



CHIANG RAI CITY MUNICIPALITY

The Project for Promoting Sustainability in Future Cities of Thailand

SFC CONCEPT



SUSTAINABLE FUTURE CITY INITIATIVE (SFCI)

The National Economic and Social Development Board (NESDB) and the Japan International Cooperation Agency (JICA) started The Project for Promoting Sustainability in Future Cities of Thailand (TFCP) in August 2015 to promote sustainable urban development of local cities of Thailand. Together with NESDB and JICA, the TFCP Team established the Sustainable Future City (SFC) development concept and proposed the Sustainable Future City Initiative (SFCI) as a national government-guided and local-government-driven mechanism to realize the SFC. To examine the SFCI, six model cities were selected to prepare their respective SFC plans and implement SFC projects.



CHIANG RAI CITY MUNICIPALITY

Located on the border with Lao PDR and Myanmar, Chiang Rai is Thailand's northernmost international gateway. It is also the economic, political, and cultural center of Thailand's upper northern region with its excellent land and air transport accessibility, making it a primary regional trading hub. Every year, Chiang Rai attracts about 3 million visitors, over half a million of whom are foreign tourists.

In 2015, the city had a population of 68,000 living within a 61-square-kilometer area. While its population has shown stable growth in the last 10 years, the urban area around the city has steadily expanded, covering about 360 sq km where some 122,000 lived as of 2015. Heavy traffic congestion has been observed during² rush hour along the city's major roads such as National Highway 1.

SUSTAINABILITY ASSESSMENT

Being the hub in Thailand's upper northern region, Chiang Rai's economic strength lies in its industrial, trading, and tourism sectors.



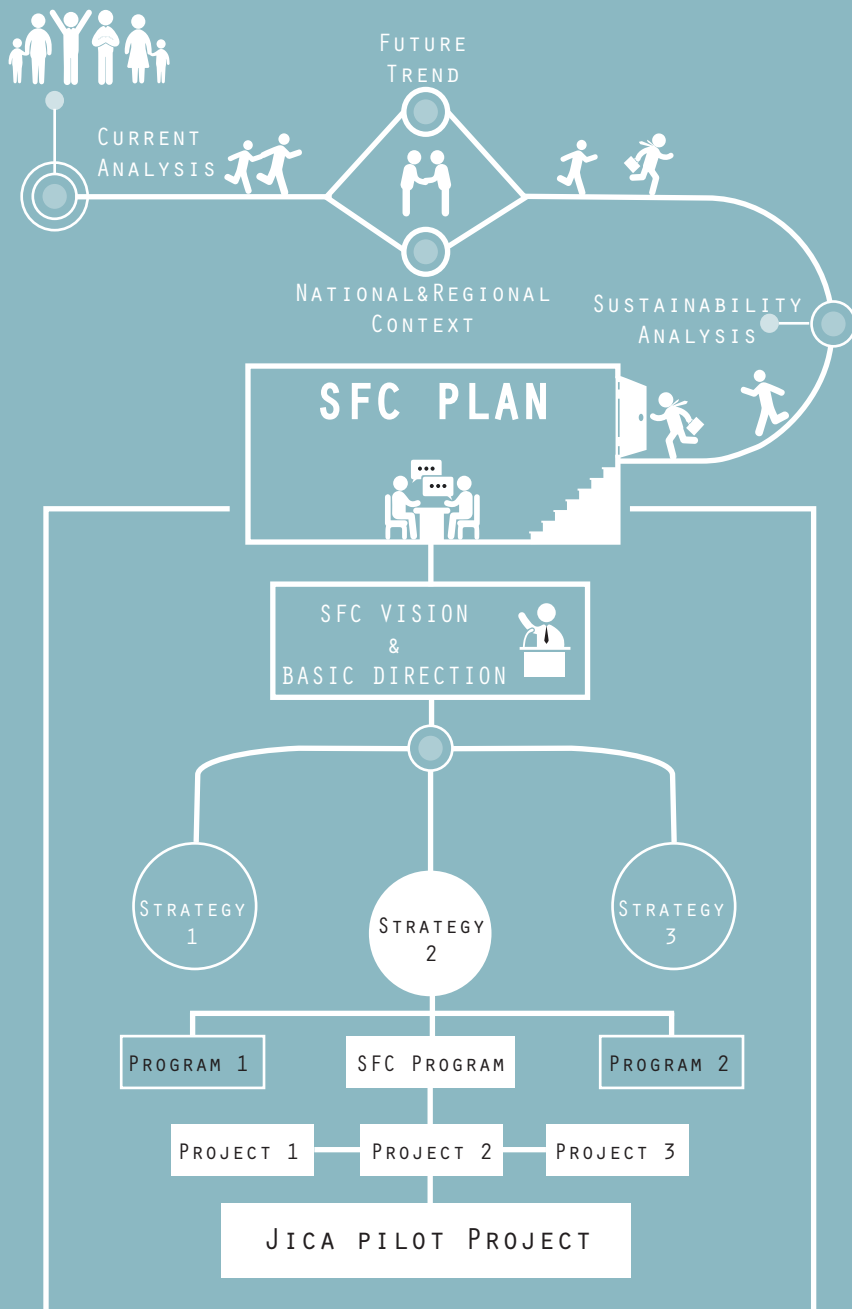
While its well-developed educational system has attracted large numbers of families with school-age children, Chiang Rai has also implemented measures to improve the quality of life of its senior citizens.

