



# SX SUSTAINABILITY EXPO 2024

# SUFFICIENCY FOR SUSTAINABILITY

## พอเพียง ยั่งยืน เพื่อโลก

OUR ESSENCE:



DECADE OF >>> ACTION



2020

2021

2022

2023

2024



**SX** SUSTAINABILITY  
EXPO 2024

27 Sep – 6 Oct 2024  
at QSNCC

**B2C2B**

C = Consumer  
B = Business

VIRTUAL EXPO

ASEAN'S LARGEST SUSTAINABILITY PLATFORM

HYBRID

GOOD BALANCE, BETTER WORLD  
สมดุลก็ตี เพื่อโลกก็ตีกว่า



# **SX2023**

# **SNAPSHOT**

# COLLABORATION FOR SUSTAINABLE FUTURE

INSPIRED BY



CO-FOUNDERS



ADVOCATES



PARTNERS



ASSOCIATES



GOVERNMENT / INSTITUTIONS / FOUNDATIONS



CONTENT SUPPORTERS



INTERNATIONAL ORGANIZATIONS



ACADEMIC INSTITUTIONS



MEDIA PARTNERS



VENUE SPONSOR

EVENT PARTNERS

MAIN ORGANIZER

ORGANIZED BY

SUSTAINABILITY SPONSORSHIP

STRATEGIC SUSTAINABILITY PARTNER

# SX2023 Magic Number

Floor G:

**246**

Organizations  
(Thai&International)

**570**

Speakers  
(Including speakers from partners' events:  
ESG Symposium 2023 & TCAC 2023)



**10**

Day at QSNCC

**70,000** SQ.M



Floor LG:



**409**

Sustainable Food  
& Community  
Shops

Sales of  
**36.1**  
Million Baht

Generating  
Income for  
from  
**178** Local  
Communities  
**45** Provinces

**2,073** kg

of Food Waste collected  
for production  
of organic fertilizer

**GHG Emission  
Avoided**

**20** tCO<sub>2</sub>e

**317,531** Baht

Worth of food donated to communities  
in collaboration with Scholar of Sustenance(SOS)



# B2B – COLLATORAL EVENTS

## ESG Symposium 2023



## Thailand Climate Action Conference 2023



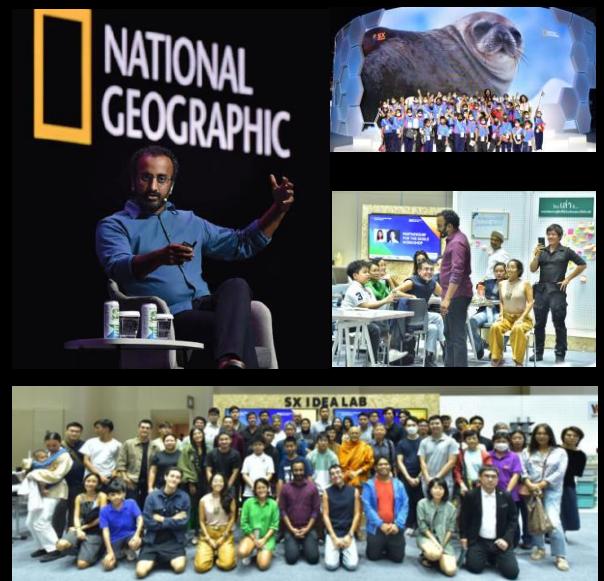
## TSCN Business Partner Conference

# INTERNATIONAL CONTENTS

## Highlight : International Expertise Talk Session in SX 2023



## NATIONAL GEOGRAPHIC



## ເກຫຍາລວມາຫາຣເພື່ອໂລກ

ພັນພົມດ້ວຍກໍານົດເພື່ອສໍາເລັດ ດັບຕະຫຼາດອານຸ ສີໄລເລັກຖານໃນນັ້ນເມື່ອ

SX SUSTAINABILITY EXPO 2023  
29 ດຸ. - 8 ຕ.ຂ. 2566  
ສູນການຄ້າຂອງເມັນສົດ



### SX FOOD FESTIVAL

THAI STREET FOOD MUSEUM

ຂອງລົ. 5-6 ຊັ້ນ LG

29 ດຸ. - 8 ຕ.ຂ. 66

13:00-10:00 - 20:00 U.

