduced Italian-style flourless noodles made from egg-white protein for sugar and weight control. HILLKOFF served Thai Espresso Low Carbon coffee, reducing greenhouse gas emissions by over 50% and won Carbon Neutral Thai Arabica award, alongside high-protein superfood soft-serve ice cream. Lastly, Kla-Kraeng transformed Thai rice, certified by Superior Taste Award from the International Taste Institute in Brussel, into health-focused menus such as sourdough caramel toast, rice ice cream, and malted rice cookies, elevating local produce to a national pride.

10 FOOD INNOVATION EXHIBITIONS FOR FOOD SECURITY

Beyond the six international food zones, SX FOOD FESTIVAL 2025 also featured 10 sustainable food innovation exhibitions aimed to open new perspectives on the future of gastronomy. The exhibitions represented 10 key concepts driving production and consumption, building a more resilient and safer food systems, and sustainably coexisting in a rapidly changing world.



1. Prebiotics & Probiotics: Explore the role of beneficial gut microorganisms. Prebiotics-dietary fibers found in foods such as purple carrots, bananas, and garlic-nourish good bacteria, while probiotics-live microorganisms found in kimchi, yogurt, and kombucha help balance digestion. Together as synbiotics, they enhance immunity, nutrient absorption, and metabolic health.

2. Precision Agriculture: Technology and data are leveraged to help farmers maximize productivity with peak efficiency. By utilizing IoT and AI systems to monitor soil moisture, temperature, and nutrient levels, farmers can analyze and apply irrigation and fertilization optimally. This reduces resource waste and minimizes the environmental footprint. Furthermore, drones are employed for aerial surveillance and targeted application of water and nutrients, reflecting a new era of data-driven, sustainable farming.

3. Air Protein: A future alternative protein made of "air" through precision fermentation, where microorganisms convert carbon dioxide and water into high-quality protein powder rich in amino acids as much as meats, reducing land use and carbon emissions. Providing innovative alternative protein solutions for the modern era, these proteins are engineered for diverse food processing, including bakery products, pasta, and meat substitutes.

4. Sustainable Aquaculture: The future of seafood. Closed-system fish farming that mimics natural ecosystems, recycles water, uses IoT to monitor water quality, and develops plant, insect, or algae-based feed to reduce overfishing and protect marine biodiversity. Reducing the strain of overfishing caused by growing demand, this approach protects marine life and restores harmony to the Thai seas.

5. Edible Cutlery & Tableware: Designing a plastic-waste-free world, the edible and biodegradable tableware is made from edible and biodegradable natural ingredients, enhancing the value chain of agricultural products. Beyond reducing single-use plastic, these cutlery and tableware make the circular economy a tangible reality. This innovative range features straws made from rice and corn flour, alongside flavor-infused wheat plates, offering unique tastes like onion, prawn cracker, and corn.

6. Waste to Energy: Technology that converts food waste from markets, restaurants, or hotels into biogas through WTC technology utilizing anaerobic digestion. The microorganism transforms food waste to "biogas" used in electricity, cooking gas, or fuel production, while remaining residues are reused as organic fertilizer. The technology completes the food cycle perfectly.

7. Upcycled Food Products: This innovation focuses on upcycling sub-standard raw materials and production by-products into value-added products with high nutritional and market appeal. By valorizing food waste, it simultaneously reduces carbon footprints and bolster the circular economy. Examples include transforming surplus produce into crispy snacks, preserves, or teas, and repurposing plant sheaths, such as betel palm leaves, into eco-friendly biodegradable tableware.

8. Drought & Climate-Resilient Crops: As global climate volatility intensifies, climate-resilient crop varieties, capable of thriving in arid conditions and extreme temperatures-offer a vital solution. These crops help farmers mitigate production risks, stabilize incomes, and ensure food security amidst the climate crisis. Drought-tolerant species such as cactus, perilla, dates, mung beans, job's tears, tamarind, and sorghum are essential, as they require minimal water while delivering high yields and dense nutritional value.





9. Vertical & Indoor Farming: Space-efficient farming using hydroponic and aeroponic systems with LED lighting and water recycling, saving over 90% of water, eliminating chemicals, and reducing transport-related carbon footprints. It supports growth and urban consumers can grow their own crops at home.

