

## NANTOPIA

**BREAKTHROUGH TOWARDS THE CITY FOR ALL** 

2nd AUN ASEAN Experiential Learning Programme

By Chulalongkorn University 2019







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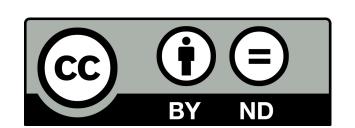
2nd AUN ASEAN Experiential Learning Programme

Programme Report

Nan, Thailand
30 June – 6 July 2019

Chulalongkorn University
in collaboration with the ASEAN University Network Secretariat
and the AUN Student Affairs Network

\*Bangkok, Thailand\*



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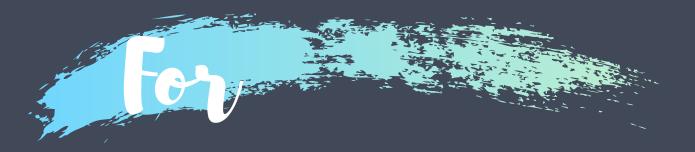






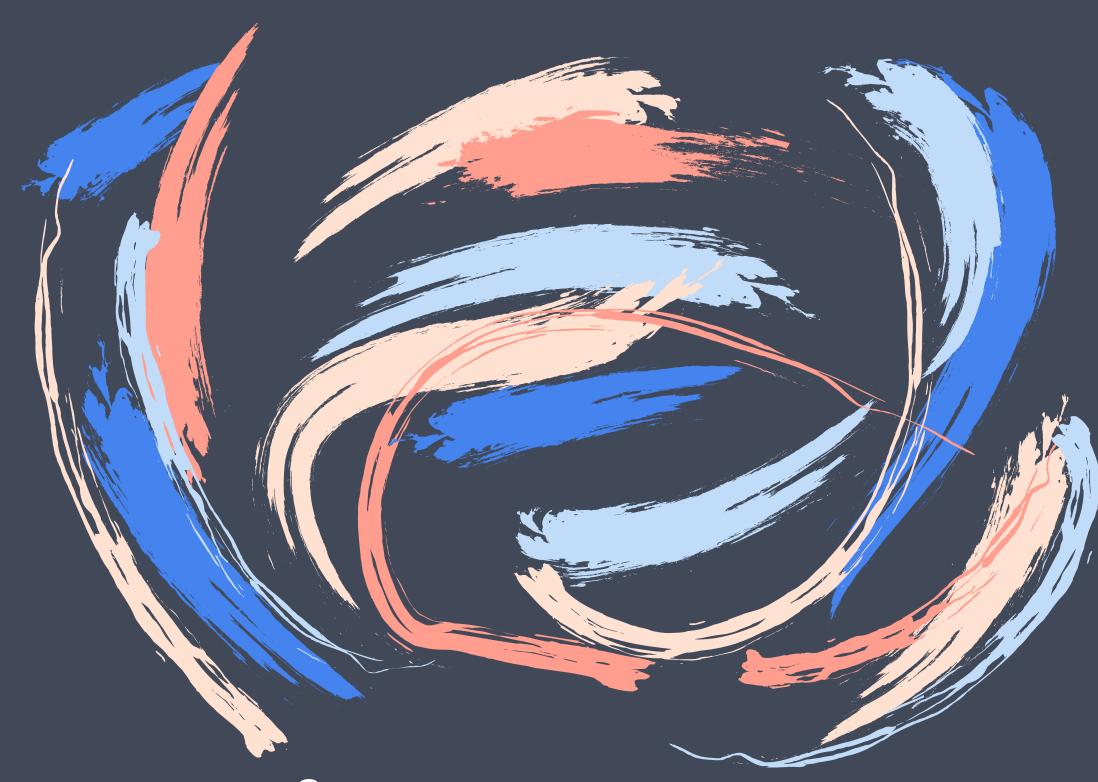


### what is it?



The AUN ASEAN Experiential Learning Programme (AELP) is one of the flagship initiatives organized by the AUN Student Affairs Network (AUN-SAN). The AELP is a biennial activity that brings together undergraduates from AUN Member Universities for a 5-day learning programme that aims to offer real "in-the-field" learning and exposure experiences. These experiences will immerse the students in real social, economic, and environmental issues faced by ASEAN residents.

The AELP is organized by AUN-SAN, an AUN thematic network that connects student affairs representatives from AUN Member Universities so that ASEAN students can have an opportunity to come together to meet, learn, and work with their contemporaries.







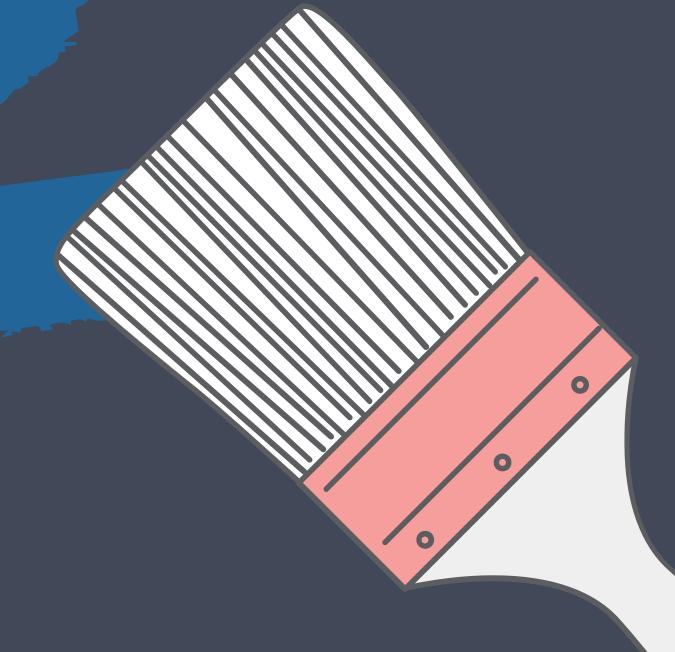
To provide experiential learning for ASEAN students by immersing them in ASEAN local communities and exposing them to real issues these communities face