Good Balance, Better World

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## SX FOOD FESTIVAL 2023



## SX KIDS ZONE 2023



## SX MARKETPLACE 2023



# **SX 2023 MEDIA EXPOSURE**



# **434,000,000 THB MEDIA VALUE**

**Incl. OOH, TV, Print, Radio, Social Media**





## Sufficiency for Sustainability

พอเพียง ยั่งยืน เพื่อโลก

มหกรรมด้านความยั่งยืนที่ใหญ่ที่สุดในอาเซียน  
ASEAN's Largest Sustainability Exposition

# SX SUSTAINABILITY EXPO 2024

27 กันยายน - 6 ตุลาคม 2567  
ศูนย์การประชุมแห่งชาติสิริกิติ์

27 Sept - 6 Oct 2024  
Queen Sirikit National Convention Center (QSNCC)

CO-FOUNDERS



[sustainabilityexpo.com](http://sustainabilityexpo.com)  
[f SX.SustainabilityExpo](https://www.facebook.com/SX.SustainabilityExpo) [@sxofficial](https://twitter.com/sxofficial)

# SX2024 HIGHLIGHT CONTENTS

## Prologue: People & Planet

### Highlight Zone: From Environmental to Social Impacts (โลกเปลี่ยน เราชรับ)

- Impacts of climate/environmental change on people & livelihood
  - Flood, drought, earthquake, forest fire, etc
  - Long-term impacts (e.g., threat to food security, pollution & respiratory diseases, migration out of a region, disappearing occupations, etc)
- Estimates of economic & social impacts
- But there have been successful efforts to revert this trend & adapt to new environment=> give concrete examples, e.g.,
  - Amsterdam living under sea level
  - Doi Tung 30 years ago & now
  - Forest fire detection & prevention
  - AI tools for environment
- Invitation to explore SX & take actions

(potentially list out key highlights/activities available)

## Better Living: Climate Adaptation

UN SDGs: Clean water/sanitation, clean energy, responsible production/consumption, climate action, life below water, life on land

### Highlight Zone: Delaying Global Warming (ชะลอโลกร้อน)

- Climate change is caused by GHG emission
- Different ways to reduce GHG emission
  - Clean energy (wind, solar, geothermal, tide, hydrogen..)
  - New agricultural methods to reduce methane emission (dry rice cultivation, close system cow farms, etc)
  - Use materials/production techniques with low emission (e.g., handicraft,...)
  - Reuse/recycle inorganic waste to avoid producing new stuff
  - Compost organic waste to reduce methane
- For GHG that can't be avoid, we need to capture it back from atmosphere
  - Carbon capture techniques (hi-tech, low tech e.g., grow trees/mangroves)
- We can all help slowing down climate change (summarize easy ways)
- Which actions will you pledge to?

## Better Me: Healthy & Happy Living

UN SDGs: Good health/well being, education

### Highlight Zone: Silver Society (เด็รีอยมตัวแก่)

- People in most countries are living longer (statistics on increasing life expectancy)
- Many countries have entered into aging society (show country flags & definition)
- How do we prepare for a long & happy life?
  - Healthy food
  - Regular exercise
  - Mental health: hobbies, stress relief
  - Stimulation of minds/life long learning
  - Financial security
- Many tools/innovation/ technology to help you live a healthy life
- Short interviews of happy/healthy elderly
- When will you start?

