The Role Model City on ASEAN Environmentally Sustainable Promoting Project

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Vision

Cultural city with a good environment for a happy life
Strategy & SWOT analysis for
ASEAN ESC Role Model

Group 1:
Arts, Cultures, Traditions

Group 2: Phu Thai Cuisine,

Group 3:
Handicraft

Group 4:
Ways of life
Implementing plan towards ASEAN ESC Role Model

1: Phu Thai culture inherit plan (1/2)

Strategy: Develop knowledge & consciousness on Phu Thai cultures inheritance in both formal and non-formal education system.
1: Phu Thai culture inherit plan (2/2)

**Action Plan:**

- Public relation
- Phu Thai traditional dance competition in schools and communities
- Entertainment for guest & welcoming ceremony
2: Phu Thai Cuisine Supporting Plan

Strategy and action Plan:
- Supporting non-toxic food ingredients
- Establish learning centre:
  - local and social organic & safety food
  - monitoring quality Phu Thai Cuisine
  - traditional cuisine committee

- Phu Thai cuisine network & partnership
  - Local herbal growing and processing
  - Reforestation supporting sources of healthy foods
3: Phu Thai Handicraft Supporting Plan

**Strategy and action plan:**
- support eco-friendly products
- Phu Thai local tradition knowledge
- clothes weaving
- sewing, lacing and yarn knitting
- public relation
- marketing

**Future pathway:**
- cotton and indigo planting
- cotton squeezing
- Local ornament
- traditional handicraft learning-by-doing activity
- re-cycling material
4: Support Phu Thai Local & Eco-tourism plan

Strategy and action plan:

- knowledge enhancing on local eco-tourism economics
- supporting community’s home-stay life style
- Phu Thai traditional dance learning centre
Achievement on the ESC

Cultural city with a good environment for a happy life

- conserve & preserve on local sustainable resource
- safety foods
  - community herbals vegetables
  - organic agriculture learning centre
- preserve and promote local wisdom
- promote Phu Thai lifestyle communities
to ASEAN nations
- Phu Thai village tourism management
  & local economic
- waste re-cycling
Thank you for your kind attention