



สำนักสิริพัฒนา  
Siripattana Training Center



## COURSE OUTLINE

### ANNUAL INTERNATIONAL TRAINING COURSES (AITC)

#### 1. COURSE TITLE

**Sufficiency Living in BCG Development Strategy (SLinBCG)**  
**(Online via Zoom)**

#### 2. DURATION

**9 Days Every Tuesday to Thursday (3 hours per day) in May 2024**  
During **7-9, 14-16, and 21-23 May 2024**  
(13:30 – 16:30 Hr. BKK time GMT+7)

#### 3. BACKGROUND



### Thailand International Cooperation Agency (TICA)

TICA is a national focal point for Thailand's international development cooperation. It was established in 2004 to realize Thailand's aspiration to be a contributor to international development cooperation. Believing that global challenges are best addressed through international cooperation and global partnership, TICA continues to work closely together with its development partners to realize the global development agenda through various capacity-building and human resources development programs. In response to changes in the global landscape of development cooperation, TICA has strengthened its partnerships to harness the synergy of South-South and Triangular Cooperation to tackle global development challenges, including expediting the implementation of Sustainable Development Goals (SDGs). It also continues to realign our focuses to deliver Thailand's commitments as a global reliable partner.

Since 1991, TICA, in collaboration with educational institutes in Thailand, has offered short-term training courses under its Annual International Training Course (AITC) program. The number of courses offered each year varies between 25 to 35 courses for 20-35 participants per course. AITC not only fosters good and friendly relations which Thailand has already enjoyed with recipient countries across regions, but also helps Thailand to reach out to those countries with which we desire to engage more closely. The courses offered by TICA in 2023-2025 are categorized into 5 themes: Sufficiency Economy Philosophy (SEP), food security, climate change and environmental issues, public health, BCG Model related.





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Siripattana Training Center

## Siripattana Training Center, National Institute of Development Administration (NIDA)

The National Institute of Development Administration (NIDA) was established following His Majesty King Bhumibol Adulyadej's vision of advancing Thailand's development through the establishment of an advanced educational institution to prepare people to become agents of change for national development. NIDA campus is set in a beautiful green environment, complete with several fully equipped conference and training rooms in all sizes. We pride ourselves on the functionality and appearance of our facilities, which can accommodate: a small to medium training group sizes in a classroom, a normal meeting room, a theater room, or a large instruction group of up to 1,200 people. Inside NIDA, there are a variety of essential and auxiliary services available for training participants, such as: dormitory, a spacious parking building, handicapped parking spaces, canteens, coffee shops and bakery, banks, ATMs, a post office, a bookshop, a convenience store, a nursing room, a sports and fitness center, gardens, and waterfalls for recreation, along with free Wi-Fi throughout the campus.

"**Siripattana Training Center**" was established on April 1st, 1966, at the same time as the inception of National Institute of Development Administration (NIDA). The Training Center's primary mission is to advise and organize training to improve the competence of government officials. During that time, the Training Center was considered as the central hub of developing Thailand public administrators and leading executives, and as the main producer of quality trainers to serve the public and private sectors. On April 21st, 2012, Her Royal Highness Princess Maha Chakri Sirindhorn graciously granted the Training Center a new name, "Siripattana Training Center". The meaning of auspicious name is "**The Center of Excellence in Management and Development**" and ever since has become our commitments to the public and society.

Since April 1st, 1966, to the present, Siripattana Training Center still maintains its reputation as a central hub in delivering high quality training on behalf of NIDA, continues the Training Center's primary vision to develop Thai leaders in the field of Development Administration. With over 56 years of experience in the training industry, it is more a testament to the service quality of Siripattana Training Center. We are committed, highly professional and dedicated to training, guaranteed by over an 85% satisfaction rating in all courses, as evaluated by training participants.

## 4. PROGRAM OVERVIEW

The concept of sustainable development offers a new path forward, one that aims to better balancing economic, social, and environmental concerns in a more holistic manner. For sustainable development to be truly attained, it must be realized in every level, every sector, and every region. The 2030 UN Agenda for Sustainable Development or the 17 Sustainable Development Goals (SDGs), is a call to action that seeks to redress some of the appalling imbalances that human activities have created. It is a call for collaboration at all levels within and among countries.