To provide opportunities for ASEAN students to apply the knowledge they gained from the AELP in possible national or regional follow-up projects



To provide a platform for knowledge sharing on common issues faced by ASEAN Member Countries



# Reakthrough Towards The City For All



## Nan

THE CITY, THE PROVINCE, THE MODEL

Nan is a small town located in the Thai province of the same name. Located in the northern region of Thailand, this small town was overshadowed by its contemporaries Chiang Mai and Chiang Rai. The town was rarely considered a tourist destination or a center for business; its remote location did not do it any favors either. But in the past couple of years, Nan had begun to attract more attention. It is now listed as one of the twelve "Cities Not to Miss" from the Tourism Authority of Thailand (TAT) as well as being the top destination for Thais and foreigners alike to visit in Thailand. Many are coming to Nan in search of its renowned passive tourism and the charm of its vintage aesthetic and tranquil culture. Perhaps most importantly for AELP, the town of Nan received the No .1 ASEAN Clean Tourist City Standard 2018-2020 at the ASEAN Tourism Forum 2018, the ASEAN Environmentally Sustainable Cities (ESC) Award 2017, Green GlobeAward, and more in recognition of Nan's unique brand of eco-friendly tourism and sustainable practices.

### THE THEME

### Nantopia

Taking into consideration that tourism is one of the most important industries for ASEAN all countries and environmentally sustainable practices are becoming increasingly vital to the region, Nan is in a unique position to act as a shining example of what a city should be. Nan's numerous good practices regarding tourism, sustainability, and more resulting in it winning numerous awards is why it serves as inspiration for the 2nd AUN AELP's theme -Nantopia: Breakthrough Towards the City for All. Under this theme, young ASEAN delegates from each respective university are asked to envision their own visionary city model using Nan as a holistic living model. Designed specifically for ASEAN youth, the programme was designed to lead the delegates through various aspects of Nan city development: Civic Engagement, Agriculture, Ecotourism and Local Wisdom. They will participate in experiential learning activities that put them directly in the shoes of those living in Nan to fully grasp and understand the intricacies of Nan life. This learning experience will be invaluable for these ASEAN youth to reflect upon and to envision their ideas for a "city for all" to be presented to the local people and also to their peers as inspiration for what cities of the future can be.







**CHOOSING NAN** 

## SEKING LOCAL INSIGHT

When exploring why an idea works or does not work, it is important to consider the environmental context it is present in. Although Nan is a shining example of sustainable tourism, the ideas that are implemented there may not be directly applicable for other ASEAN cities. That is why it is so important to ask the local people who not only came up with these ideas but live it daily. Through immersing themselves with the local people, our ASEAN youth delegates are exposing themselves to new perspectives, especially those living in rural areas, and also the existing problems within Nan despite its practices. Upon consideration of these factors, the delegates can synthesize new ideas that combine their knowledge with local insights to offer new ideas that will potentially be useful for both their fellow delegates and the local people of Nan.



DELIVERING THE LEARNING EXPERIENCE

## HOW WAS IT DESIGNED?

# EXPERIENTIAL LEARNING









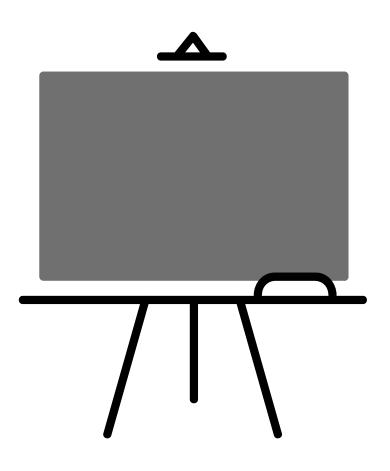
The objective of this programme is to take students out of their comfort zones in the classroom and into the field where they can have direct experience of what the words in their textbook actually mean. And for this particular AELP, students are asked to envision what is and how to achieve an inclusive and sustainable city.

To achieve this, the students must be able to understand all the key actors in the city of Nan and the unique perspectives each actor has. To assist students in understanding the key actors, field work will be used to offer solid information and insight. The field work is refined through looking at topics that are integral to life in Nan. Then finally, students will role play as the key actors of the city of Nan using information they have obtained from the field work that was refined by the key topics. This is the simulation process where students will debate what the best way forward is for Nan based on the unique perspective of their key actor.





## SIX LEARNING APPROACHES



This entire design that facilitates the student delegates in accomplishing their task will ultimately be the experiential learning that the programme is offering them. This means that when they are out experiencing knowledge in the real world and experiencing a real work process, they are learning all the time. They will have new learning approaches that they would not have if they just sat in a classroom listening to a lecture. The six learning approaches throughout the week long programme are as follows:

#### **BRIEFING**

A briefing is provided to the student delegates to help them understand the issues that the community of Nan faces prior to going into the field to do further field work.