## Better Community: Social Inclusion

UN SDGs: No poverty, zero hunger, gender equality, work/economic growth, innovation/infrastructure, reduced inequalities, sustainable communities, peace/justice

### Highlight Zone: Building inclusive community

- We are all made different, but we all have dreams (quick interviews of blind person, deaf person, bodily handicapped, transvestite, ethnic children, immigrant labors, etc)
- There are many ways to make our community a happy place for all
  - Public infrastructure (e.g., universal design, street lights, etc)
  - Technology/ tools/ innovation
  - Education opportunities for poor/ethnic children
  - Job opportunities for handicapped persons
  - Volunteer work/ helping hands
- We can all make our community a better place
- Which actions will you pledge to?

# International & Innovation

## Innovation for Sustainability

- » Focus on AI

## Lifelong Learning

- » Health and Wellness

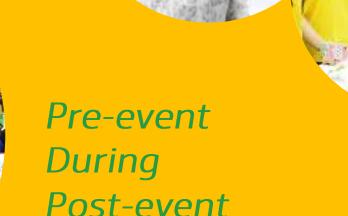
## Climate (El Nino)

- » Decarbonization
- » Biodiversity

## Social Inclusion

- » Livable Cities
- » Aging Society

*International Speakers Forum  
Content Partner:  
ASIA'S FIRST  
STORYTELLER SUMMIT*



*Pre-event  
During  
Post-event*

*Museum-Like  
& Immersive Experience*



*Co-Creation & Collaborative Works*

*Exhibition*



## EXHIBITION ZONING OVERVIEW

**BETTER ME**  
**BETTER LIVING**  
**BETTER COMMUNITY**

**G  
Floor**



Environmental :  
collaborative / large scale

**Draft** **SX** SUSTAINABILITY EXPO 2024



**AI for Earth**

Access | Education | Innovation  
AI for Earth is a Microsoft program aimed at empowering people and organizations to solve global environmental challenges by providing AI tools and resources to educated communities while accelerating innovation.



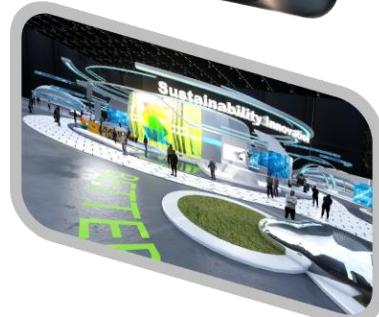
Innovation for  
Sustainability  
Focusing on AI

