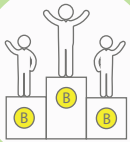


PHITSANULOK CITY MUNICIPALITY

PROJECT FOR PROMOTING SUSTAINABILITY IN FUTURE CITY OF THAILAND

SFC CONCEPT

Self-sustaining competitive



Eco-Friendly and resilient



Civic pride for future generations



Attractive and distinctive identity



Safe, secure and inclusive



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 TFPC 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.



PHITSANULOK CITY MUNICIPALITY

Phitsanulok City is the economic, educational, sociocultural logistics, and transportation center in Thailand's lower northern region. Located at the intersection of the North-South Economic Corridor and the East-West Economic Corridor of the Greater Mekong Subregion, Phitsanulok is a regional strategic city.

In 2015, the city had a population of almost 68 thousand within an area of about 18.26 sq km. Although Phitsanulok's population has decreased over the last 10 years, those in areas beyond the city's administrative boundary have increased as a result of spreading urbanization.

SUSTAINABILITY ASSESSMENT

1

The continuous increase of the city's aging population will require changes in public services and infrastructure.



2

Phitsanulok's urban expansion into its surrounding areas may increase demand for infrastructure.

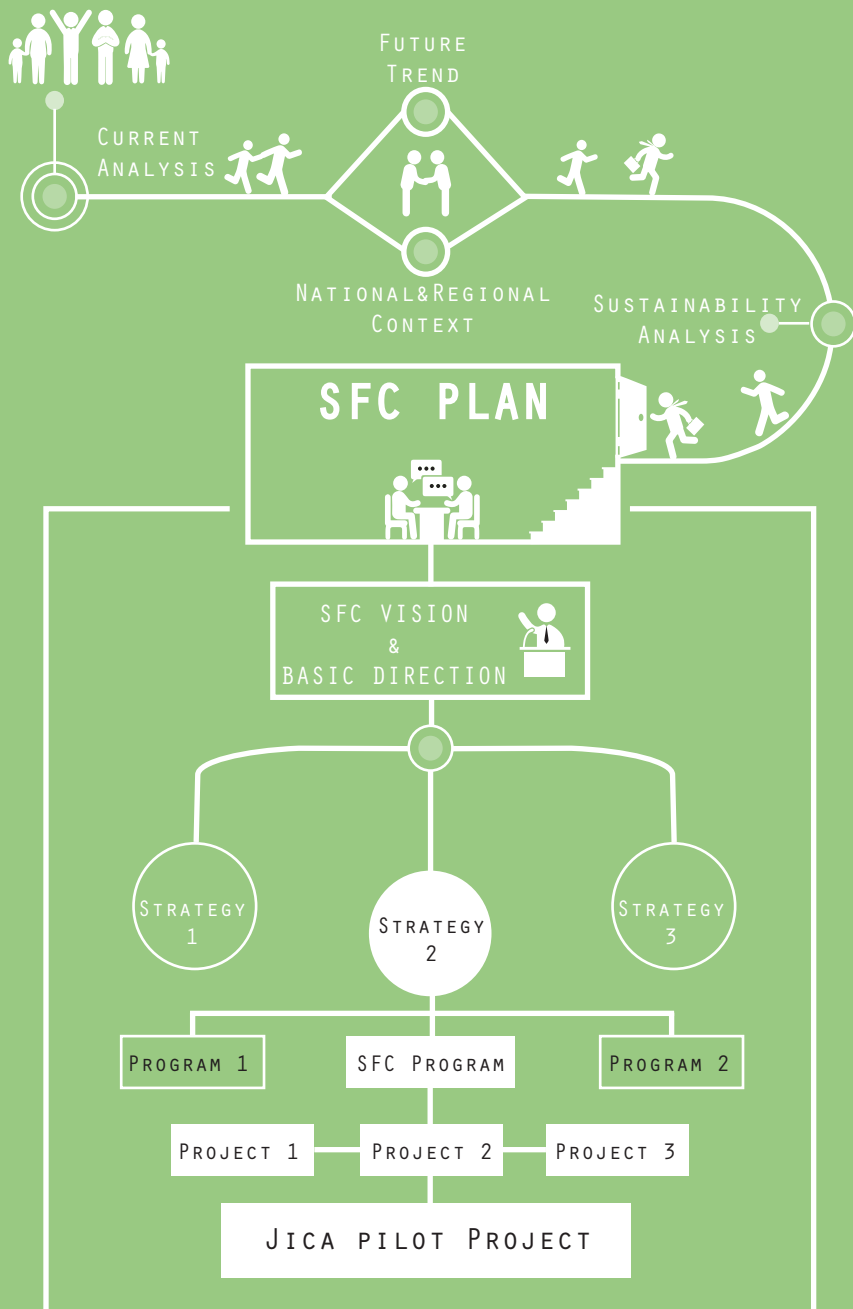


3

Phitsanulok's role as a strategic center depends largely on the quality of its public services like education, medical care, and administration, and on its economy. However, the city's continuous depopulation might in the long term shrink its economic potential, diminish the attractiveness of its downtown, and lessen job opportunities for younger, working-age population. Phitsanulok aims to strengthen its economic activities to counter these probabilities.

SFCI IMPLEMENTATION FRAMEWORK

Start _ _ _ _ _



SFC PLAN

CENTRAL CITY WITH BEAUTIFUL
LANDSCAPE AND HAPPY PEOPLE



Strategy 1:
Encouragement of
Next-generation
Businesses

Strategy 2:
Improvement of
Naa Yuu (Sustain-
ability) and
Instilling Local Pride
in Everyone

Strategy 3:
Provision of Infra-
structure Utilities
for Safety and a
Sufficient Living
Environment

Program 1
Preparation for an Ageing Society



Software
Improvement

Hardware
Improvement



Human
Development



JICA PILOT PROJECT

A Pilot Zone for a Sustainable Ageing Society

Draw a 10-year
strategic plan



Hardware aspect: Apply
universal design
concepts to
infrastructure
and public facilities



Software aspect:
Create an
integrated care
system



Human aspect:
Develop capacities



OUTCOME AND IMPACT

Expected output of SFC Program

- Improved infrastructure that is compliant with standards for the elderly and PWDs
- Integrated care system that can provide efficient social welfare services

Long-term impact of SFC Plan

- Contribution to the creation of a sustainable and livable city for all including the elderly and PWDs.
- Transfer of knowledge to, and develop capacities of, similar cities and their surrounding districts.



The Project for Promoting Sustainability in Future Cities of Thailand

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