#### SITE VISIT

Visiting unique locations will provide students with direct knowledge of how things actually work in places they have only read about.

#### **INTERVIEW**

obtain knowledge directly from the source. A textbook no longer separates the student from the source as the student can interact directly with the person who the knowledge originates from. Students will get to talk to and directly interact with key actors in the local community that will provide real knowledge and information about Nan life.

## IMMERSION ACTIVITIES

Students will take part in doing activities that will help them better understand the local people. This includes things like molding pottery, weaving clothes, milking goats, and more. Certainly things that students will not get by simply sitting in a classroom.

#### **SIMULATION**

During the simulation process, students will assume the role of a key actor in the city of Nan. In essence, they will be acting as a real government representative, farmer, local expert, and more. While a limited form of this can be done in the class, the extent of the simulation offered in this program goes beyond what can be accomplished in a classroom.

#### **PRESENTATION**

Students will present their work and findings at the end of the programme. What separates this presentation from those done in the classroom is the real impact of their words. Their presentation will be done to an audience of the local people of Nan who will get a fresh perspective on their local issues.

# FIVE KEY ACTORS

STUDENTS WILL BE
DIVIDED INTO FIVE
GROUPS, EACH
REPRESENTING A KEY
ACTOR WITH A UNIQUE
PERSPECTIVE OF THE
CITY OF NAN AND HOW
THE CITY SHOULD BE
DEVELOPED INTO A
"CITY FOR ALL".



## GOVERNMENT

#### WHO THEY ARE

The government in this programme refers specifically to the local provincial government. However, as provincial governors are appointed by the larger government in Bangkok as well as the budget, it is impossible to overlook the influence of Bangkok on local policy as well.

#### AIMS

The government's aims are to properly manage the resources on hand to develop the city while limiting the effect of government projects and policies on the environmental, local traditions, and local cultures

#### RESOURCES

Taxes from the residents of Nan, legislative and enforcement power

## AGRICULTURE

#### WHO THEY ARE

This is the agricultural sector of Nan. They are the ones who provide food and other agricultural products to the city of Nan by cultivating crops and raising livestock.

#### AIMS

Demand government for more arable land, seeking markets with high buying power, and government support in providing more funding and new farming technologies in order to ensure that farmers can sustain a living through agriculture

#### RESOURCES

The farm





## NGO

#### WHO THEY ARE

The NGOs in this programme refers specifically to environmental NGOs. These organizations are not affiliated with the government, but are instead funded by other institutions.

#### AIMS

To assist farmers and the tourism industry in developing in an ecologically responsible way

#### **RESOURCES**

Reputation, influence, and skilled laborers

## LOCALS

#### WHO THEY ARE

This refers to the entirety of the residents of Nan which comprises skilled and unskilled laborers, community leaders, and local experts.

### AIMS

The local population of Nan is currently quite concerned about the preservation of the local traditions and culture in the face of globalization and development.

#### RESOURCES

Nan citizenship and local wisdom

## BUSINESSES

#### WHO THEY ARE

This refers to the industries of Nan which comprises many businesses of differing sizes that specialize in an array of manufactured goods and services. This programme is only concerned with businesses that are registered as a juristic person.

#### AIMS

To generate profits by producing high quality goods and services which will require resources, good consumer buying power, and more.

#### RESOURCES

Employment power, capital











The programme agenda is designed to lead the participants through the key topics of discussion around the city development of Nan:

Agriculture, Ecotourism, Local Wisdom, and Civic Engagement.

## FIELD WORK

After knowing roughly who the key actors and what the key topics in Nan are, students must now be able to put themselves in the shoes of these actors and discuss these topics. To do this, field work will be employed in order to offer students the best possible understanding of what life is like in Nan. These approaches will all contribute to the simulation process and will determine how well the students can roleplay their respective key actors. The elements of the field work activity can be grouped into three main methods of engagement:



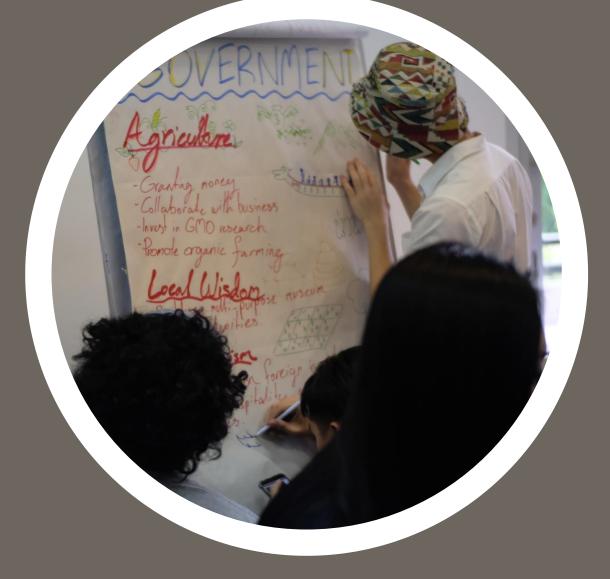
### **INVOLVING**

The programme was conducted to make participants become authentically involved with Nan's locals through collaborating activities and interviewing sessions to communicate and build a strong bond with locals.