10. Superfoods: Showcasing nutrient-rich foods high in antioxidants, such as pumpkin, coconut, blueberries, quinoa, brown rice, and chia seeds, boosting immunity and preventing chronic illnesses. This approach promotes the philosophy of food as medicine. Empowering consumers to make informed choices represents the first step toward a future of health and enduring sustainability.

Throughout the 10-day **SX FOOD FESTIVAL 2025**, all international food zones and innovation exhibitions together formed a large, immersive learning space on sustainable living through food. Visitors not only enjoyed planet-friendly cuisine but also experienced sustainability in practice, utilizing meaningful consumption-from fully biodegradable tableware and over 10 waste-separation stations with on-site guidance, to responsible food waste management supported by Oklin Thailand. Using Australian food waste processors, food scraps are converted into compost within 24 hours, reinforcing SX's commitment to creating a lasting "Eat to Save the Planet" experience on-site and beyond every meal.



SX KIDS ZONE

INSPIRING YOUNG MINDS TO ENVISION A SUSTAINABLE FUTURE



HIGHLIGHTS

- A creative learning space that nurtures sustainable development, planting seeds for the future through exhibitions and activities based on "Play-Experiment-Learn," helping children build imagination, adaptability, and awareness of the world, wildlife, and the environment around them.
- A wide range of talks, demonstrations, and workshops designed to expand children's knowledge, including the Kids Weekend Market, where young entrepreneurs showcase their products, and activities that encourage learning, change, and action toward a better world for the next generation.

A specially designed learning space for children under the theme "Adaptation: Adjust, Change, Transform," inviting young explorers on an adventure into the world of nature and the environment through fun, creative, and educational activities. The journey began with registration to receive an SX KIDS Passport, a companion booklet guiding children through every activity in the KIDS ZONE.

Sustainability and Whale's Exhibition by Crystal invited children to step into the role of young explorers and dive into the deep sea to help protect and preserve the ocean through four interactive experiences. The journey began with **Hello Whale's World**, a short film by Crystal created in collaboration with the ThaiWhales, introducing Bryde's whale-one of Thailand's protected marine species. Children then entered **Inside the Whale**, a life-sized 13-meter whale installation where they explored, completed missions,











and learned about the harmful impacts of plastic waste on whales and marine ecosystems. Through **Save Blue Space**, they discovered how to care for the ocean by sorting plastics, understanding the importance of tethered caps, learning the recycling cycle, and turning waste into value through fun, hands-on games. The experience concluded in the **Creation Zone**, where children designed and created their own mini whale through coloring and Japanese origami, taking home a creative souvenir.

Nature's Adaptors invited children to explore how living beings adapt alongside nature in a rapidly changing world, encouraging reflection on how we, too, can adapt to help make the planet better. The experience took visitors on a journey into the world of animals, both small and large, that have learned to survive through adaptation, using immersive technology that made them feel as if they were truly inside a vast natural landscape. Participants experienced the sounds of



nature from tropical rainforests, savannas, and oceans, explore animal behaviors through touch-responsive interactive displays, and experiment with adaptation through games and nature-inspired activities. Learning came to life through play, with sensory-based experiences designed to stimulate all aspects of brain development. Also, the National Science Museum offered a learning space about animal adaptation through fun, hands-on workshops.

Kids Arena was an open space where children built focus, patience, and lifelong hobbies through play. The zone introduced discipline and perseverance through Thai and international chess board games led by real chess masters from the Golden King Club, while the Xiangqi Association of Thailand invited children to explore Chinese culture through expert-led Chinese chess activities, fostering creative Thai-Chinese cultural exchange in collaboration with the Confucius Institute of Chulalongkorn University and the Confucius Institute of Phranakhon Rajabhat University. The experience was further enriched by Rubik's Games from the ThailandCube Club, where children learned professional Rubik's cube techniques that strengthen problem-solving skills, concentration, and perseverance through hands-on practice.

Play & Learn Sandbox Mysteries took children on a fun exploration in a giant sandbox and a maze filled





with hidden learning opportunities. Embarking on a creative adventure, they took on a mission to find tiny friends and brought them back to the right habitats. This enhanced problem-solving, imagination, and associative thinking, while developing motor skills through digging, scooping, and shoveling. Through the activity, the hand-eye coordination, sensory processing, and physical movement, which are essential foundations for everyday-life skills, were also stimulated, equipping the children with vital skills they need for age-appropriate development.

