

# 2025 GREEN CITY CHIANG RAI

# Cultural Nature

Planning for sustainable living is essential for our past, present, and future. Our ancestors' wisdom in geography and resource management created thriving cities rich in natural resources, an **absolute truth** that underscores the importance of sustainable practices. Today, we must continue learning from the past to maintain a strong connection with nature. This connection is crucial for our survival and the planet's, a **relative truth** reflecting the varying degrees of environmental impact. Embracing sustainability is a responsibility that supports innovative economic models, such as **Green City, Wellness City, MICE City, Creative City** and others, which combine economic growth with environmental care.

## Event Venue, 9-13 Feb 2025

### Chiang Rai, Thailand Cultural Nature

### Coexistence Between Humans and Trees : Birth of a New Life "

Day 1: Sat 8 Feb	Arrival of AIPH Board member
Day 2 :Sun 9 Feb	Arrival of delegates AIPH Board meeting Welcome Dinner by CEI
Day 3 : Mon 10 Feb	Expo Conference AIPH General Meeting (AIPH Member only) Expo Conference Dinner
Day 4: Tue 11 Feb	AIPH Industry Meeting Green Conference Green Dinner
Day 5: Wed 12 Feb	Green City Tour & Site Visit (Full Day)
Day 6: Thu 13 Feb	Tour of the Area for industry and tourism Farewell Dinner
Day 7: Fri 14 Feb	Departure to home country



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Prof. Dr. Vanchai Sirichana  
Chairman of Mae Fah Luang University

" Mae Fah Luang University: Green Journey from its past to the present "



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Kotchakorn Voraakhom  
Landscape Architect

"Nature-Based Solutions to Increase Urban Adaptability"

## Conference Cultural Nature

Coexistence Between Humans and  
Trees : Birth of a New Life

### Chiang Rai Thailand

## keynote speaker



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Assoc. Prof. Surasak Kangkhao  
King Mongkut's Institute of Technology Ladkrabang  
Founder - Heritage Asian Research Community  
National Outstanding Lecturer Award - Fine and Applied Arts

" Shaping the Future of Ecological Urbanization through hidden Truths "



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Prof. Dr. Jakob Brandtberg Knudsen  
Dean of Architecture at the Royal Danish Academy

"Architectural education enriched our discussions on urban development and sustainable design practices"



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Prabhakorn Vadanyakul  
President - Architect Council of Thailand  
National Artist Architecture

" Sustainable Urban Development and Green Innovation: The Wang Chan Project by In-EEC Rayong "



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Asst. Prof. Perrine Hamel  
Asian School of the Environment, Nanyang Technological University, Singapore

" Low cost options for city greening: from the South East Asia perspective "



GREEN CITY  
CHIANG RAI 2025  
Keynote Speaker  
Green City Conference

Prof. Emeritus Dr. Geoffrey A. Cordell,  
Natural Products Inc., Evanston, IL 60201, USA and College of Pharmacy, University of Florida, Gainesville, FL 32610 USA

" Exploring and Applying Ecopharmacognosy to Promote Green City Development and Sustainable Natural Resource Use "



# AIPH SPRING MEETING 2023 PROGRAM (Draft)

9 - 13 FEB 2025

**Sun 9 Feb**

AIPH Board meeting  
Welcome Dinner

**Mon 10 Feb**

Expo Conference  
AIPH General Meeting (AIPH Member only)  
Expo Conference Dinner

**Tue 11 Feb**

AIPH Green City Conference  
AIPH Industry Meeting  
Dinner

Additional: Green City Workshop  
Operated by Thailand HARC KMITL

**Wed 12 Feb**

Green City Tour & Site Visit (Full Day)  
Green Dinner

**Thu 13 Feb**

Tour of the Area for industry and tourism  
Farewell Dinner

( Draft Update )