In Thailand, the concept of sustainable development has special nature, owing to the work of His Majesty the late King Bhumibol Adulyadej. His work of more than four thousand royally initiated projects throughout the countries, and his development strategy known as Sufficiency Economy Philosophy (SEP), become the hallmarks of sustainable development efforts in the country.



Literally, SEP is a decision-making framework with three guiding principles of moderation, reasonableness, and prudence, based on virtues and knowledge. When progress with balance and resilience among economy, social, environment and culture based on SEP realize, then the fruit of sustainable development will flourish. With its unique framework, SEP is an approach to influence and inspire the thinking, behavior and way of life that pursue the path of sustainable development. It is a vehicle for Thailand to implement and realize the 2030 Agenda on SDGs.

After the 1997 Asian crisis which originated from Thailand, the country has begun to highlight SEP in its national 20 years development strategy, the five-year national development plans, and especially integrated in educational reforms through school curricula. For many businesses damaged by the 1997 crisis, the key message of the SEP was the need for moderation and prudence. For others in government, agriculture or elsewhere, the attractive element of the theory was its emphasis on the role of ethics and knowledge. Human development in Thailand via capacity building and skill training programs for workers and officers are generally based on the SEP framework.

While SEP is, in essence, a distillation of Thailand’s sustainable development roots for decades. Meanwhile, the biology-circular-green or BCG economy is a more recent government strategy focused on driving growth through better management of Thailand’s existing natural resources, through new economic approaches and emerging sustainability innovations and technologies. Both SEP and BCG share the same desired outcome—to create balanced development for Thailand, with the economy, environment, people, and culture all thriving together.

SEP and BCG offer substantial potential for global sustainable development, but a lack of awareness and understanding hinders their realization. Similarly, branding the concepts encounters comparable challenges, as many fail to perceive its concrete impact beyond logos and slogans. To enhance the understanding of how branding can be applied in driving sustainable development, the program collaborates with **Brandreation Lab** of DTGO, Thailand’s foremost expert on brands that make for a better world. A comprehensive grasp of branding, as delegates will discover in this course, will empower those engaged in SEP and BCG in their businesses, organizations, and communities.

This program will explore both concepts and their applications in various cases, locating in different geo-social conditions in Thailand. Some branding elements will be touched upon, including guidelines of how to incorporate green branding—SEP and BCG—into businesses, organizations, and communities. Each case study will convey the way of thinking and how to operate, important turning points, key success factors, issues, and challenges. Each case is elaborated connecting with the BCG in action and the SEP, leading to understanding how the case can develop social immunity and promote sustainable ecological growth. All to share that development based on BCG and SEP will bring 'balance' and 'security' to the world today and “sustainability” in the future. Moreover, we will learn that partnerships and collaborations among various actors are crucial for creating, sustaining, and expanding success. This training course will focus on sharing and learning of these best practices, struggles and success, to advance partnership for sustainability.

## 5. PROGRAM OBJECTIVES

The program is designed to:

- 5.1 Share insight understanding of Thailand’s Sufficiency Economy Philosophy in Bio-Circular-Green economy (BCG) development strategy to achieve sustainable development.
- 5.2 Enable delegates from partnership countries to devise a SEP-based sustainable development in BCG model to suit local conditions in their respective home countries.



- 5.3 Promote international networking and support among delegates to advance international partnership for sustainability.
- 5.4 Inspire delegates to incorporate best practice green (SEP, BCG) branding guidelines into their relevant work.

## 6. COURSE CONTENTS

The training course comprises of **3 themes with 9 modules**, while delegates will be credited with 27 training hours. Details are as followings:

### 6.1 Themes and Modules

Theme 1: Introduction and Understanding SEP and BCG			
Module	#	Contents and activities	Hours
1.1 Introduction and Foundation of SEP	1	<u>Objectives</u> <ol style="list-style-type: none"> <li>1) To understand the program: objectives, scope of activities, expected outputs and outcomes</li> <li>2) Getting to know materials, friends, and facilitators</li> <li>3) To understand why sustainable development matters in a complexed and vulnerable world</li> <li>4) To learn how to apply SEP as a framework for sustainable development</li> </ol>	3 Hr.
		<u>Sessions</u> <ol style="list-style-type: none"> <li>1) Opening session &amp; course introduction</li> <li>2) The complexity of the world multi-dimensional crises</li> <li>3) Sustainable development (SD) as our best solution and pathway</li> <li>4) Sufficiency Economy Philosophy as Thailand's framework to achieve SD.</li> <li>5) Thailand and SDG dashboard</li> </ol>	
1.2 SEP for SD in Thailand Development Strategy	2	<u>Objectives</u> <ol style="list-style-type: none"> <li>1) To understand development pattern of Thailand before and after the 1997 economic crisis</li> <li>2) To understand SEP as an alternative development approach arises from the 1997 economic crisis.</li> <li>3) To understand SEP as decision making principles leading to a balance and resilient life</li> <li>4) To comprehend an application of SEP leading to sustainable development</li> </ol>	3 Hr.



Theme 1: Introduction and Understanding SEP and BCG			
Module	#	Contents and activities	Hours
		<u>Sessions</u> 1) What is sufficiency economy philosophy (SEP)? 2) The four decades of modern development in Thailand before 1997 crisis 3) How SEP mindset and behavior can lead to sustainable development 4) How to apply SEP in daily activities as a set of decision-making principles for a balance and resilient life 5) Application of SEP in various development sectors in Thailand	
<b>1.3 SEP and BCG Development Strategy and Branding 101</b>	3	<u>Objectives</u> 1) To learn how the BCG strategy integrated in Thailand's development strategy. 2) To understand how SEP be applied in BCG development strategy. 3) To comprehend "branding" in driving sustainable development based on SEP and BCG <u>Sessions</u> 1) National Contexts & Solutions 2) Biodiversity and cultural diversity in Thailand as sources for driving BCG. 3) SEP and BCG strategy in practices 4) What is branding, and why is branding important to drive SEP and BCG? 5) Overview of living cases presented in the program	3 Hr.
<b>Total Hours</b>			<b>9 Hr.</b>

Theme 2: Living Cases in BCG Development Strategy			
Module	#	Contents and activities	Hours
<p>Under the second theme, we will share and learn from <b>living cases in SEP based BCG development strategy</b> in various sectors in Thailand: agriculture and food sector, tourism and creative economy, wellness industry, and in community development. We selected case studies which reveal how the BCG and SEP models can be applied at every level. These profiles are also a collection of fascinating stories that are ultimately based in Thailand's greatest resource of all—its people. They demonstrate that everything can be built upon Thailand's biodiversity and cultural diversity —higher-value goods, waste for wealth and even new tourism destinations. In implementing all these strategies, the pillar of SEP must not be forsaken, for its tenets are intrinsic to all Thais and to many more people, organizations, and countries around the world.</p>			



## Theme 2: Living Cases in BCG Development Strategy

Module	#	Contents and activities	Hours
<p>Delegates will also gain insights into integrating green (SEP, BCG) branding into their specific work. This encompasses guidelines for conveying brand purpose and positioning, crafting brand stories, fostering partnerships, engaging with brand stakeholders, and enhancing brand experiences.</p> <p><b>Learning objectives</b></p> <ol style="list-style-type: none"> <li>1) To learn from living cases of BCG in various sectors: their initiatives, aspirations, strategies, and lesson learned</li> <li>2) To gain insight into how the SEP and BCG strategy are integrated in practices and lead to sustainability.</li> <li>3) To understand key success factors of sustainability linked with SEP mindset and BCG development strategy.</li> <li>4) To be inspired to incorporate the best green (SEP, BCG) branding and communication practices into their relevant work.</li> </ol>			
<b>2.1 BCG in the Wellness and Medical Industry</b>	4	<p><b>Session Objectives:</b></p> <ul style="list-style-type: none"> <li>• Obtain an overview of best practices through real-life case studies in the wellness and medical industry in Thailand.</li> <li>• Acquire foundational knowledge of branding and its importance to SEP and BCG.</li> <li>• Understand branding guidelines for SEP and BCG, focusing on imparting purpose and distinctiveness to brands.</li> </ul> <p><b>Living Cases:</b></p> <p>Case #1 <b>Abhaibhubejhr Hospital:</b> Healing Present Maladies with Herbs from the Past</p> <p>Case #2 <b>Dansai Crown Prince Hospital:</b> To Provide Care, not just Cures.</p> <p>Case #3 <b>Thai Nanocellulose:</b> Microfibers Make Big Impact</p> <p><b>Branding Guidelines for SEP &amp; BCG</b></p> <ul style="list-style-type: none"> <li>• Building brand purpose</li> <li>• Building brand differentiation</li> </ul>	3 Hr.
<b>2.2 BCG in the Tourism and Creative Economy</b>	5	<p><b>Session Objectives:</b></p> <ul style="list-style-type: none"> <li>• Obtain an overview of best practices through real-life case studies in the tourism and creative economy industry in Thailand.</li> <li>• Understand branding guidelines for SEP and BCG, with a focus on developing creative brand storytelling and partnerships.</li> </ul> <p><b>Living Cases:</b></p> <p>Case #4 <b>Rai Ruen Rom Organic Farm:</b> Agri Tourism with a Mission</p>	3 Hr.