Learn to Sort Waste with the "Bring Back-Recycle" initiative by Thai Beverage Recycle Co., Ltd. offered a hands-on learning space where children discovered proper waste separation and recycling through fun, game-based activities that challenged them to become professional waste sorters. The zone also showcased the actual electric vehicles used to collect packaging waste-an eco-friendly innovation that reduces reliance on fossil fuels and cuts greenhouse gas emissions by more than 7.7 tons of CO2 equivalent per year, helping instill environmental awareness in young people today for a more sustainable future.

F&N Dairies (Thailand) Limited opened a creative space where children freely expressed their imagination while learning how to live in harmony with nature through sustainable-themed coloring and drawing activities. Filled with charming ideas from young participants, the activities were lively and well attended throughout the day, with children also enjoying refreshments from NutriWell and Magnolia products. **The Happy Read** project by Amarin Corporations, Thai Beverage and the Office of the Basic Education Commission, nurtures young readers for sustainable learning by promoting the habit of reading 15 minutes a day. Over five years, the initiative has reached 77 provinces and 261 schools, with a continued mission to cultivate a love of reading among Thai youth.







Within SX KIDS ZONE, **Astra Academy International School**, the first international school to be certified as an Eco-School, presented student exhibitions showcasing environmental initiatives and activities, while sharing practical approaches to sustainability -focused learning and environmental management in schools, serving as an inspiring example of private-sector education contributing to sustainable development. **Oneness Bilingual School** emphasized nature-based learning alongside academics, inviting children at SX to explore a nature maze, discover wildlife and ecosystems, and transform their experiences into a terrarium to take home-nurturing a love for nature like young conservationists. **Little Gaia** guided children to listen inward, explore their feelings, and understand that becoming an environmental hero begins with self-care-building a healthy body and a positive, joyful mind to sustainably care for themselves and their surroundings. **Scouts for SDGs** cultivated youth as Messengers of Peace, encouraging hands-on action and idea-sharing to advance sustainability; one activity featured expressive scribble art, inspired by educational materials from H.E. Mr. Poldej Worachat, Ambassador of Thailand to Sri Lanka, reinforced that art has no right or wrong and helps young people translate imagination into action while developing mindfulness and creativity.





The Kids Mini Stage was a learning and experimentation space designed for children to enjoy meaningful, hands-on learning-try learning, try playing, try being. The stage featured a variety of activities, including talks, demonstrations, and creative workshops that broadened children's horizons, introduced them to different professions, sparked inspiration, and helped them discover their dreams through real, tangible experiences. On the weekend, the space transformed into the KIDS MARKET, a special market held on Saturday and Sunday where children got to run their own mini businesses, offering a delightful range of products such as homemade snacks, beautiful handcrafted items, and other creative goods, encouraging entrepreneurial learning, self-expression, and confidence-building in a fun and supportive environment.







SX MARKET PLACE

SHOP RESPONSIBLY AT THE SUSTAINABLE LIFESTYLE MARKET



Shift everyday consumption toward a more planet-friendly way of living at SX MARKETPLACE-a creative and sustainable lifestyle market that attracted over 100,000 visitors across 10 days, all coming to shop, taste, and share inspiration for a better future. The zone brought together more than 235 Thai green-minded entrepreneurs, featuring eco-friendly products, flavorful offerings from local farmers, community crafts, creatively designed goods made from environmentally friendly materials, and sustainable innovations that support modern urban lifestyles. Visitors could shop with purpose and support Thai businesses through meaningful purchases for a better planet, across four retail zones and two innovation showcase zones dedicated to solutions for the world.

