

# **Siam University Partnerships and Societal Impact**

## **Living Values for Sustainable Partnerships and Societal Impact**



**Professor Emeritus Chanita Rukspollmuang, Ph.D.**

Vice President for Academic Development, Siam University, Bangkok, Thailand

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A hand holding a glowing blue globe with a network overlay. The globe is semi-transparent, showing continents in a darker blue. A network of glowing blue lines and nodes is overlaid on the globe, suggesting a global network or digital connectivity. The hand is positioned at the bottom left, gripping the globe. The background is a gradient of blue and purple.

# Global Higher Education Values

- MCO's fundamental values
  - academic freedom, institutional autonomy, and the concomitant responsibility to society.
- Other values underpinning institutional missions
  - integrity and fairness
  - equity
  - creativity, innovativeness, and excellence
  - social responsibility and community service
  - diversity, pluralism, and inclusiveness
  - health, well-being, and a caring community
- Mentioned in drafting MCU 2.0
  - E.x. Sustainable development / SDGs

# The 17 SDGs can be rearranged into 3 main core issues to be dealt with namely “People”, “Ecological” and “Spiritual”



Goals 1 to 10 are linked to humanitarian, inclusiveness and PEOPLE harmony.



Goals 11 to 15 are linked to sustainability, nature and ECOLOGICAL harmony



And Goals 16 to 17 are linked to peace, partnership, values of SPIRITUAL harmony

A hand holding a glowing blue globe with a network overlay.

## The most commonly found values in ASEAN Countries

- Unity and nationalistic values
- Ethics and civil duty
- Respect towards Head of the State
- Development, education, and health
- Multiculturalism and diversity
- Political ideology
- Values reflect “culture”

Retrieved from <http://prachatai.com/english/node/4456>

Also see Jaruwan Puangmalee (2015). PROPOSED GUIDELINES FOR PROMOTING THE ASEAN IDENTITY FOR THE INTEGRATION OF THE ASEAN COMMUNITY, Doctoral dissertation, Development Education, Department of Educational Policy, Management, and Leadership, Faculty of Education, Chulalongkorn University. (in Thai). Main Advisor: Chanita Rukspollmuang



# The Twelve Core Values for a Strong Thailand

(11 July 2014)

1. Upholding the three main pillars: **the Nation, the Religion, and the Monarchy;**
2. Being honest, sacrificial and patient, with positive attitude for the **common good of the public;**
3. Being grateful to the **parents, guardians and teachers;**
4. Seeking for **knowledge and education** directly and indirectly;
5. Treasuring cherished **Thai traditions;**
6. Maintaining **morality**, integrity, well-wishes upon others as well as being generous and sharing;
7. Understanding, learning the true essence of **democratic ideals, with His Majesty the King as Head of State;**
8. Maintaining discipline, respectful of **laws and the elderly and seniority;**
9. Being conscious and mindful of action in line with **H.M. the King Rama 9's royal statements;**
10. Applying **H.M. the King Rama IX's Sufficiency Economy**, saving money for time of need, being moderate with surplus for sharing or expansion of business while having good immunity;
11. Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the **religious principles;**
12. Putting the **public and national interest** before personal interest.



- ❑ Founded in 1965.
- ❑ 1973 the Siam Technical College was formally established as a private, higher education institution with the authorization to grant degrees.
- ❑ Siam University (SU) - the fifth largest private university with a student body containing over 16,000 students.
- ❑ 12 faculties, 1 international college (3 programs), Graduate school.