<b>Theme 2: Living Cases in BCG Development Strategy</b>			
<b>Module</b>	<b>#</b>	<b>Contents and activities</b>	<b>Hours</b>
		<p>Case #5 <b>Made in Songkhla:</b> A Second Spring for Songkhla</p> <p>Case #6 <b>Korakot International:</b> Fishing for Innovative Designs</p> <p>Case #7 <b>Mann Craft:</b> Made in a Slow and Sustainable Fashion</p> <p><b><u>Branding Guidelines for SEP &amp; BCG</u></b></p> <ul style="list-style-type: none"> <li>• Creative brand storytelling</li> <li>• Brand partnerships</li> </ul>	
<b>2.3 SEP-based BCG in Community Development</b>	6	<p><b><u>Session Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Obtain an overview of best practices through real-life case studies in SEP-based BCG in community development.</li> <li>• Understand branding guidelines for SEP and BCG, with a focus on how to make SEP and BCG branding appeal to diverse targets and stakeholders.</li> </ul> <p><b><u>Living Cases:</u></b></p> <p>Case #8 <b>Pha Pang Community Foundation:</b> A Community Powered by Bamboo</p> <p>Case #9 <b>Dongkeelek community:</b> A SEP based community development with a circular economy</p> <p>Case #10 <b>Sampran Model:</b> The Last Resort Is to Go Organic</p> <p><b><u>Branding Guidelines for SEP &amp; BCG</u></b></p> <ul style="list-style-type: none"> <li>• Branding SEP &amp; BCG for diverse stakeholders</li> </ul>	3 Hr.
<b>2.4 BCG in the Food and Agriculture Industry</b>	7	<p><b><u>Session Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Obtain an overview of best practices through real-life case studies in the food and agriculture industry in Thailand.</li> <li>• Understand branding guidelines for SEP and BCG, with a focus on creating inspiring brand identities and experiences.</li> </ul> <p><b><u>Living Cases:</u></b></p> <p>Case #11 <b>Uncle Ree Farm:</b> Turning Food Waste into Farm Wealth</p> <p>Case #12 <b>Aromatic Farm:</b> Organic Success Story</p> <p>Case #13 <b>Monsoon Tea:</b> Steeped in Diversity</p> <p>Case #14 <b>Akha Ama Coffee: A Coffee Enterprise Grounded in its Roots.</b></p>	3 Hr.



<b>Theme 2: Living Cases in BCG Development Strategy</b>			
<b>Module</b>	<b>#</b>	<b>Contents and activities</b>	<b>Hours</b>
		<b><u>Branding Guidelines for SEP &amp; BCG</u></b> <ul style="list-style-type: none"> <li>• Creating inspiring brand identities</li> <li>• Creating inspiring brand experiences</li> </ul>	
<b>Total Hours</b>			<b>12 Hr.</b>