This zone showcased handicrafts and community-based products from across Thailand, blending traditional wisdom with contemporary design-from clothing, jewelry, home decor, and processed goods to local food and beverages. Highlights included **Rurak Samakkee Social Enterprise Thailand**, bringing together products from all four regions such as naturally dyed clothing, water hyacinth woven bags

HIGHLIGHTS

- The largest sustainability marketplace, bringing together over 235 Thai green-minded entrepreneurs, offering eco-friendly products, community crafts, and sustainable innovations-supporting sustainability in everyday choices.
- Explore sustainable living across four main zones: EMPOWER LOCAL COMMUNITIES (com-munity products from across Thailand), DESIGN FOR LOW-CARBON LIFESTYLE (low-carbon fashion and upcycled goods), FUTURE URBAN FARMING (urban agriculture experiences), and INNOVATION FOR BETTER LIVING (technology innovations for quality of life).
- Experience a hands-on innovation testing ground where Thai entrepreneurs showcase solutions for the planet, with opportunities to learn, try, and experience products before purchase-such as EVs, solar energy systems, and food waste processors.

from Baan Sunpuloei in Phayao, seafood and local products from Koh Libong in Trang, The Moon Coffee's Arabica from Nakhon Ratchasima, and Ban Wang Som Sa's crispy lod chong and khanom babin snacks from Phitsanulok. **Local Pakaoma Project - a Thai Handicraft** reimagined traditional textiles with modern design, including Daranakee from Bueng Kan using Mekong River mud-dyeing techniques, and 100% natural-dyed Nammorn fabric from Lampang. **Saraphad Sabphasilp** featured one-of-a-kind contemporary Thai crafts such as handmade silver, embroidery, painting, weaving, and basketry by hill-tribe artisans. **A good Community with Smile Project** offered community specialties including GI-certified Tabtim Siam pomelo from Nakhon Si Thammarat, crispy bananas from Pathum Thani, along with handmade bags and accessories. The zone also included products by **Mechai Pattana School**, showcasing student and community crafts such as eco-print clothing, shoulder bags, seeds, and plant seedlings, and **Aujaa' Craft by SE THAILAND**, presenting handcrafted bags, crochet items, and tie-dye clothing made from natural materials, carefully produced by autistic youth and local artisans in Hang Dong, Chiang Mai.

DESIGN FOR LOW-CARBON LIFESTYLE

This zone presented contemporary design that balances modern aesthetics with environmental responsibility, aiming to promote low-carbon living through practical, everyday products. The showcased works reflected sustainability across multiple dimensions, from upcycled products that transform waste into new value and fashion made from recycled materials, to art pieces that inspire a more balanced way of living with the planet. Highlights included **NETS UP X PARTNERS** by SCGC in collaboration with SABINA, which focuses on marine ecosystem





restoration through eco-friendly swimwear, bags, and sportswear made from recycled fibers derived from discarded fishing nets, helping reduce over 700 kilograms of fishing-net waste and more than 4,000 kilograms of carbon emissions. **Spirulina Society X CATUP** featured home décor created with 3D printing using biodegradable, plant-based bioplastics from corn, cassava, and sugarcane. **VARNI CRAFT**, featured on Win Win WAR Thailand, elevates traditional Thai sedge-woven bags using heat and ozone innovation to prevent mold. **Qualy** showcased playful home and lifestyle products made from recycled plastic waste such as bottle caps and plastic bags, supporting the circular economy through thoughtful design. The zone was completed by **BONBAN / MUROMA HERBAL**, presenting its signature "Kai Kaebon Rak Lok", made from recycled paper pulp and natural dyes, embedded with flower seeds that grow after decomposition, offering a sustainable alternative to traditional cement offerings.

The **ART ZONE** presented the idea that art and design are powerful forces for creativity and inspiration, encouraging greater awareness of sustainability and environmental issues. Highlights included **Wishulada** by Ms. Wishulada Panthanuvong, an independent upcycling artist who transforms leftover materials into products such as backpacks made from clothing tags and shoulder bags from fabric scraps-winner of









the SME Sustainable Livelihood Model Award 2023. **BANGKOK SKETCHERS GROUP** offered a wide range of artworks and live portrait sketching to capture memories through distinctive lines. **RPST x THE SIXNATURE**, by the Royal Photographic Society of Thailand under Royal Patronage, showcased and sold nature photography by **Mr. Baramee Temboonkiat,** with part of the proceeds donated to a forest guardian fund. The zone also featured metal print artist **Mr. Pinit Phantaprawat**, who presented and sold finely crafted engraved prints suitable as meaningful souvenirs.