### **IMMERSING**

As the primary objective of the whole programme was cultural immersion, the academic and non-academic activities will immerse the delegates in not only Nan local culture but also the different cultures of each participating delegate. This method will bring the mutual and in-depth understanding to the participants.





### **INSPIRING**

As a consequence of two preceding methods, the participants will be able to create something tangible and valuable to give back to the society and their original homelands. They were instructed to create a Visionary City Model to inspire the leaders all over ASEAN. And they will also inspire themselves through the design thinking session in which they can apply their creativity and general knowledge to inspire one another.







## SIMULATION PROCESS



The simulation is the culmination of the programme's activities. Through becoming involved, immersed, and inspired by the city of Nan, our ASEAN youth delegates will then roleplay as the key actors of the city of Nan to debate how they think Nan should develop as a city. Through the five step process elaborated by the figure shown below, the delegates will hopefully be able to create what they envision to be the city development model which will become an example of a "City for All".

# 2. Setting a theme for your plan

Objective: Brainstorm to identify your visionary city model's theme.

Description:

Start gathering ideas. "Think outside the box" to identify themes according to the interest created in the previous session.

Each actor will negotiate with one another to finalize their common theme.

Expected Output:
One common theme through a simple
majority vote.

# 4. Building a consensus

Objective: Discuss specific topics and find mutually achievable objectives on each topic.

Description: Debating the stances that were declared until a consensus is formed.

Expected Output: Final stances on each discussion topic.



# 1. Stepping into local shoes

Objective: Understanding your assigned actor and defining your actor's interests

#### Description:

Brainstorm and discuss to find characteristics and urgent concerns for each actor. The delegates must examine the information and insights gained from the provided documents and activities to be able to effectively roleplay as each respective key actor.

Expected Output:
General interests of each actor

# 3. Declaring your stance on each topic

Objective: Discuss specific stances on each topic within one's group and declare it for the rest of the delegates once finalized.

#### Description:

The delegates should, in this session, find their stances on each topic and declare their stances to others.

#### Expected Output:

One stance per actor in each topic of Agriculture, Ecotourism, Local Wisdom and Civic Management.

## 5. Building a plan

Objective: Find out how each actor can contribute to the visionary city model.

#### Description:

The delegates, in this session, are expected to come up with their roles and their contributions to the city model in which were agreed upon when building consensus.

#### Expected Output:

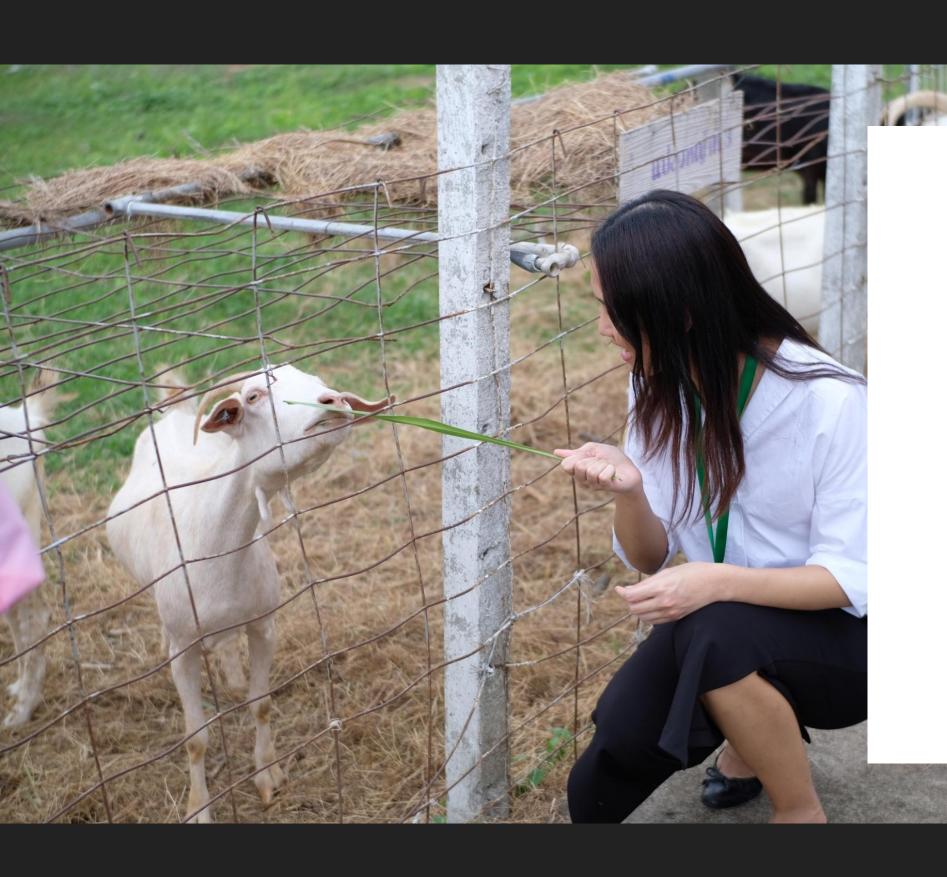
Details on each actors' roles and contributions in the city model.