1. Water Stewardship
2. Decarbonization
3. Biodiversity
4. Waste Management



Individual Aspect :  
Help save the world

1. Healthy Life, Healthy Earth
2. Aging Society
3. Life Long Learning



*Global  
Collaboration*

BETTER  
WORLD



**BETTER  
COMMUNITY**

Social Aspect

1. Social Inclusion
2. Community Development Model

SX REPARTMENT STORE @ โกลด์ 5  
สวนเบญจกิตติ



BETTER ME	
ขนาด	จำนวน
6x3	5
6x6	6
8x8	3

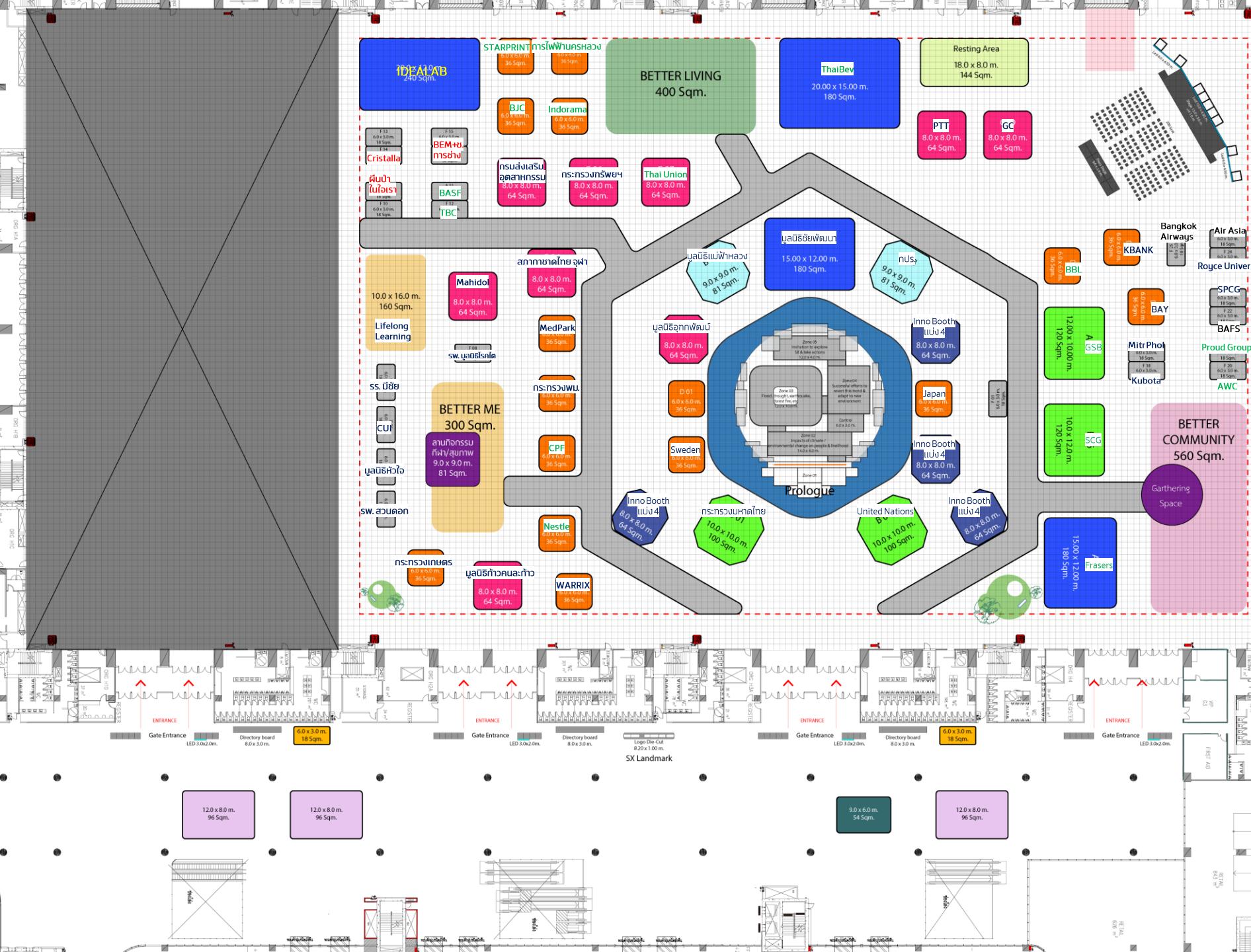
SEP Inspiration	
ขนาด	จำนวน
15x12	1
10x10	1
9x9	2
8x8	1

BETTER LIVING	
ขนาด	จำนวน
6x3	8
6x6	4
8x8	5
20x15	1

Innovation Booth	
ขนาด	จำนวน
8x8	4 แบบพื้นที่ ตัวเป็น 4 ส่วนรวม 16
6x6	3
10x10 (UN)	1