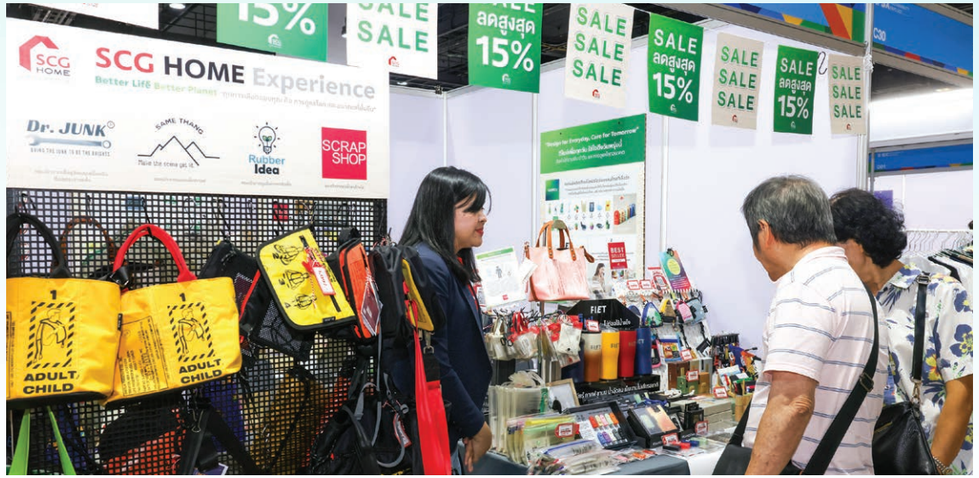
FUTURE URBAN FARMING

This zone brought together agricultural products and solutions designed for "urban farming," inviting visitors to taste rare local foods, shop for safe agricultural produce, find plants suited to their lifestyles, and learn how to farm efficiently in limited spaces to create quality food sources and improve well-being sustainably. Participating vendors promoted sustainability through eco-conscious agricultural products and practices, including **MONBARREE**, offering fresh, clean, chemical-free local produce and processed goods sourced from small-scale farmers in Chiang Mai to support local agriculture and reduce chemical use. **BUM RUNG SUUK** artisan natural honey showcased a variety of wild forest honey while sharing knowledge about bee ecosystems that help sustain forests, and also introduced the rare Thai citrus som sa from safe growing areas. **Suansilp nhongmon Organic Cafe & Market** featured organic fermented fruit beverages made from local produce without chemicals, highlighting mangue, a rare Thai fruit known for supporting digestion, reflecting the mindful use of native plants and traditional knowledge.

PoopaeTamAyng offered a wide range of homemade products, from cooking ingredients such as sauces, pickled vegetables, and salad dressings to natural soaps and planting soil-made with organic, chemical-free ingredients and a mindful use of resources. **Sombat's Banana Empire** stood out with its diverse banana varieties and rare plants, sharing engaging stories behind "bananas that are anything but ordinary" through Uncle Sombat, who highlighted rare, nutrient-rich bananas while advocating for the conservation of Thai banana species. **Hua Pli Market, Saraburi**, added vibrant energy to the zone, selling affordable vegetables, herbs, ready-to-eat foods, and safe community products to support local farmers and deliver quality food from producers to consumers in a fair and sustainable way.

INNOVATION FOR BETTER LIVING

This zone brought together innovations and technologies designed to drive society toward sustainability, showcasing practical products and services that can improve everyday living while reducing environmental impact. Exhibits ranged from sustainable energy and mobility solutions; such as electric motorcycles (EVs) and solar energy systems, to efficient waste and environmental management technologies, as well as health and well-being innovations that enhance quality of life and longevity. Highlights included **SCG HOME EXPERIENCE**, presenting



home- and eco-friendly products such as fashion bags upcycled from discarded materials including airplane life vests, coffee bean sacks, rubber gloves, and dialysis fluid bags, along with HASS food waste processors that use microorganisms to convert food scraps into organic fertilizer within 24 hours. The zone also featured **MARIAM OCEAN LTD., PART.**, showcasing processed local seafood products rooted in community wisdom from Yaring District in Pattani, such as seasoned smashed fish, fish chili paste, and crispy tempura fish-produced using solar-powered drying technology combined with industrial food processing standards.