## Agriculture

TO BETTER UNDERSTAND NAN'S FARMERS, OUR STUDENTS VISITED THE PHA SINGH RESEARCH AND TECHNOLOGY TRANSFER STATION (CLNR CENTRE) WHICH PROVIDES TECHNICAL SUPPORT TO NAN'S FARMERS. DELEGATES LEARNED BASIC INFORMATION ABOUT NAN'S AGRICULTURE SECTOR, ITS ROLE, CONTRIBUTIONS TO THE COMMUNITY, ITS OBSTACLES, AND HOW IT HAS ADAPTED TO CHALLENGES. MOREOVER, DELEGATES HAVE THE OPPORTUNITY TO INTERVIEW NAN'S LOCAL FARMERS ON THEIR DEPENDENCE ON THE WELL-BEING OF THE AGRICULTURAL SECTOR AND THEIR DEMANDS FOR GOVERNMENT SUPPORT. AFTER THE INTERVIEW, DELEGATES GOT A HANDS-ON CHANCE TO MILK A REAL GOAT AND MAKE GOAT MILK SOAP.



# meeting the goats

AT THE PHA SINGH RESEARCH AND TECHNOLOGY TRANSFER STATION (CLNR CENTRE)

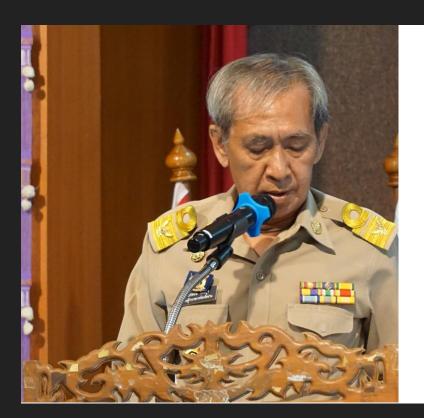
# making soap out of goat's milk

ONE OF THE IMMERSION ACTIVITES



## PRESENTED STANCES

These are the stances decided upon by the students representing each of the key actors in Nan.



### Government

We will offer grants from central banks to invest in GMOs and organic farming technology.



## Locals and Farmers

We want to empower ourselves by first establishing a farmers' union. Farmers will participate in the union and convey their needs to the government. This endeavor will allow the president of the union to sit in parliament so that farmers can be clearly represented.



## **NGOs**

We will collaborate with the farmers' union to promote education in GMOs and organic farming. For incentives, we will negotiate with various sectors to ensure that farmers can sell their GMO and organic products at a guaranteed price.



## **Business Sector**

We will enhance the productivity and distribution efficiency of our products by focusing on the quality and sustainability of our products by setting up a research center and safety labs. Moreover, we will also diversify our products and by-products.



## Ecotourism

To learn more about the ecotourism industry, the youth delegates visited the Radom's homestay which allowed all participants to embrace the authenticity of Northern Thai language, traditional music and instruments. Resonating with how sustainability works in the community, Donchai village, mentioned in the agriculture section, functions with the local enterprise of One Tambon One Product (OTOP) which utilizes local folk wisdom. At the end of the day, the activities at Donchai village and Radom's homestay showed a holistic picture of how agriculture, business, and locality could be reconciled through ecotourism.activities showed a holistic picture of how agriculture, business, and locality could be reconciled through ecotourism.





## PRESENTED STANCES

These are the stances decided upon by the students representing each of the key actors in Nan.



### Government

We will protect the Nan people by limiting external investments, implementing regulations, and as well as providing support to ecotourism by increasing job opportunities and job security. We will also set up price and quantity regulation to ensure the stability of the economy for our businesses and to ensure that our businesses have environmentally sustainable practices.



# Locals and Farmers

We will initiate farm-stay accommodations and hands-on experiences for the tourists.



## NGOs

We will launch campaigns to promote awareness of good land management practices, especially with how much Thai land is leased for an extended duration of time to foreign entities, and the impact of tourism on the environment. We will also push for the diversification of the means of transportation to lower the impact that transportation will have on the environment. Moreover, we will establish task forces to address the issues above.



## **Business Sector**

For the customers, we will do online promotions and invest in accommodations such as farm-stays so that it will be a high quality experience for our customers. We will also provide education for tourists so that they can experience deeper meanings of Nan tradition and create positive impacts for both the tourists and local traditions of Nan. Additionally, we will provide funding for conservation from our profits.



# Local Wisdom

5

To learn more about the unique cultural practices and traditions, our youth delegates visited the Bo Suak Pottery Group and the Sao Luang Weaving Group. Pottery and weaving are two of Nan's traditional arts, passed down from generation to generation.

Furthermore, delegates also interviewed the locals and learned how they preserve their culture while continuing to attract newer generations of people to further contribute to it.

# BOSUAK /Bx swk/ POTTERY

# GROUP



During the visit to Bo Suak Pottery, our delegates participated in a pottery workshop run by Wilai Rungrueng, the founder of Bo Suak pottery, who demonstrated every step of pottery-making to the delegates. Bo Suak was a massive and significant source of pottery for Nan throughout history and nowadays acts as the center for the revival of ancient pottery techniques. The delegates learned from the demonstrator and passed down the valuable artistic skills by creating their own pieces of artwork.





# SAO LUANG /Sāw ħlwng/WEAVING GROUP



In their visit to the Sao Luang Weaving Group, the delegates got hands-on experience learning to weave their own clothes starting from the very first step of the weaving process. The Sao Laung Weaving group was established in 1984 to help generate local women's income. With the unique pattern of the cloth that originated from a 750 year old piece of pottery discovered in the Bo Suak district, it is believed by the people that the pattern will bring prosperity to the wearer.

## PRESENTED STANCES

These are the stances decided upon by the students representing each of the key actors in Nan.