**Freedom and Wisdom**

**Cooperative Learning**

**Employability**

**Diversity**

**Sustainability**

**Pillar 1**

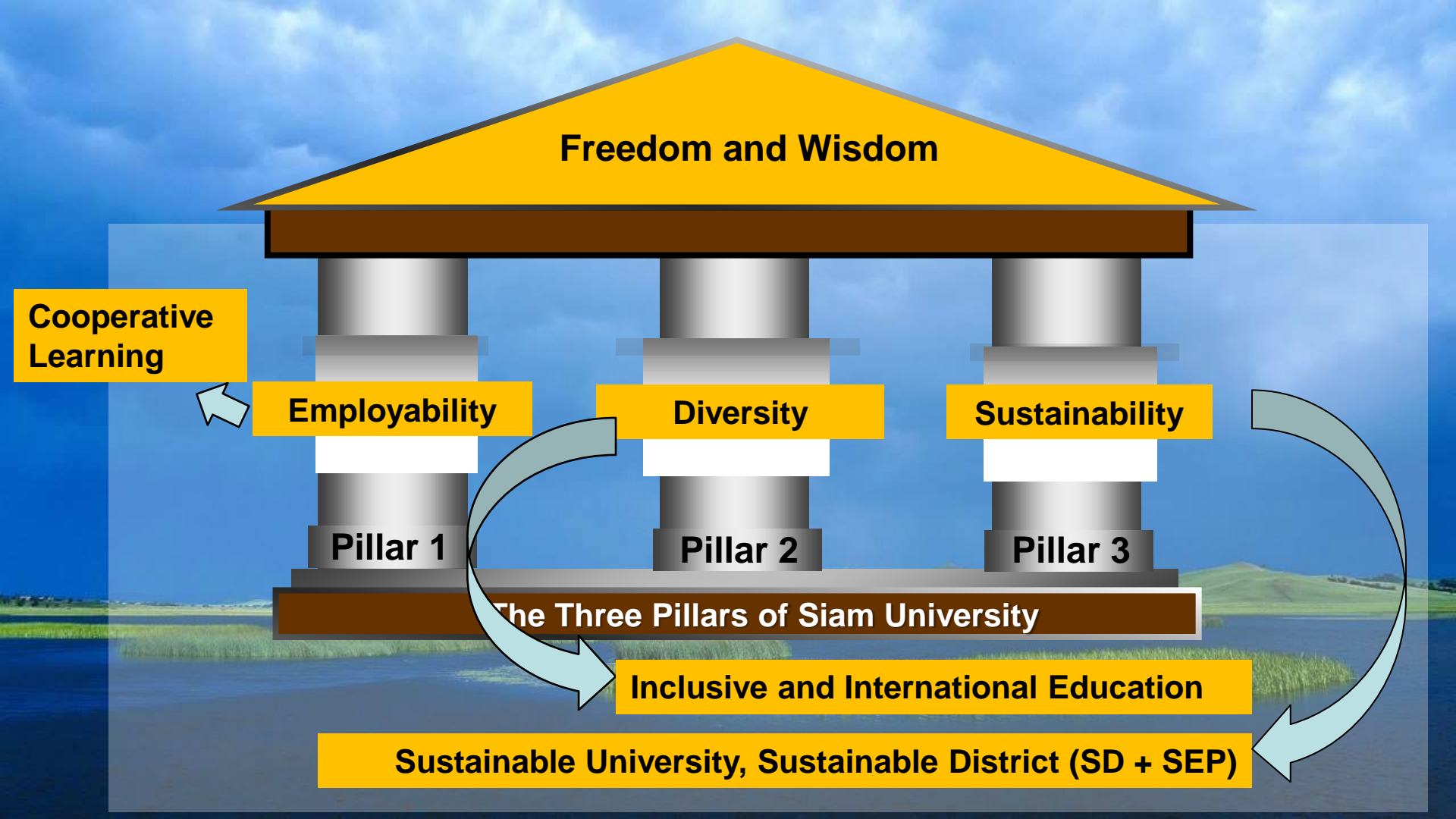
**Pillar 2**

**Pillar 3**

**The Three Pillars of Siam University**

**Inclusive and International Education**

**Sustainable University, Sustainable District (SD + SEP)**





## The New Siam University Values and Students “Desirable Characteristics” : General Education Program



**Confidence**



**Social  
Mindfulness**



**Lifelong  
Learner**

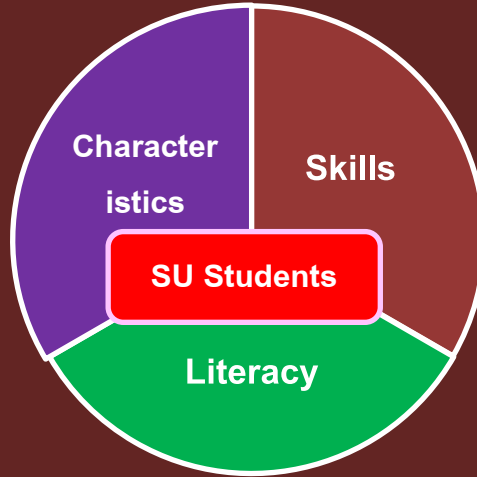
**Freedom and Wisdom**

Assumption: The values should not be imposed by the leadership of universities but should come from the students.



# Priority Needs Index (PNI) of SU students from a Research Study (Chanita Rukspollmuang, et al., 2017)

<b>Leadership and respectful</b>
Tolerance to uncertainty and ambiguity
Lifelong learning
Being adaptable to change and openness to new experiences
Social mindfulness, engagement, and responsibility
Commit and responsible to one own's decisions
Positive thinking
High ethical standards in personal and professional life
Openness and responsiveness to new ideas and new situations
Social manner and etiquette



<b>Thai and foreign languages proficiency</b>
Time management
Problem-solving and reasoned decision-making
Respect for diversity, ability to act and live in multicultural society and heterogeneous groups
Initiative and entrepreneurial spirit
Systematic thinking
Teamwork and team building
Conflict management
Critical / Creative Thinking
Digital and IT management skills