**Agenda for Green City Conference 2025: Cultural Nature**

**February 11, 2025 8:30-16:30 hr.**

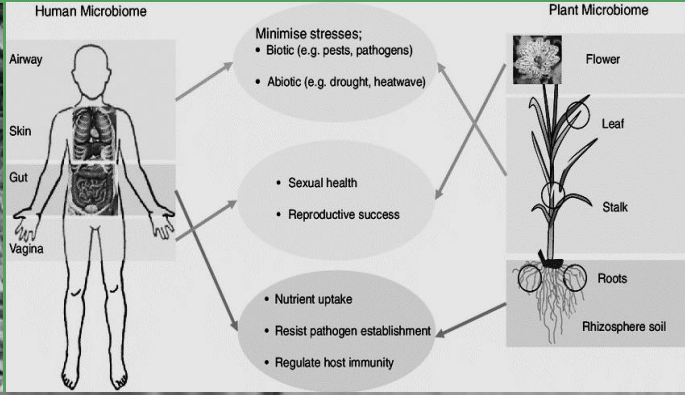
**Le Meridien Chiang Rai**

**Chiang Rai, Thailand**

- 8:00-8:30 Registration**
- 8:30-8:45 Introduction to Green City Principles and AIPH Green City**  
By AIPH Representative
- 8:45-9:00 Opening remarks: Chiang Rai’s Vision for Wellness City**  
By Governor of Chiang Rai
- 9:00-9:45 Panel Session 1: Model knowledge**
  - Mae Fah Luang University: Green journey from its past to the present  
By Prof. Dr. Vanchai Sirichana, Chairman of University Council, Mae Fah Luang University, Thailand
  - Nature-Based Solutions to Increase Urban Adaptability  
By Ms.Kotchakorn Voraakhom, Landprocess Co.Ltd., Thailand
- 9:45-10:25 Panel Session 2: Continuing Green Sustainable Development**
  - Shaping the Future of Ecological Urbanization through hidden Truths  
By Assoc.Prof.Surasak Kangkhao, King Mongkut’s Institute of Technology Ladkrabang, Thailand
  - Architectural education enriched our discussions on urban development and sustainable design practices  
By Prof.Dr.Jakob Brandtberg Knudsen, Dean of Architecture at Royal Danish Academy
- 10:25-10:55 Coffee Break**
- 10:55-12:30 Panel Session 3: Creativity for Green Sustainable Future**
  - Sustainable Urban Development and Green Innovation: The Wang Chan Project by in EEC Rayong  
By Prabhakorn Vadanyakul, President of Architect Council of Thailand
  - Cost Options for City Greening: From the South East Asia Perspective  
By Asst Prof.Perrine Hamel, Asian School of the Environment, Nanyang Technological University, Singapore
  - Smart Farm for Carbon Negative Project  
By Korea (Support by Korean Government)

- Exploring and Applying Ecopharmacognosy to Promote Green City Development and Sustainable Natural Resource Use  
By Prof.Emeritus Dr. Geoffrey A. Cordell,Natural Products Inc., and College of Pharmacy, University of Florida, USA
- 12:30-13:30 Lunch**
- 13:30-16:30 Focused Group Workshop: Green City Development for Chiang Rai**
  - Summary from morning session and clarify Q&A with panellists  
Facilitator: Dr.Metinee Srivatanakul
  - Focused group workshop for Chiang Rai Green City Development  
Facilitator: Asst.Prof.Dr.Apisom Intralawan, Mae Fah Luang University, Chiang Rai, Thailand

Topic	Focused Group Leader	Related Organizations
Green Space Management Urban Green Space Expansion Water System Integration Waste Management and Recycling	Mr.Krod Rojanastien, Chiwasarom	Department of Public Works andTown& Country planning Ministry of Natural Resources and Environment Royal Forest Department , Architect Council of Thailand
Community Engagement Education and Awareness Promotion	Mr.Chatchawan Pringpuangkeo, Chairman of Saem Pringpuangkeo Foundation	Department of Agriculture Mae Fah Luang University, Chiang Rai Technical College, Chiang Rai Rajabhat University
Community Engagement Education and Awareness Promotion	Venerable Vibul Thantecho, Wat Putth Uthayan Doi Insee	Community Development Department Tourism Authority of Thailand, TCEB Municipality, Provincial Administrative Organization



# “Cultural Ethnobotany ”

## Coexistence Between Humans and Trees : Birth of a New Life



### Ethnobotany: Connecting Humans and Plants in the Context of Green City, Chiang Rai

#### Herb Garden and Ethnobotany

In the framework of a Green City, fostering a deep connection between humans and plants is essential for sustainable urban development. *Ethnobotany*, the study of the cultural and practical uses of plants by humans, goes beyond the physical and biological characteristics of plants to include social and emotional dimensions.

