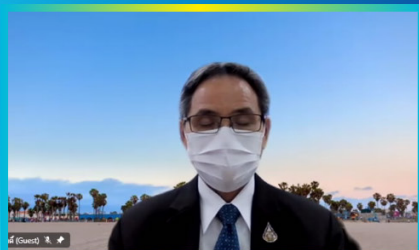


การสัมมนา พลังของคนรุ่นใหม่ กับการขับเคลื่อนสู่วิถีชีวิตที่ยั่งยืน

(New Generations : The Driving Force for Achieving Sustainable Lifestyle in Thailand)



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SEMINAR ON NEW GENERATIONS: THE DRIVING FORCE FOR ACHIEVING SUSTAINABLE LIFESTYLE IN THAILAND



16 September 2021 • 1330-1630 (Bangkok Time) • via MS Team

BACKGROUND

As part of the technical assistance to Thailand, the EU SWITCH-Asia Sustainable Consumption and Production (SCP) Facility, in cooperation with the Pollution Control Department (PCD), the Office of National Resources and Environmental Policy and Planning (ONEP) and the Department of Environmental Quality Promotion (DEQP), and Thai SCP Network organised a virtual seminar titled "New Generations: The Driving Force for Achieving Sustainable Lifestyles in Thailand". The event has been held virtually on 16 September 2021 (13:30-16:30hrs). The activity was the closing event conducted under the technical assistance for Thailand project entitled "Mainstream Green Integration of Thailand: Transformation from Policy to Implementation".

The seminar aimed to showcase the project's achievements and promote environmentally friendly consumption and sustainable lifestyle among citizens and relevant stakeholders. Over 250 representatives from central and local governments, state enterprises, the private sector, manufacturers, civil society, educational and research institutes, media, and general public attended the meeting.

MEETING SUMMARY

Mr Giuseppe Busini, Charge d'Affaires a.i., Delegation of the European Union (EU) to Thailand, provided an opening speech highlighting the three main areas where the EU has been supporting Thailand to progress towards sustainable production, sustainable consumption and critical contextual factors facilitating such development. The EU is pleased to join hands and support Thailand in its effort on SCP towards a greener, more sustainable and circular economy. The EU funded 'Mainstream Green Integration of Thailand' project under the SWITCH-Asia programme is one successful example. The EU Green Deal shares many common goals with the Thai Bio-Circular-Green (BCG) Economy. The EU will continue to cooperate very closely with Thailand on this issue, which is crucial for the next generations and the future of our planet. It is important for sustainability - one of the critical visions in the 20-year National Strategy (2018-2037). SCP is also a part of social responsibility. The Pollution Control Department (PCD) has been pushing forward the implementation of green procurement by the governmental and private sectors. The pilot results from this project are expected to be upscaled and applied in various institutions.



Mr Atthapol Charoenshunsu, Director General of PCD, representative of the Minister of the Ministry of Natural Resource and Environment (MoNRE), delivered a keynote speech on the "New generations and sustainable lifestyle". He emphasised that achieving the Sustainable Development Goals (SDGs) is one of the Thai government's priorities. Green procurement is an important policy that has been included in the national development plan, as it is part of the 20-Year Thai National Strategy and the National Economic and Social Development Plan, and reflects the Goal 12 of the SDGs focused on SCP. At present, the PCD is working on an implementation plan on promoting procurement of green products and services from 2021 – 2027, as a continuation of the GPP promotional plan that has started in 2013.

For the session of presentation of token of appreciation ceremony to the project's pilot agencies, the plaques from the Minister of MoNRE and the EU were delivered to the representatives of PCD (**Mr Thalerngsak Petchsuwan**, Deputy Director-General), Rangsit City Municipality (**Police Captain Dr Trelup Toopgrajang**, Mayor), and the Stock Exchange of Thailand (**Mr Kirati Kosichareon**, Executive Vice President).

A summary of the achievements of the EU SWITCH-Asia SCP Facility technical assistance project for Thailand was presented by **Dr Thumrongrut Mungcharoen**, Senior Expert to the project. Key elements included 1) Development of the Green Integration Policy; 2) Development of the National Green Directory framework with a categorisation of green products and services; 3) Pilot testing of the draft policy and National Green Directory; 4) capacity buildings and knowledge sharing through stakeholder consultations and seminars, and 5) media materials for promoting the project and awareness-raising (videos, booklet, and brochure). The important outcomes included the development of a vendor registration system that the EU SWITCH-Asia SCP Facility will continue to support and a project on "Experience sharing through good practices among ASEAN countries", which will be supported by the EU SWITCH-Asia Regional Policy Advocacy Component.



A **panel discussion** on the topic "Sustainable Lifestyle: New Generation's perspective" was successfully conducted. Three guests speakers representing new generations shared their perspectives and experiences towards more sustainable lifestyles. **Mr Pipat Apirukthanakorn** is the founder of eco-innovation design and social enterprises. Since 2019, he and his wife have devoted themselves to promoting sustainable lifestyles and developing a project coordinated with 153 universities in Thailand, encouraging university students to bring sustainability into their lives. **Ms Erica Maesincee** is the founder of the Youth In Charge platform that supports the young generation's creative ideas for the improvement of society. She highlighted that youths are increasingly using the power of their collective voice to advocate, lobby and lead campaigns towards adopting environmentally-friendly practices and policies. **Ms Nongrat Li**, a high school student, represents the Thai youth participating in the Mock COP 26. She shared that the great turning point that shifted her lifestyle is the concern about environmental problems such as climate change and PM2.5, which may destroy her generation's future to live in a good and healthy environment. However, the cooperation of all generations is needed to create impactful changes towards sustainable development.

KEY OBSERVATIONS

Participants of the event represented private companies (30%), the governmental sector (27%) and educational institutions (19%).

The number of participants on the event date (over 250) was higher than the registered participants (197 registered). Many of them entered the meeting via the link shared on the SWITCH-Asia website and social media.

An event evaluation form was distributed to the participants upon the finishing of the event. There were about 60 people who sent their evaluation to SCPF. The evaluation results can be summarised as follows:

- Over 80% of respondents were either highly satisfied or satisfied with the event's duration, content, and promotion.
- Positive feedback was received on the panel discussion session, the information regarding the new policy and support by the EU, knowledge about green procurement, awareness-raising by the young role models.

RECOMMENDATIONS AND NEXT STEPS

Among other outcomes, the following could be highlighted:

- Powerful voices on pushing forward sustainable consumption come from the new generation/youth.
- Together with concerned stakeholders, the government should focus on engaging new generations into actions towards a sustainable lifestyle.
- Cooperation among the government and concerned stakeholders is vital as the additional support of SWITCH-Asia on the development of a vendor registration system to be integrated into the national green directory. The platform should be promoted to all relevant users encouraging them to use this platform.

FOLLOW-UP ACTIVITIES

Follow-up activities include:

- Making materials of the event publicly accessible on the EU SWITCH-Asia website, and if possible in partner's website (MoNRE and Thai SCP Network).
- Submission of the final report to the Pollution Control Department.
- Preparation of presentation for presenting to the MoNRE committee for approval of the Green Integration Policy.
- Preparation of additional support on the development of vendor registration system.



FOR MORE INFORMATION ABOUT THE SEMINAR, PLEASE VISIT:

<https://www.switch-asia.eu/event/new-generations-the-driving-force-for-achieving-sustainable-lifestyle-in-thailand/>