<b>Legal and political literacy</b>
Financial literacy
Health literacy
Literacy about SD and H.M. King Rama IX's SEP
Scientific literacy

<b>ICT digital literacy</b>
Environmental literacy
Art and aesthetic literacy
Literacy about Thainess
Literacy about multicultural living



# **Examples of Partnerships and Societal Impact**

Cases of Siam University

# Case 1: Partnerships for SD and SEP

## King Rama IX's Sufficiency Economy Philosophy



Policy

- **Sustainable University, Sustainable District**

Strategy

SD + SEP

- Sustainable Development + UN **17SDGs**
- King Rama IX's Sufficiency Economy Philosophy (**SEP**)

Targets  
(The 3 Ss)

- Students
- Staff
- Surrounding Communities

Awareness  
Building

- Nurturing **"Mindset"** through "General Education" + training + **"Living Lab"** approach

Community  
Engagement

- USR projects, Academic, Research (e.x. Healthy Space Project)
- **Networking/ Partnership**

Lifelong Learning  
Platform

- Knowledge Sharing (e.x. Virtual museum project)
- Learning resource center

# Some Active Partners of Siam University (Local/National/International)

## Public

- The Bangkok Metropolitan Administration (BMA)
- Phasi-Chareon District
- Police/Military officers and related department

## Non-Profit

- Utokapat Foundation, or the Water Foundation of Thailand under His Majesty's royal patronage.

## Private

- Private offices participated in work-integrated (coop) learning
- CPAll Public Company Ltd./ Kid-Kid Co. Ltd.

## Local Communities

- 54 communities in Phasi-Chareon district
- Schools, Temples in the district

## Academic Network

- SUN Thailand (Sustainable University Network)
- ACD-UN and ACD-RN
- IAU and IAU Higher Education for SD Working Group (SDG11)

**Sustainable Development and UN 17SDGs**

- Environment
- Economic
- Socio-cultural

**General Education + "Living Lab" learning**

- Project-based/
- Service and Experiential Learning

Training

Research

USR Projects

**Policy  
Sustainable University,  
Sustainable District**

**H.M. King Rama IX's  
Sufficiency Economy  
Philosophy (SEP)**

**Target Groups  
Students, Staff,  
Community Members**

**Sufficiency Thinking (Mindset)**

**Engagement Activities in SD/SEP**

**SD/SEP Learning Network/Partnership**

University-Community linkages

University – Public-Private- Educational Institutions Linkages

**Local**

**National**

**International**



**Learning and Appreciating SEP**

11 SUSTAINABLE CITIES  
AND COMMUNITIES



Tracking Progress Towards Inclusive, Safe, Resilient  
and Sustainable Cities and Human Settlements

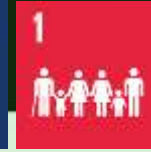
SOC 11 SYNTHESIS REPORT • HIGH LEVEL POLITICAL FORUM 2018

# Lertsuksom Community





# Community Problems



- **Environment:** “slum-like” area under the new highway flyover + polluted river.
- **Social:** weakening sense of belonging to the community, migrant members.
- **Economic:** income, losing areas for pandan farm, coconut trees, etc.
- **SU Research Center for Community Development (RCFCD)** runs the “Healthy Space” project funded by the Thai Health Promotion Foundation.

# Learning center for under flyover management



ก่อนทำ



หลังทำ



## Waste Water Management



## Community Greening



## Learning Center for SEP Application

# Learning Center for Pandan and Organic Agriculture





**From Under Flyover to Community Center for Cultural activities**



# Case 2: “Healthy Space and Learning Garden, Siam University”



This space had been developed collaboratively by the Research Center for Community Development, Siam University and people in the community turning the waste ground behind SU campus into open public ground for benefits of community's activities such as exercises, meeting, seeking knowledge from books on shelves along the wall of the residence nearby. This is not only “The Living Lab” for S.U. students but also “The Model of Community's Health and Learning Space” for other Bangkok Metropolitan's communities.”

# Case 3: Partnerships for Community Development

## “Klong Bang Luang Model”



Sam University  
City & Community Rehabilitation Program  
Wat Kamphaeng Bang-Chak  
Phasicharoen District Office  
Faculty Of Architecture, Silpalkorn  
University  
FAI –FAH, Thai Military Bank



Aekkawit Chaiyawong,  
Wisut Pairon, and Narumol Phosrithong,  
Siam University





**Klong Bang Luang , an old community in Phasi-Chareon District, is situated on the bank of a canal. The community has a rich and long history dated back to late Ayutthaya Kingdom period (1351 - 1767).**