## Government

We propose the idea to build learning and culture centers such as museums and a Nan cultural center. This will help the locals and tourists by providing them with readily accessible knowledge of the history and tradition of the city of Nan as well as creating job opportunities for the locals.



## Locals and Farmers

We will place greater emphasis on the exposure of Nan culture and traditions to promote Nan. Our initiative is to spread awareness within the local populace itself first through informal learning through family members. For example, we will start teaching the local language (Lanna) and sharing farming techniques amongst family members . Furthermore, we will organize more local events and festivals like boat racing that will reignite interests in local cultures among youth.



## NGOs

We will organize cultural and engagement programmes that help to educate people about Nan culture and tradition, especially youth and tourists through activities like teaching traditional musical instruments, weaving traditional clothes, and enjoying local foods and desserts. Additionally, we will also create a campaign to support the region's products that is similar to "One Tambon, One Product" (OTOP).



## **Business Sector**

We will promote awareness of Nan local products in the market through the e-commerce platform and more. This might help open up opportunities for more potential customers by surpassing geographical barriers. Additionally, we will also commercialize local products and culture through local events and festivals such as Thai Food Festival, Consumers' Fest, and the Cultural Heritage Expo abroad. We will also want to promote hands-on opportunities for tourists at the production center and at the same time create more job opportunities in the Nan local culture industry like having locals working as the tour guide.



## CIVIC ENGAGEMENT

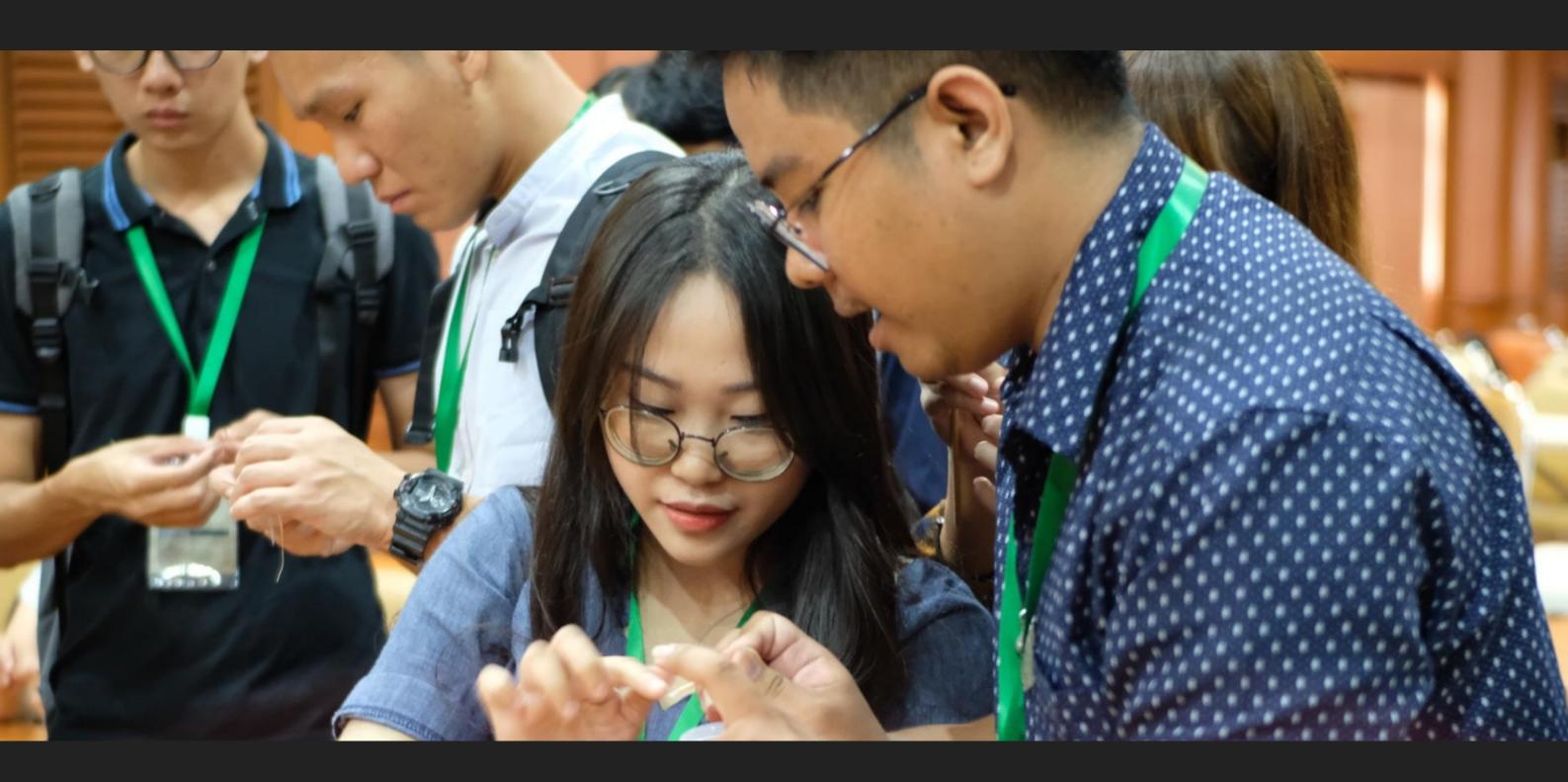
To learn about civic engagement in Nan, our ASEAN youth delegates listened to presentations from the local government. The delegates were introduced to Nan's waste management system that helped propel the city from being a relatively unknown city into an internationally recognized city. Nan municipality officials and policy initiators are a big part of why Nan was the winner of the ASEAN Environmentally Sustainable Cities (ESC) Award 2017. After the presentation session, delegates got to experience Nan's recycle system in action. These included learning how to make beads and bas-reliefs from recycled paper, how the Nan municipality manages their waste-sorting and how to compost organic waste.