Environmental issues, such as traffic congestion, wastewater treatment, and solid waste management, in the suburbs of Chiang Rai City are crucial issues that need to be addressed in the near future.



SFCI IMPLEMENTATION FRAMEWORK

Start _ _ _ _ _



SFC PLAN

CHIANG RAI, CITY OF
HAPPINESS FOR ALL



Strategy 1:
Infrastructure
Development for
Protection of Life
and Property

Strategy 2:
Generation of New
Value
by the Convection
of All Ages

Strategy 3:
Development of
Health Service
for All

Program 1
To provide the opportunities to
international exchange

Project

- o Develop sister cities
- o Create places for intergenerational interaction at Doi Saken
- o Expand access to IT

Program 2
To provide educational opportunities
for capacity development

Project

- o Establish the Third University
- o Provide digital education for life-long learning
- o Promote the philosophy of sufficiency economy

JICA PILOT PROJECT

A pilot project to promote interaction among all age groups through active learning

Prepare active learning courses for the elderly



Offer camp programs to students



Train the community in organic vegetable farming

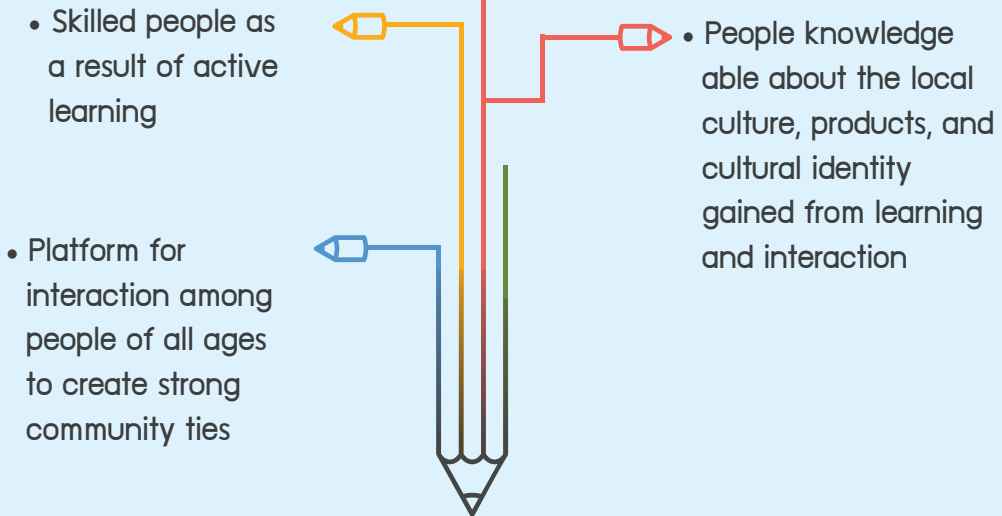


Develop tourism spots
Programs at Doi Saken



OUTCOME AND IMPACT

Expected output of SFC Program



Long-term impact of SFC plan

- Vibrant local culture, recognizable products, and strong cultural identity through interaction among all age groups
- To enhance Sustainability of Chiang Rai, in terms of sustained population, tourism promotion.

The Project for Promoting Sustainability in Future Cities of Thailand

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