# Improvement of community museum and Old photo exhibition in community museum





Thai Traditional Puppet Show

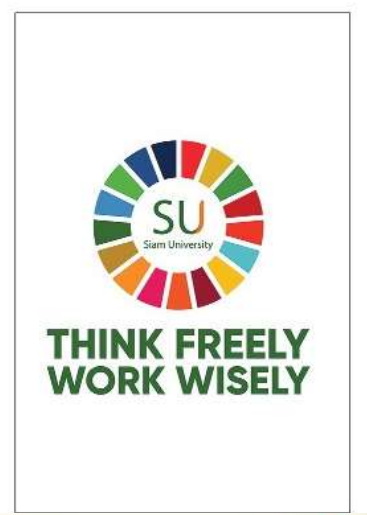


Improvement of herbal garden by volunteer students



# Case 4: Reduce and Reuse Single-Use Plastic

Partnership with CP All Public Company Limited and 7-11 convenient stores around SU campus



วันนี้ เราสามารถลดการใช้พลาสติกได้แล้ว  
ถึง **41,000,000** ชิ้น

**NO SINGLE USE  
MORE PLASTICS**



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



*Created by : Siam u. Team  
Contents : Creative Team  
Edited by : Student Affairs Office  
Cast&crew : Student Union Team*



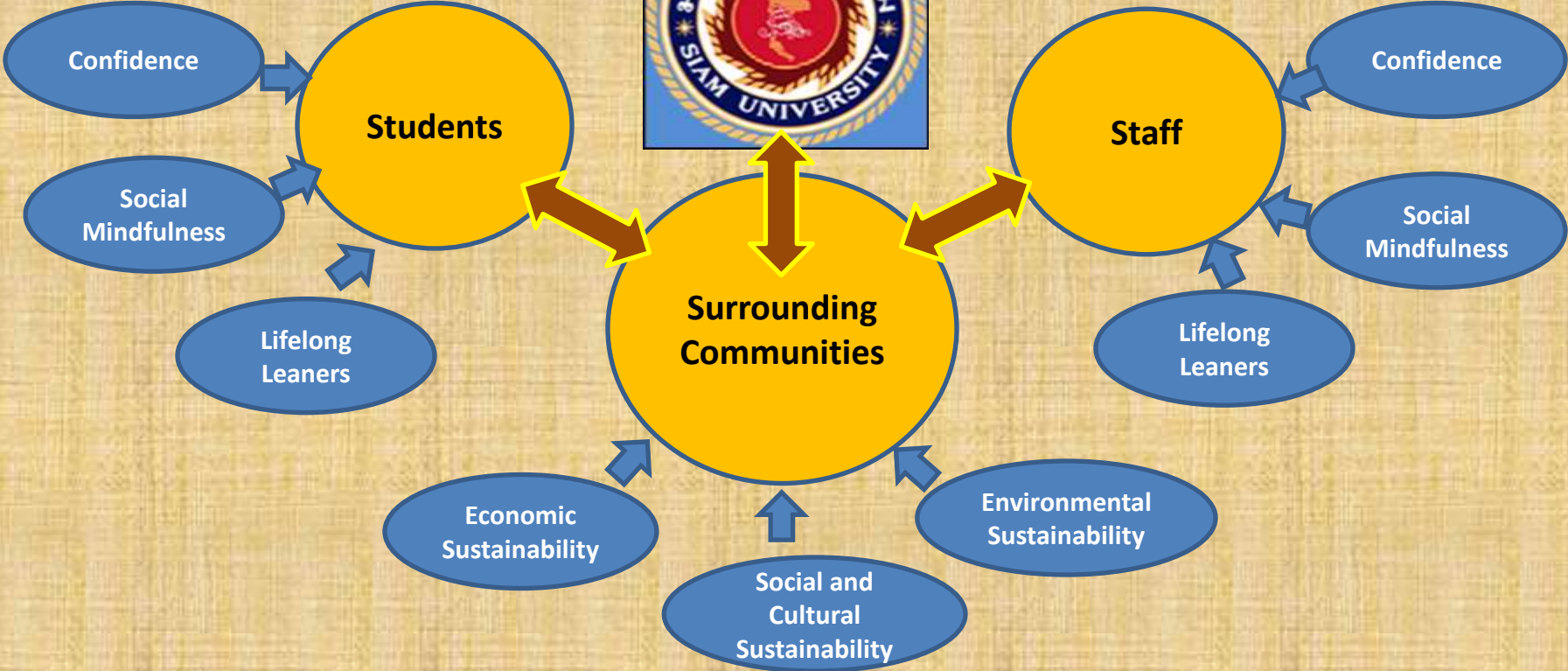
Siam University students won the 2<sup>nd</sup> runner up award for their project in reducing single-use plastics in the SUN Thailand Conference, September 25, 2018.



**Employability**

**Diversity**

**Sustainability**





**Thank You for  
Your Attention !!!**

For more information: [chanita@siam.edu](mailto:chanita@siam.edu)