<b>Theme 3: Synthesis of Knowledge and Reflection</b>			
<b>Module</b>	<b>#</b>	<b>Contents and activities</b>	<b>Hours</b>
<b>3.1 Synthesis of Knowledge on SEP based BCG</b>	8	<b><u>Objectives</u></b> <ol style="list-style-type: none"> <li>1) To comprehend insight from SEP for SD and Thailand's BCG development strategy</li> <li>2) To share-and-learn from various perspectives on sustainable development strategy.</li> </ol> <b><u>Activities: Expert forum and discussion among delegates</u></b> <ol style="list-style-type: none"> <li>1) Comprehend key characteristics of SEP in BCG strategy.</li> <li>2) Identify key success factors to plan and develop sustainable BCG development.</li> <li>3) Pinpoint key sustainability factors for SEP based BCG development strategy</li> </ol>	3 Hr.
<b>3.2 Summary and reflection</b>	9	<b><u>Reflection of learning &amp; sharing thoughts on SD, and Conclusion of the Course</u></b> <b><u>Objectives</u></b> <ol style="list-style-type: none"> <li>1) To wrap up learning of the SEP and BCG in Thailand' sustainable development</li> <li>2) To reflect key learning points of SEP based BCG sustainable development strategy</li> </ol> <b><u>Activities: Workshop among delegates with lectures</u></b> <ol style="list-style-type: none"> <li>1) Comprehend key characteristics of SEP based SD.</li> <li>2) Identify key players and success factors in SEP based BCG development strategy.</li> <li>3) Sharing thoughts on SEP based BCG and sustainable development</li> <li>4) Course closing</li> </ol>	3 Hr.
<b>Total Hours</b>			<b>6 Hr.</b>
<b>Total training time</b>			<b>27 Hrs.</b>





## 6.2 BCG Living Cases in summary.

Case Name	Introductory contents
<b>I. BCG in Wellness and Medical Industry</b>	
<b>#1 Abhaibhubejhr Hospital: Healing Present Maladies with Herbs from the Past</b>	A doctor with one foot in Western medicine and another in traditional Thai herbology started a foundation to preserve ancient knowledge and healing practices while at the same time making affordable medicines for local consumers. The result is a profit-making venture now coming full circle as they organize youth camps to ensure a new generation passes on these timeless nuggets of local wisdom
<b>#2 Dansai Crown Prince Hospital: To Provide Care, not just Cures.</b>	From its establishment in 1977, the hospital has been holding its principles sacred, today becoming a true 'hospital for the people.' With just 60 beds, <b>Dansai Crown Prince Hospital</b> strives to make its patients and their loved ones feel as 'at home' as possible. Many rites and rituals of the people are incorporated into their healing methods. For postpartum care, for instance, the hospital uses traditional herbs that the people of Dan Sai believe are beneficial to new mothers. At death, the hospital allows monks to come into the hospital to chant on behalf of the deceased.
<b>#3 Thai Nanocellulose: Microfibers Make Big Impact</b>	For more than 15 years, Thainano Cellulose has been at the forefront of research into biocellulose, a natural fiber a thousand times thinner than human hair, that can be used to make a variety of products. Following a zero-waste model, the enterprise created a wound dressing using rice grits that won a gold medal in Switzerland. The company also dedicated to bolstering biodiversity by helping to preserve a strain of rice that is found largely in Phatthalung province.
<b>II. BCG Living Cases in Tourism and Creative Economy</b>	
<b>#4 Rai Ruen Rom Organic Farm: Agri Tourism with a Mission</b>	As an agritourism farm, with a food-processing factory and a restaurant, Rai Ruen Rom is a paragon of the Bio Economy. Its green ethos is obvious everywhere you look, from solar panels to the grassy banks built against guest room walls to keep them cool. But what is most striking is its endlessly creative application of Circular Economy principles.
<b>#5 Made in Songkhla: A Second Spring for Songkhla</b>	'Made in Songkhla' is a collaborative project between Thailand Creative and Design Center (TCDC) and local art gallery, to help traditional businesses in the old-town district keeping up with the contemporary world. This project matched twelve historical stores, with nine modern designers. The resulting design solutions addressed business problems, increased sustainable trading