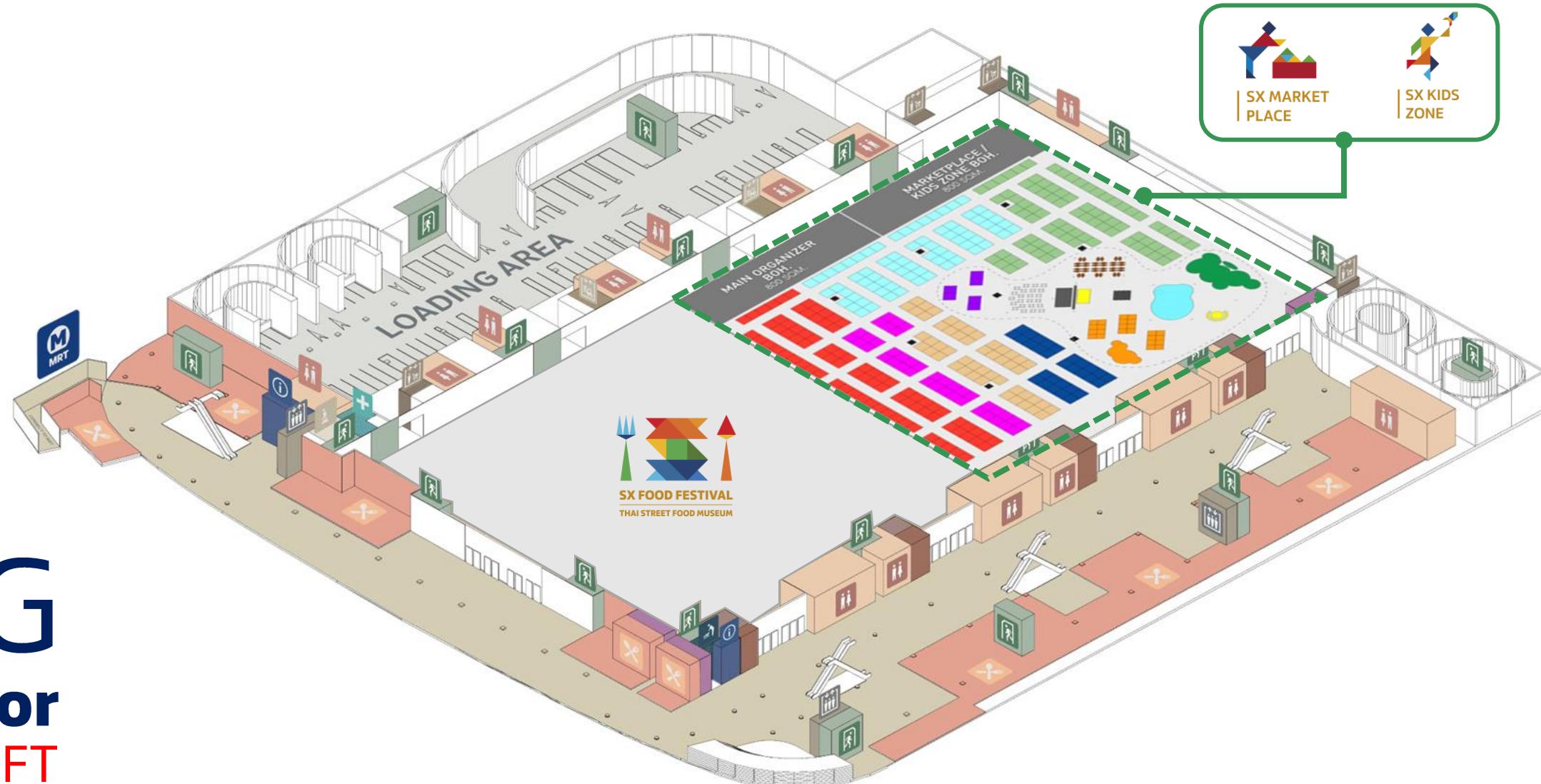
Main Exhibition Area	
ขนาด	จำนวน
Prologue	20x20
Better Me	300 ตรม.
ล้านกิจกรรม	1
Lifelong Learning	10x16
Better Living	400 ตรม.
Better Community	560 ตรม.
IDEALAB	20x12
Resting Area	18x8

Foyers	
ขนาด	จำนวน
6x3	2
9x6	1
12x8	3



21.06.2024

# LG Floor DRAFT



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