# NOTING THE WASTE MANAGEMENT



# PUTTING WASTE TO GOOD USE







# PRESENTED STANCES

The youth delegates chose to focus primarily on the other three topics so there were no stances presented for the topic of civic engagement.



# The Consus

Presented on the next page is the consensus that was formed from the simulation process debates. "Onwards, the Nan way" was the theme for the visionary city model that was agreed upon by the delegates. Below are the three stances on the three topics that the delegates chose to focus on.

## ONWARDS, THE NAN WAY

THE THEME FOR THE VISIONARY CITY



#### Agriculture

We believe that through the use of technology we will be able to increase the efficiency of production and distribution in our agricultural sector. Additionally, organizing educational programmes, such as training and lectures, will spread awareness of the importance of Nan's agriculture and how sustainable agriculture will be the way to maintain a healthy ecosystem for sustainable development. We need to put restrictions on the use of GMO in the agriculture area to address any risk of GMO use.



#### Ecotourism

We will create a campaign to spread awareness on the exploitation of the environment and also toward the preservation of Nan's culture and tradition. Another initiative is to allow external investment, however, the proportion of land ownership must be regulated to limit foreign ownership of Thai land. Additionally, we will also create a law that limits the number of tourists on each site to reduce environmental impact.



#### Local Wisdom

We will promote campaigns to commercialize local wisdom by raising awareness of the significance of local wisdom to all generations, especially in youth. We will also emphasize community empowerment and improvement and also encourage learning. Moreover, we will foster a sharing atmosphere in the local communities and expand it to the provincial and the national scale.



#### Civic Engagement

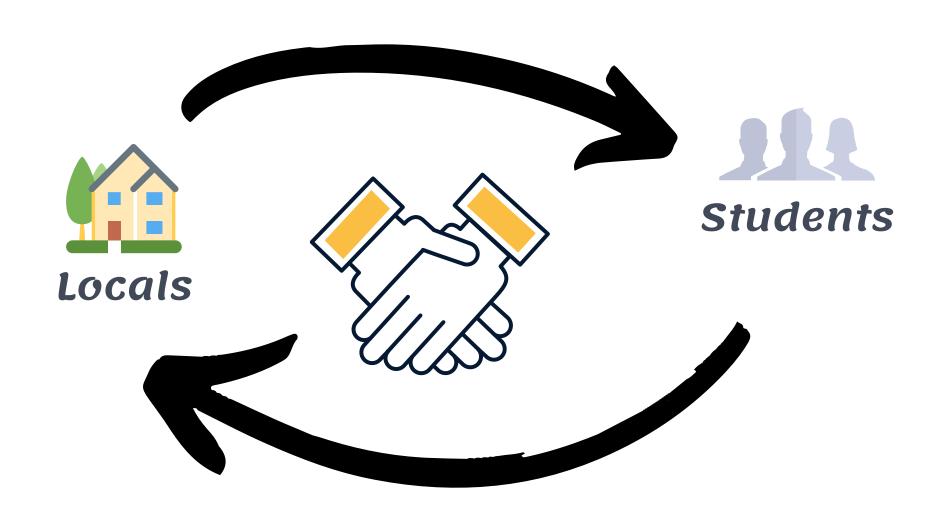
The youth delegates chose to focus primarily on the other three topics, so no concensus was built.

### Mutual Benefits!

The design of the AELP brought together young, fresh minds and experienced locals to talk and get to know one another better. This meant that both parties stood to benefit from each other during the course of the programme.



During the opening stage of the programme, locals shared their knowledge to our delegates. This served to enhance their understanding of the ASEAN identity. They also developed significant skills like sensitivity to different cultures, languages, and religions as well as increasing cross-cultural communication and leadership. The knowledge gained and shared throughout the programme also helps enable collaboration and long-term networking amongst the participants. Participants also learned that sustainable development is the pathway to the future for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship, and strengthen governance.





But at the same time, the locals also had a chance to benefit from their experience in the programme as well. They had a chance to exhibit their culture and practices to an international audience who were inspired by it. At the end, they also received some inspiration, in turn, from the student delegates as a direct result of their knowledge sharing. From the presentations from the students about their findings during the programme, the locals got diverse perspectives brought from different countries from around ASEAN which will serve as unique perspectives in their path forward.





review

# Possible areas of improvement

The objective and project details should be effectively communicated to all participants.

Additional lectures on intercultural communication prior to local exposure so that the delegates will be more prepared to interact effectively with the local people.

Moderate the amount of content so that students can be equally focused for all topics.

Be wary of student misconceptions and misunderstandings caused by naming conventions (for session names and key concepts).

# Why should my university consider hosting AELPs?

As the host is the key facilitator and organizer for the programme, the host can fully promote the capacity of its education, facilities, infrastructure, and resources.

The programme provides a unique opportunity for student capacity building. The host university's students get to collaborate with an international group of talented students and students who were a part of the organizer team also have a unique opportunity to organize and manage a highly complex and delicate youth project.