Case Name	Introductory contents
	opportunities, and developed a more resilient neighborhood business ecosystem.
<p><b>#6 Korakot International:</b> Fishing for Innovative Designs</p>	<p>Korakot Aromdee is exemplary to bring old-school arts and traditions into the new millennium. By combining kite-making techniques passed down from his grandpa with the art of knot-tying deployed by fishermen in his family he has come up with innovative lamps, sculptures, interior decor and other objets d'art for local and international hotels, winning a trophy case of awards and accolades in the process. At home, his team of more than 40 fishermen from the Ban Laem village design products that ensure his global renown continues to benefit the local community.</p>
<p><b>#7 Mann Craft:</b> Made in a Slow and Sustainable Fashion</p>	<p>The founder-owner of one of the northeast's leading boutique textile brands combines local weaving wisdom with botanical dyes made from the shrubs and plants foraged in his orchard to buck the trend of "fast fashion" by offering a "slow" yet sustainable alternative. Sold online and in his Mann Craft shop in Sakon Nakhon city, Prach Niyomka's wearable works of art satisfy both his creative instincts and the market demand for such newer items as T-shirts and scarves. At the same time, he has plans to set up a craft center to nurture a new generation of artisans who draw natural ingredients and inspiration from the land.</p>
<p><b>III. SEP Based BCG in Community Development</b></p>	
<p><b>#8 Pha Pang Community Foundation:</b> A Community Powered by Bamboo</p>	<p>Rangsrith Khunchaimang, Director and Secretary of the Pha Pang Community Foundation, stands in a long line of pioneers who have exploited the unique properties of bamboo. In the late nineteenth-century, Thomas Edison developed a carbonized bamboo filament that lasted 1,200 hours and was used in the first commercially available light bulb. An exemplary display of BCG in action, Rangsrith's enterprises are using this abundant resource as a green energy technology and applying circular economy principles to harness the myriad benefits of bamboo for the benefit of his remote and arid home village.</p>
<p><b>#9 Dongkeelek community:</b> A SEP based community development with a circular economy</p>	<p>The community of Dongkeelek shows how effective village leadership can bring about the togetherness needed to solve problems on a local level without major government intervention. Faced with poor water management and poverty, Dongkeelek leaders involved the locals in the brainstorming and problem-solving, changing not only their environment and livelihoods for the better but also their mindsets.</p>



Case Name	Introductory contents
<p><b>#10 Sampran Model:</b> The Last Resort Is to Go Organic</p>	<p>Changing with the times, Arus Nawarat turned a fading resort, well past its heyday, into a center of organic produce and ecotourism that foretells the future. The remodeled business is a win-win-win that helps farmers to get out of debt, consumers to get healthy and hospitality businesses to get hip. Through an organic market and a new mobile app, the businessman with a green streak is connecting all these stakeholders on the food chain together in a way that reaps major dividends for all of them and the environment too.</p>
<p><b>IV. BCG in Agriculture and Food Industry</b></p>	
<p><b>#11 Uncle Ree Farm: Turning Food Waste into Farm Wealth</b></p>	<p>An art director-turned-farmer has tackled some enormous problems, like food waste and soil quality, by employing the smallest of solutions: raising worms with biotechnology. Every year Charee Boonyavinij, the founder of Uncle Ree Farm and his millions of earthworms transform some 2,000 tons of food waste, which would have contributed to the greenhouse gases warming our planet, into quality soil for urban farmers. Eager to change mindsets and create alliances, Charee has also become renowned for his workshops on raising earthworms and building a new network of farmers using biotechnology to groundbreaking effects.</p>
<p><b>#12 Aromatic Farm: Organic Success Story</b></p>	<p>In Ratchaburi, Aromatic Farm has turned a small startup into a prize-winning company that wields an outsized influence in the field of aromatic coconuts. By combining local wisdom with new technology that allows them to monitor each single tree, the company has become a paragon of sustainability while creating a network of organic farmers. As a way of paying back the neighboring farmers who taught her their hard-won secrets of cultivating the land, the founder has turned her business into a learning center including everything from waste management to pest control.</p>
<p><b>#13 Monsoon Tea: Steeped in Diversity</b></p>	<p>A healthy environment depends on biodiversity. Deforestation in Thailand is threatening biodiversity. In the north of Thailand, Monsoon Tea has found a way to balance profits and conservation by harvesting wild tea plants without any need for resource-sucking plantations. Despite the company's success, partnering with five-star hotels and a luxury fashion brand, nurturing the environment remains at the forefront of its agenda.</p>
<p><b>#14 Akha Ama Coffee: A Coffee Enterprise Grounded in its Roots.</b></p>	<p>Akha Ama Coffee was founded by an entrepreneur young man from the poor Akha hill tribe. Inspired by the royal projects and non-profit initiatives that care for the needy, the business plan he put into action of creating a high-quality, eco-savvy coffee brand to support his people is a commercial success that has garnered international acclaim.</p>