PTT Group's Community Happiness Store, presented a wide range of community-based products and innovations. Highlights included Rang Mai Pradit Community Enterprise, which upcycles leftover cocoons into the SOCOON brand, creating products such as cocoon lamps, soaps, and cocoon-based skincare; and Leaves Print at Samorthong, which applies fresh and dried leaf-printing techniques to bags and clothing using heat-based processes. **Charan Business 52 Co., Ltd.** showcased Green Block and Green Rock, lightweight synthetic construction materials made from industrial waste-strong, durable,









eco-friendly, and effective alternatives to conventional concrete blocks and natural stone. The zone also featured **SIAM ABLE INNOVATION**, from Win Win WAR Thailand, offering the design and production of medical and electrical equipment for people with disabilities, including foldable electric wheelchairs, scooters, electric beds, and patient lifts, with customized solutions that improve accessibility while promoting clean and sustainable energy use for a better world.

MARKET SQUARE

Beyond exploring products across the four main zones, SX MARKETPLACE also featured MARKET SQUARE, a central area showcasing Innovative Solutions for the Planet. This space hosted live talks by real entrepreneurs, allowing visitors to experience and test sustainable innovations firsthand before making purchasing decisions, enabling immediate lifestyle shifts toward sustainability. Featured innovation categories included:

- **EV Smart Living:** Rethink everyday mobility with electric bicycles and electric motorcycles (EVs) that consume up to five times less energy per kilometer than conventional vehicles. These EVs feature smart connectivity, modern system updates, and convenient home charging without fuel. Highlight brands include MOCA, offering contemporary electric motorcycles made with nearly 100% recyclable materials, and SOLAR Thailand, presenting three minimalist EV scooter model: BRIX, AVA, and NARVI-powered by high-safety, removable lithium-ion batteries.
- **Solar Power:** Discover how rooftops can become clean energy sources through solar innovation. Theos.th introduces hybrid renewable systems combining solar panels with vertical wind turbines, capable of generating electricity 24/7 from both sunlight and wind-ideal for limited urban spaces. Sunergist showcases thin-film solar panels designed as roof tiles, easy to install and effective even in low-light or compact areas.
- **Waste Management:** Transform food waste into fertilizer using advanced waste-processing technology. ShooShoke converts organic waste into pre-compost within 24 hours using micro-organisms and non-heat probiotic technology, resulting in low carbon emissions and easy









mobility. BIO Axel uses specialized microbes to turn food waste and weeds into organic soil within 24 hours, reducing open burning, air pollution, and landfill costs, with models supporting 100 kg and 1,000 kg per day.

- **Wellness & Longevity:** Explore lifestyle products t hat support healthy, long-lasting living. SB Design Square presents smart home solutions such as the Power Lift Bed for elderly and patient safety, and the Smart Wardrobe Purifier that removes odors, bacteria, and humidity. ERGOTREND features ergonomic re, including ergonomic chairs, electric adjustable desks, and bedding designed to rduce back pain and fatigue. The zone featured an **Innovation & Sustainable Living Testbed**, a dedicated stage where Thai entrepreneurs rotated throughout the 10-day event to present practical sustainability ideas and innovations that can be applied to everyday life. Visitors were encouraged to ask questions, try products, and experience real solutions first-hand. Highlights included "Panpuii," a creative Thai-made terracotta food-waste composting condo by **PakDone**; "Swap & Ride," an electric motorcycle battery-swapping system by **Aionex**; and hands-on knowledge sharing on solar energy systems by **KG Solar**, one of Thailand's leading solar installation companies.







SX REPARTMENT STORE

GIVE, SHARE AND TURN UNUSED ITEMS INTO GOOD DEEDS



SX REPARTMENT STORE continued for its mission of giving and sharing for the third consecutive year under the concept "Give Together, Share Together. Turning Unused Items What We Give into Good Deeds," providing a comprehensive platform for sharing The initiative

HIGHLIGHTS

- Now in its third year, the SX REPARTMENT STORE continues to invite donations of gently used items, which are resold, with proceeds after expenses, donated to the Chaipattana Foundation.
- In collaboration with students from the Beta Young Entrepreneur program and the Mirror Foundation, the project builds real-world business management skills through hands-on experience while creating livelihood opportunities for vulnerable groups.



reinforces its commitment to creating new value from items often overlooked, while inviting everyone to pass on their "out-of-sight" belongings.