Botanical studies often focus on observing and illustrating plants' physical traits, creating an emotional bridge that helps humans understand the essence of each species. This parallels anthropological approaches, which consider not only human cultures but also the roles of non-human life forms, such as trees, as active entities capable of growth, interaction, communication, and adaptation.

Such perspectives challenge the traditional divide between humans and nature, as this separation is a cultural construct that can shift based on environmental and societal contexts. Understanding the interdependence between humans, plants, and ecosystems reflects a social structure rooted in mutual relationships among diverse living beings, emphasizing the role of plants in building resilient and harmonious communities.

#### Ethnobotany

Herb garden + Ethnobotany : The Relationship Between People And Plants Humans, trees, and healing Plant studies, typically led by botanists, delve into understanding plants' physical and biological traits. They draw parallels with anthropologists studying human cultures, using techniques like drawing to depict plant features. This emotional connection helps grasp the essence of each plant, mirroring human social studies (Hartigan, 2017). Anthropological studies include non-human life forms like trees recognizing them as living entities capable of growth, perception, interaction, communication, adaptation, learning, memory, decision-making, and problem-solving within their environment (Gagliano, 2015). Categorizing species separates humans from nature," but this division is a construct that can change based on environmental conditions (Descola 2013), Understanding relationships among humans, plants, and societies reflects a social structure built on interdependence among diverse living beings.



SMART CITY    CREATIVE CITY    MICE CITY    WELLNESS CITY    CITY CLUSTER    GREEN CITY

FUTURE

*Cultural Ecology*

## Creativity

"Connecting Nature and Humanity"

- ▲ Herbal Valley
- ▲ Flower and Ornamental Plant Global Market

PRESENT

*Civilized Agriculture*

## Continuing Sustainable Development

Civilized Agriculture  
Sustainable Agronomy

- ▲ Natural Agriculture Center DOI IN C

PAST

*Awareness*

## Model knowledge

Cultural Heritage

- ▲ The Doi Tung Development Project by the Mae Fah Loung
- ▲ Lanna Kingdom
- ▲ Phaya Mangrai

# GREEN CITY CHIANG RAI 2025

## TRUTH

## Cultural Ethnobotany

" Coexistence Between Humans and Trees :  
Birth of a New Life "

life has depended on nature since ancient times, mainly on plants. Learning to use plants for survival, passed down through generations, is known as indigenous wisdom, crucial for communities' survival.

Planning for sustainable living is essential for our past, present, and future. Our ancestors' wisdom in geography and resource management created thriving cities rich in natural resources, an **absolute truth** that underscores the importance of sustainable practices. Today, we must continue learning from the past to maintain a strong connection with nature. This connection is crucial for our survival and the planet's, a relative truth reflecting the varying degrees of environmental impact. Embracing sustainability is a responsibility that supports innovative economic models, such as **Green City, Wellness City, MICE City, Creative City** and others, which combine economic growth with environmental care.

SMART CITY    CREATIVE CITY    MICE CITY    WELLNESS CITY    CITY CLUSTER    GREEN CITY

# Creativity

"Connecting Nature and Humanity"

## Continuing Sustainable Development

Civilized Agriculture  
Sustainable Agronomy

Herb garden +  
Ethnobotany  
The Relationship  
Between People And  
Plants

## Model knowledge

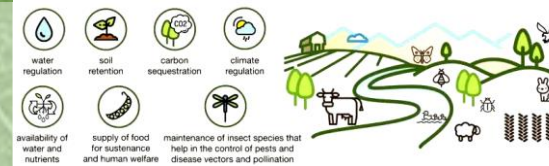
Cultural Heritage

TRUTH

The global city theme called **"City Cluster"** serves as a hub for a global network of expertise from specialists in areas such as energy, water, waste, transportation, and human experience. Its goal is to achieve the Sustainable Development Goals (SDGs). **Beyond Green City**

### Green Heritage : A Vision for Agri-Urban Development in ASEAN Cities

Drones have the potential to revolutionize transportation on both macro and micro levels, offering numerous benefits and addressing various challenges in urban development and logistics.