#### Guide for future AELP hosts

If my institution decides to host an AELP event, what should I do?

#### pre-event

- The potential host university expresses interest in hosting the event by contacting the AUN Secretariat.
  - Contact details will be listed in the "Upcoming AELP" section.
- The AUN sends an invitation letter to a potential host to organize the programme after consultation and confirmation with AUN-SAN.
- The host university consults and discusses with the AUN to decide the theme, date and programme details.
- The host university sends invitation letters to AUN30 Member Universities and receives all the registration forms.
- The host university finalizes the programme details and proceeds with the organization of the event.
  - This includes such tasks as contacting key resource people and acquiring key resources essential to the success of the programme.
- The host university sends predeparture information to AUN30 Member Universities.
- The host university keeps the AUN Secretariat updated on the preparation of the programme.

#### during the event

• The host university runs and manages the program with the assistance of the AUN Secretariat along with handling any issues that may arise.

#### post-event

- The host university sends a postevent package to the AUN consisting of:
  - Photos, videos, and other media from the event
  - Presentation materials (powerpoints)
  - A post-event reportThe program flow
  - Any other relevant or requested documents





# Thank you!

The ASEAN University Network (AUN) would like to express our appreciation to Chulalongkorn University for hosting the the 2nd AUN ASEAN Experiential Learning Programme (AELP).

# **AELP 2021**

#### will be co-hosted by







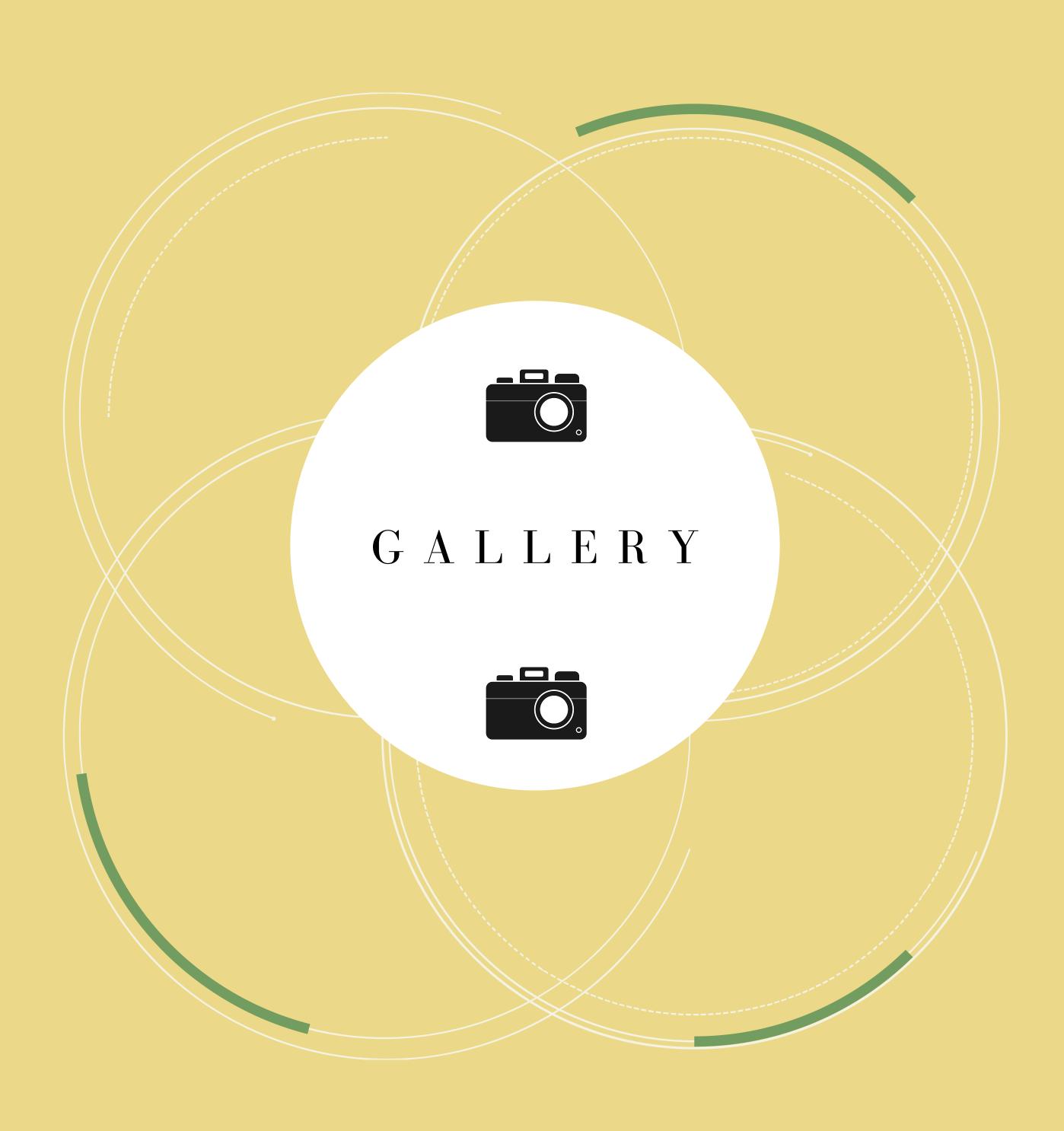
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### AUN ASEAN EXPERIENTIAL LEARNING PROGRAMME 2019