Visitors could donate their gently used items such as clothing, shoes, bags, stuffed toys, books, and school supplies at a donation area in front of Hall 8. The area also featured statistics from last year, showing that the project received over 23,000 donated items with clothing for 47%, books 14%, and the remainder consisting of other miscellaneous items. All donated items were carefully sorted, categorized, and fairly

priced. The proceeds, after expenses, were donated to the Chaipattana Foundation to support communities and society sustainably. This year, SX REPARTMENT STORE reselling the donated items in SX MARKETPLACE, Hall 8, attracted strong interest from visitors. The store also hosted the "From Cloth to Tote" workshop transforming old clothes into newly designed tote bags.

Beyond serving as a platform for sustainable sharing, SX REPARTMENT STORE also partnered with students from the Beta Young Entrepreneur program with a focus on social enterprise, providing them with hands-on experience in business planning and operations. The students worked across all processes of SX REPARTMENT STORE alongside teams from the Jang Wan Kha Project of the Mirror Foundation, which acts as a bridge to create livelihood opportunities for vulnerable groups in Thai society with strong potential and commitment to work.

After SX2025, those who wish to continue "sharing goodness and kindness" can still donate their unused items at seven donation points: ThaiBev Quarter, CW Tower, Sangsom Building, The Street Ratchada, Queen Sirikit National Convention Center, Samyan Mitrtown, and Glico's Bangkadi Factory.



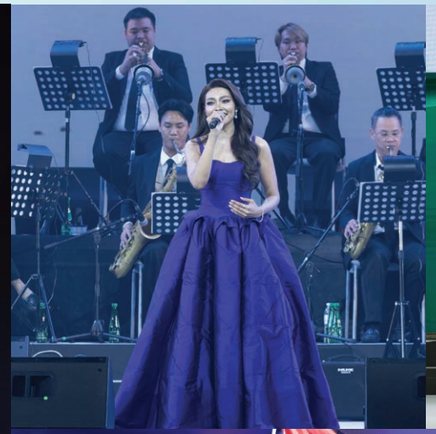




SX WASTE MANAGEMENT

SX WASTE MANAGEMENT was located inside the Benjakitti Forest Park Museum. The station accepted a wide range of used materials and packaging, including aluminum cans, glass bottles, PET and HDPE bottles, LDPE and PP plastics, paper, corrugated cardboard, beverage cartons, underwear, and electronic waste. All materials were systematically sorted and recycled with support from a network of partners, including the Bring Back-Recycle project by Thai Beverage Recycle Co., Ltd., SCG Chemicals Co., Ltd., the AIS e-Waste Project by Advanced Info Service Public Company Limited, the Recycle for Life Project by Thai Beverage Can Limited, the Green Shelter Project for Friends in Need (of "PA") Volunteers Foundation, and Sabina Public Company Limited."







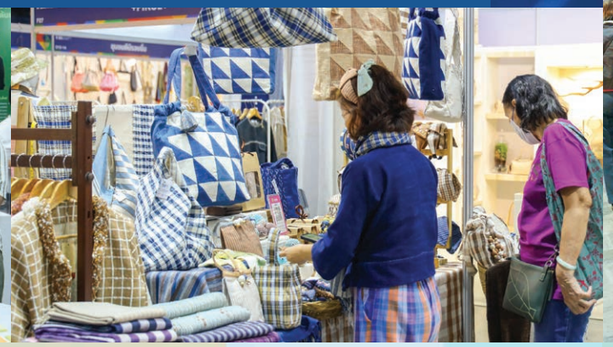




THE JOURNEY TOWARD SX2026 AND BEYOND

SX2025 concluded on an inspiring note, but the momentum and spirit of sustainability continue to move forward without pause. SX is not just an annual event. It is an ongoing movement that lasts throughout the year, designed to spark inspiration, connect people, and drive real, tangible action. As we now look ahead to SX2026, which will take place from 6–15 November 2026, we invite everyone to carry this powerful mission forward and turn inspiration into measurable impact across every dimension, from the individual level to the global stage.