### 6.3 Learning Approaches

- **Instruction:** Interactive learning with instructors
- **Experience:** Learn from living-case practitioners and experts
- **Discussion:** Share thoughts with instructors and classmates via workshops
- **Reflection:** Reflective observation and thoughts sharing

## 7. PARTICIPANTS' CRITERIA:

Participants must fulfill the following requirements:

- Be nominated by their respective governments.
- Education/ Work Experience:
  - 1) Have experiences in policy formulation or at least strategic planning
  - 2) Have duties in managing or leading development project(s) for one of the following sectors: public, private, academic, and business sector
  - 3) Willing and have potential to learn and apply the SEP approach as a path towards sustainable development that will benefit their community, society, and respective home country.
- Language: proficiency in English (speaking, reading, and writing)

## 8. ATTENDANCE AND EVALUATION

Participants who complete the online training will receive a certificate based on:

- Real-time class attendance (not less than 80%)
- Interactive class participation
- Presentation of assigned works (At least one assignment)
- Submission of course evaluation

## 9. VENUE

This program is live online classes via **the Zoom platform** in real-time e-learning.

## 10. EXPECTED RESULTS

- 10.1 Delegates understand the concepts, principles and have a core knowledge relating to SEP as Thailand's approach to achieve sustainable development.
- 10.2 Delegates recognize the value of SEP based BCG strategy and how it can lead development to balanced and sustainability.
- 10.3 Delegates can apply the SEP and BCG in their development work.
- 10.4 An international networking delegates to advance international partnership for sustainability.

## 11. ORGANIZATION / INSTITUTION

- **Implementing Agency:**

Siripattana Training Center  
in collaboration with

Sustainable Development and Sufficiency Economy Studies Center (SuDSESc),  
National Institute of Development Administration (NIDA)



▪ **Address of the Implementing Agency:**

Siripattana Training Center, National Institute of Development Administration

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## 12. EXPENDITURE / FUNDING



Thailand International Cooperation Agency (TICA)

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Chaengwattana Rd. Laksi District, Bangkok 10210 THAILAND

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## Program Schedule

### SUFFICIENCY LIVING IN BCG DEVELOPMENT STRATEGY (SLINBCG)

#### ONLINE VIA ZOOM

DURATION: 9 DAYS Every Tuesday to Thursday (3 hours per day)

During 7-9, 14-16, and 21-23 May 2024

(13:30 – 16:30 Hr. BKK time GMT+7)

#	Day	13:30 – 16:30 BKK Time GMT+7
1	Tue 7 May	<b>Introduction and Foundation of SEP</b> Dr. Priyanut Dharmapiya (NIDA)
2	Wed 8 May	<b>SEP for SD in Thailand Development Strategy</b> Dr. Priyanut Dharmapiya (NIDA)
3	Thu 9 May	<b>BCG Development Strategy and Branding</b> Dr. Priyanut Dharmapiya (NIDA) & Ms. Prachawan Ketavan (DTGO)
4	Tue 14 May	<b>BCG in Wellness and Medical Industry</b> Dr. Priyanut Dharmapiya (NIDA), Ms. Siyoree Thaitrakulpanich (DTGO), and Selected Case Owners
5	Wed 15 May	<b>BCG Living Cases in Tourism and Creative Economy</b> Dr. Priyanut Dharmapiya (NIDA), Ms. Siyoree Thaitrakulpanich (DTGO), and Selected Case Owners
6	Thu 16 May	<b>SEP based BCG in Community Development</b> Dr. Priyanut Dharmapiya (NIDA), Ms. Siyoree Thaitrakulpanich (DTGO), and Selected Case Owners
7	Tue 21 May	<b>BCG in Agriculture and Food Industry</b> Dr. Priyanut Dharmapiya (NIDA), Ms. Siyoree Thaitrakulpanich (DTGO), and Selected Case Owners
8	Wed. 22 May	<b>Expert Forum and Discussion</b> <b>Moderator:</b> Dr. Priyanut Dharmapiya, NIDA <b>Experts:</b> Prachawan Ketavan (DTGO), Nicholas Grossman (Palotai), Dr. Atchara Yomsin (NIDA)
9	Thu 23 May	<b>Course summary and reflection</b> Dr. Priyanut and Dr. Achara (NIDA), Ms. Siyoree Thaitrakulpanich (DTGO)

\*Note: The schedule and guest speakers are subject to change due to unforeseen circumstances.