Design for transformative changes Climate resilience, horticulture and agro-food ecosystems

Urban horticulture is essential for sustainable food systems, enhancing food security, urban living quality, and efficient space use. It addresses environmental and social issues, improves environmental quality, and fosters community collaboration. Public participation and government support are key to successful urban gardening practices.

### 1. Transportation

- Smart Tech: Digital traffic management.
- Eco-Friendly Transit: Promote green transport.
- Connectivity: Develop bike paths and walkways.

### 2. Food Security

- Urban Farming: Use vertical gardens.
- Food Waste: Recycle into compost.
- Local Food: Support local markets.

### 3. Urban Development

- Resilience: Design for climate change.
- Circular Economy: Reduce waste.
- Social Equity: Affordable housing.
- Green Tech: Enhance green areas.
- Planning: Integrate land use and transport.

- Herbal Valley
- Herb Farm
  - Solar Drying Plant
  - Herb Processing Factory
  - Herbal Medicine Production Factory
  - Herb Learning Center
  - Pavilion / Restaurant / Café
  - Event Space

### GREEN CITY

- Green Space Management
- Appropriate Plant Selection
- Community Engagement
- Green Technology Development
- Urban Green Space Expansion
- Water System Integration
- Education and Awareness Promotion
- Waste Management and Recycling

## Cultural Nature

## SDGs



SDG 2 (Zero Hunger)  
SDG 3 (Good Health and Well-being)  
SDG 4 (Quality Education)  
SDG 6 (Clean Water and Sanitation)  
SDG 9 (Industry, Innovation, and Infrastructure)  
SDG 11 (Sustainable Cities and Communities)  
SDG 12 (Responsible Consumption and Production)  
SDG 13 (Climate Action)  
SDG 15 (Life on Land)



### Urban Development for Safety and Sustainability

- Safety and Infrastructure:
- Environment and Utilities:
- Land Use and Urban Renewal:
- Universal Design:
- Building Conservation and Renovation:

11.7.1 Average share of the built-up area of cities that is open space for public use for all, by sex, age and persons with disabilities



The Department of Public Works and Town & Country Planning (DPT) is developing a geo-social map for sustainable water management in communities, integrating data from local residents. This participatory process, guided by government agencies, helps locals identify and address issues like flooding and drought. The geo-social map will support project planning that aligns with community needs, promoting sustainable development through collaboration between public and private sectors. The initiative follows principles inspired by royal projects to improve the quality of life in these areas.



# Cultural Nature

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# GREEN CITY CHIANG RAI 2025

**AIPH**  
Essential components for creating Green City



**11 SUSTAINABLE CITIES AND COMMUNITIES**  
**Urban Development for Safety and Sustainability**  
**DPT**  
•Safety and Infrastructure:  
•Environment and Utilities:  
•Land Use and Urban Renewal:  
•Universal Design:  
•Building Conservation and Renovation:

**Future Green City World 2024**  
Utrecht, Netherlands  
**Purpose:** Future Green City World 2024 aims to explore and promote innovative approaches for developing sustainable, green cities. The event focuses on integrating advanced green technologies, environmental sustainability, and community engagement to create urban environments that are resilient and adaptable to future challenges.

**Beyond Green City**

- 1. Transportation**
  - Smart Tech: Digital traffic management. Example: Automated traffic lights.
  - Eco-Friendly Transit: Promote green transport. Example: Electric vehicle chargers.
  - Connectivity: Develop bike paths and walkways. Example: Bicycle routes.
- 2. Food Security**
  - Urban Farming: Use vertical gardens. Example: Urban vertical gardens.
  - Food Waste: Recycle into compost. Example: Composting food waste.
  - Local Food: Support local markets. Example: Farmers' markets.
- 3. Urban Development**
  - Resilience: Design for climate change. Example: Flood prevention.
  - Circular Economy: Reduce waste. Example: Closed-loop systems.
  - Social Equity: Affordable housing. Example: Mixed-use spaces.
  - Green Tech: Enhance green areas. Example: Green roofs.
  - Planning: Integrate land use and transport. Example: Mixed-use developments.