THE JOURNEY TOWARD SX2026 AND BEYOND



Inspired by the United Nations' declaration of the Decade of Action in 2020 to advance the 17 Sustainable Development Goals, the SUSTAINABILITY EXPO (SX) was established through collaboration among leading organizations. It is grounded in the Sufficiency Economy Philosophy and guided by the royal initiatives of His Majesty King Bhumibol Adulyadej The Great, along with His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua's royal initial command to "treasure, preserve and build upon the royal legacy."

Over the past six years, SX has grown steadily, welcoming larger audiences, bringing together sustainability experts, and expanding its regional and global partnerships. It has evolved into an inspiration platform that connects innovation, creativity, and cross-sector collaboration to accelerate sustainable development from the individual level to the global stage.

A major highlight this year was the SEP INSPIRATION zone, which featured Thai organizations practicing the Sufficiency Economy Philosophy alongside representatives from 14 countries showcasing ideas and innovations spanning sustainable living, resource efficiency, green materials, products, policies, and infrastructure. This spirit of collaboration also extended to youth from 35 countries competing in



the Enactus World Cup Presented by ThaiBev, along with a wide range of activities designed to open new pathways of learning about sustainable development for all.

SX2025 also emphasized the importance of adaptation as shifts in health, finance, lifestyles, and urban development continue to reshape daily life in an era of constant change. Key exhibition zones, including BETTER ME, BETTER LIVING, BETTER COMMUNITY, and BETTER WORLD, conveyed sustainability through art while presenting practical, adaptive solutions from leading public and private organizations. Additional areas, such as SX FOOD FESTIVAL, SX KIDS ZONE, SX MARKETPLACE, and SX REPARTMENT STORE, demonstrated how simple everyday choices, including responsible consumption and waste sorting, can collectively drive meaningful change for the planet.

From a business and collaboration perspective, SX2025 expanded its B2B activities with greater depth and diversity, creating opportunities for sustainability leaders from around the world to connect, exchange insights, and forge new partnerships. This year also marked the launch of "SX New Champion," a platform designed for organizations of all sizes, from small enterprises to large corporations, to share knowledge and learn how to drive sustainable business growth. This initiative represents an important step forward in strengthening collective action during the Decade of Action.

"Sustainability is not the mission of any single individual but a shared responsibility of everyone on this planet. For the past six years, SX has been a response to the United Nations' call for the private sector and civil society to take a leading role in advancing the SDGs. We have done so by embracing the Sufficiency Economy Philosophy, which serves as a tangible 'how-to' guide to share with the world."

Mr. Thapana Sirivadhanabhakdi
Chairman of SX2025











VISION FOR SX2026 AND BEYOND

SX2025 concluded with great success, yet its momentum and spirit continue to move forward. SX is not merely an annual exhibition; it is an ongoing movement for change that inspires, connects people, and drives meaningful action throughout the year. The energy and collaborations sparked at SX2025 will continue to grow through new initiatives and projects that turn ideas into impact across every sector.

Looking ahead, the SUSTAINABILITY EXPO 2026 (SX2026) will be held from 6–15 November, following Thailand's role as host of the 2026 Annual Meetings of the World Bank Group (WBG) and the International Monetary Fund (IMF) in October at the Queen Sirikit National Convention Center. These global meetings will help shape the future direction of international finance and economic development, aligning naturally with the mission of SX2026 to reaffirm its position as ASEAN's largest sustainability expo and as a platform that unites all sectors to advance sustainability in every dimension.

Before the Decade of Action concludes in 2030, SX also approaches another important milestone: the year 2027, which marks the 100th anniversary of







the birth of His Majesty King Bhumibol Adulyadej The Great, a global symbol of sustainable development and the Sufficiency Economy Philosophy. These principles continue to guide efforts toward achieving the United Nations Sustainable Development Goals.

The next chapter for SX is therefore not only about preparing for SX2026, but also about advancing the vision of "Sufficiency for Sustainability" and strengthening a collaborative platform capable of driving environmental, social, and economic transformation. By aligning with global sustainable development agendas and mobilizing partners from all sectors, SX aims to generate tangible impact from the individual level to the global stage.



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