



6th HIGH LEVEL SEMINAR on ENVIRONMENTALLY SUSTAINABLE CITIES

February 9-10, 2015 • Johor Bahru, Malaysia

The Role Model City on ASEAN Environmentally Sustainable Promoting Project



Mr. Srisuk Saenyodkham
Mayor of Raenu Nakorn



Raenu Nakorn Municipality

Date : 9 - 10 Feb. 2015
Thistle Johor Bahru
Iskandar Malaysia, Malaysia



Raenu Nakorn Municipality

Vision

**Cultural city
with a good environment
for a happy life**



Group 1:
Arts, Cultures, Traditions

Group 2: Phu Thai Cuisine,

Strategy & SWOT analysis for ASEAN ESC Role Model

Group 3:
Handicraft

Group 4:
Ways of life



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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



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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



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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



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**Thank you for
your kind
attention**



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DEPARTMENT OF ENVIRONMENTAL QUALITY PROMOTION