The global city theme called **“City Cluster”** serves as a hub for a global network of expertise from specialists in areas such as energy, water, waste, transportation, and human experience. Its goal is to achieve the Sustainable Development Goals (SDGs).

**โครงการระดับเมือง**  
**Logistic + Smart City**



**ASEAN Herbal Innovation**



**1**

การจัดการพื้นที่สีเขียว:  
• Green Space Management



**The Doi Tung**

Promote the planting, restoration, and maintenance of conservation forests and community forests, with a focus on active participation by the local population.  
**DP T**  
**Doi Saket Community Learning Center, Kiri Chai Yama**  
Chiang Rai Municipality's community has a key natural forest area within the city with high potential for sustainable urban development.

**DPT Light Green Zones:** Designated for open spaces aimed at recreation and environmental conservation.protection  
**RWL- Rawiwan Lab - VERTICAL HEARB GARDEN**  
**KPA- VERTICAL HEARB GARDEN**  
**Tak** Silent Garden and Nature Trail, Pop Phra District, Tak

**2**

การเลือกพืชที่เหมาะสม:  
• Appropriate Plant Selection



**The Doi Tung**

Using suitable plants is key to forest restoration, focusing on low-water plants that filter air, reduce soil erosion, and increase soil moisture, such as coffee, macadamia, local tea, and vetiver grass.

**DOI IN C**  
**"The Royal Initiative on Wet Forest Restoration Theory"**  
The theory focuses on conserving and restoring forests by maintaining moisture as a key factor, which helps keep the forest lush and green throughout the year, making it less susceptible to wildfires.

**3**

การเพิ่มพื้นที่สีเขียวในเมือง:  
• Urban Green Space Expansion



**The Doi Tung**

**DP T**  
**"Kok River Riverside Park Development Project"**  
The project involves creating a riverside park along the Kok River for recreation and increasing green space, including the development of bicycle paths and pedestrian walkways.

**DPT** Connecting and supporting activities with local communities according to urban zoning colors involves:  
**Light Blue Zones:** Designated for open spaces along rivers for the purpose of environmental protection.

**4**

การบูรณาการระบบน้ำ:  
• Water System Integration



Model area development project According to the royal initiative

**DP T**  
**Geo-social Map**  
"Project to Develop a Geo-Social Map for Water Management"  
**DOI IN C**  
**"Check Dams at Wat Phutthayotkan Doi Insee"**  
King Rama IX's royal initiative emphasized the importance of constructing small check dams to slow down water flow and retain water in the soil. This approach aims to create moisture and restore degraded forest areas.

**5**

การส่งเสริมการมีส่วนร่วมของชุมชน:  
• Community Engagement



**The Doi Tung**

"Doi Tung Development Project: Sustainable Development through Planting People and Planting Forests"  
**DOI IN C**  
**Change For Good**  
ศูนย์ฝึกกรรมธรรมาชาติ ศาสตราจารย์ราชดอยอินทรี เชียงราย

**6**

การพัฒนาเทคโนโลยีการจัดการสวน:  
• Green Technology Development



**MFU**  
**Medicinal Innovation Center of MFU**  
Missions · To develop research in the field of herbal innovation, Thai traditional medicine and alternative medicine

**MFU HERBAL VALLEY** WELLNESS CITY  
ศูนย์นวัตกรรมสมุนไพรครบวงจร มหาวิทยาลัยแม่ฟ้าหลวง

**7**

การส่งเสริมการศึกษาและการสร้างความตระหนัก:  
Education and Awareness Promotion



**MFU**  
(Medicinal Innovation Center of MFU)



**8**

การจัดการขยะและการรีไซเคิล:  
• Waste Management and Recycling



**DOI IN C**  
**upcycling** of materials and the enhancement of water-absorbing areas through **recycled** materials.

# Future Project Ideas for Chiang Rai (Based on the Green City 2025 initiative)

•**Smart City:** Chiang Rai plans to develop into a smart city by utilizing technology to reduce energy consumption and enhance resource management. This includes managing energy systems, traffic, and waste and water management sustainably.

•**Creative City:** Chiang Rai emphasizes the creation of culturally unique spaces by integrating local art and culture into urban structures. This includes public art made from recycled materials to promote sustainability and cultural appeal.

•**MICE City:** Chiang Rai aims to become a city for meetings, incentives, conventions, and exhibitions (MICE) that is environmentally friendly. This involves creating conference centers that utilize green technology and reduce energy consumption in all event processes.

•**Wellness City:** Chiang Rai focuses on developing as a center for health and wellness by utilizing natural resources such as hot springs and natural spas, alongside managing green spaces to promote health and well-being for residents.

•**City Cluster:** Chiang Rai plans to establish a sustainable city cluster by developing green transport systems and infrastructure that support sustainable growth among neighboring cities.

•**Green City:** Chiang Rai aims to be a model green city by focusing on renewable energy, constructing energy-efficient buildings, and conserving green spaces to create a sustainable environment beneficial to the community in the future.

## Session Workshop

Participation in seminars and workshops with local agencies to drive provincial development plans

Asst.Prof. Dr.Apisom Intralawan  
Natural Resources and Environmental Management

Krod Rojanastien  
Chiwasarom

Chatchawan Pringpuangkeo  
the Saem Pringpuangkeo Foundation

local collaboration  
agency

## Session 3

Prof. Emeritus Dr. Geoffrey A. Cordell  
Pharmacognosy  
Natural Products Chemistry  
New Product Research and Development

Asst Prof. Perrine Hamel  
Environmental Policy and Management in Asia  
Biodiversity Conservation  
Climate Change Impact  
Environmental Economics

Prabhakorn Vadanyakul  
Architectural Design  
Sustainable Development  
Curriculum Architecture  
Community Involvement  
Promoting collaboration

SMART CITY CREATIVE CITY MICE CITY WELLNESS CITY CITY CLUSTER GREEN CITY

Creativity

"Connecting Nature and Humanity"

Cultural Ecology

กรมโยธาธิการและผังเมือง  
กรมวิชาการการเกษตร  
สภาสถาปนิก  
สถาบันการศึกษา

FUTURE

## Session 2

Assoc. Prof. Surasak Kangkhao  
Ecological Urban Planning  
Sustainable Development  
Integrated Architecture Design

Prof. Dr. Jakob Brandtberg Knudsen  
Ecological Design  
Sustainable Urban Development  
Urban Green Space Restoration  
Effective Resource Management

Prof. Dr. Lasse Gerrits  
strategies bridging academic research with practical applications  
Urban Planning and Development  
Housing  
Sustainable Urban Development

Continuing Sustainable Development

Civilized Agriculture

Sustainable Agronomy

Civilized Agriculture

กรมวิชาการการเกษตร  
การท่องเที่ยวแห่งประเทศไทย (ททท.)  
องค์การปกครองส่วนท้องถิ่น  
กรมโยธาธิการและผังเมือง

PRESENT

## Session 1

Prof. Dr. Vanchai Sirichana  
Establishment and Development of Educational Institutions  
Management and Organizational Communication  
Organizational Culture Development  
Green University Management

Kotchakorn Voraakhom  
Landscape Architecture  
Sustainable Green Space Development  
Climate Change Adaptation

Model knowledge

Cultural Heritage

Awareness

กรมทรัพยากรธรรมชาติและสิ่งแวดล้อม  
สถาบันการศึกษา  
กรมพัฒนาชุมชน  
องค์การปกครองส่วนท้องถิ่น  
กรมป่าไม้ หน่วยงานดูแลจัดการน้ำ

PAST

# The Sequence of Keynote Topics

TRUTH

GREEN CITY  
CHIANG RAI 2025