

## UNESCO Global Network of Learning Cities (GNLC)

### Membership application

#### Part 1 (to be filled in by the city)

#### Your city

**Name of city:** Chiang Rai

**Country:** Thailand

**Official city website:** <http://chiangraicity.go.th>

**City's Facebook page:**

<https://www.facebook.com/%E0%B9%80%E0%B8%97%E0%B8%A8%E0%B8%9A%E0%B8%B2%E0%B8%A5%E0%B8%99%E0%B8%84%E0%B8%A3%E0%B9%80%E0%B8%8A%E0%B8%B5%E0%B8%A2%E0%B8%87%E0%B8%A3%E0%B8%B2%E0%B8%A2-100375230304185/>

(Please, You must translate in English first)

**City's Twitter page:** -

#### Mayor

Ms     Mr

**First name:** WANCHAI

**Surname:** CHONGSUTTANAMANEE

**Exact official title:** Mayor of Chiang Rai Municipality

**City hall postal address:** Uttarakit Rd. , Wiang Sub-District, Muang Chiang Rai District, Chiang Rai

**Postcode:** 57000

**Email address:** [info@Chiangraicity.go.th](mailto:info@Chiangraicity.go.th)

#### Contact person for the UNESCO Global Network of Learning Cities

Ms     Mr

**First name:** NANTALEE

**Surname:** LAIJUD

**Exact official title:** Plan and Policy Analyst

**Organization** (if other than municipality): Chiang Rai Municipality

**Postal address:** Uttarakit Rd. , Wiang Sub-District, Muang Chiang Rai District, Chiang Rai

**Postcode:** 57000

**Telephone number (including country code):** +66(0)5371-1333

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**Email address:** NANTALEE.PARE@GMAIL.COM

**Language of communication:**  English  French  Spanish

### Your city profile

Please note that the information you provide will be displayed on the UNESCO Global Network of Learning Cities website (<http://uil.unesco.org/learning-cities>) once your city's application has been processed by the UNESCO GNLC Coordination Team. Examples of member cities' profiles already uploaded could give you an idea of the kind of information you might provide in the sections below.

	<b>Data</b>	<b>Year</b>
<b>Population of your city</b>	1287615	2017
<b>Area of your city (in square kilometres)</b>	11678.369 km2	Click or tap here to enter text.
<b>GDP per capita in your city (in US dollars), if available</b>	2,670.83 USD	Click or tap here to enter text.
<b>GDP per capita in your country (in US dollars)</b>	6,623.13 USD	2016
<b>Average number of years of schooling in your city (formal schooling received, on average, by adults over age 25)</b>	25 years	Click or tap here to enter text.
<b>Mayor's quote</b> (max. 30 words)  <i>This should be a short statement reflecting the direction your city is moving in on the strength of its lifelong learning concept</i>	Chiang Rai Municipality has clearly vision to develop the city to be a city of happiness. In order to achieve the goals, it is focused on people as a key driver, it aims to develop citizens with relevant knowledge and skills as well as to develop the city efficiently.	Click or tap here to enter text.

## **Building a learning city**

	<b>Data</b>
<p><b>Please provide an introductory sentence for your city (20–30 words)</b></p> <p><i>A good introduction sentence provides an attention grabber and a catchy description of your city. You can include an interesting fact, numbers or symbolic/historical information</i></p>	<p>Chiang Rai city is in a northern part of Thailand and it is near the border of Laos and Myanmar. It aims to be a smart city among three main areas surroundings: The key areas are including Health &amp; living, Education and Tourism.</p>
<p><b>Please describe your city's socio-economic and cultural contexts (max. 200 words)</b></p>	<p>The city has a unique local culture (Lanna Style) that aims to develop to become an urban city. At the same time, the city, Chiang Rai, places the policy and work procedure into practice based on the Thailand 4.0 policy which is a valued-based and innovation-driven economy. Parallely, our performance aims to strongly develop S-Curve industries policy that includes Digital, Robotics and Automation, Aviation and Logistics, Biofuels and Biochemical and Medical Hub and Food Processing and Tourism in order to respond to our people needs. There are more elderly wisdom people around the city who are able to teach and exchange the knowledge and skills among other. In development of healthy, people are able to afford safety and security and have a longer life span. Education area, there are more and kinds of schooling in Chiang Rai such as kinder gardens until universities level and it provides the relevant skills and knowledge based on active learning. Tourism area, all of three main area above will support to attract more investors and business in order to increase income per capita in the city of Chiang Rai.</p>
<p><b>Slogan of your city's lifelong learning vision (~5 words)</b></p> <p><i>If your city does not have a slogan, please provide a few key words which define your city's lifelong learning vision</i></p>	<p>Wealthiest City, City of Chiang Rai (The three main principles are health-wellbeing, smart education and smart tourism)</p>

<b>Planning to build a learning city</b>	
<p><b>What is your city's vision and motivation for adopting the learning city concept?</b> (max. 100 words)</p> <p><i>Here you need to express what/how the city aspires to be in a few years' time, or in the future. It often reflects a new direction, although not necessarily. Please think about the following questions:</i></p> <ul style="list-style-type: none"> <li>• <i>Where is the city trying to go? (your city's vision)</i></li> <li>• <i>Why has the city decided to adopt the learning city concept? (your city's motivation)</i></li> <li>• <i>How is the city going to go about it? (your city's values)</i></li> </ul>	<p>The Chiang Rai city has been developing the city under a long-term plan and a short-term plan also. The policy of Thailand that will effect on the municipality action-plan. There are 4 principles for developing the learning city concept. We firstly focus on accountability. This part is critical to be success of all programme that helps to develop the city. The second is Human Rights that the city will support various ages-groups to learn and part of development of the city. The third one is Labour Practices and Anti-Corruption, we comply into the scheme that all actions will be Fair-Operating Practices. The forth is environment that we focus on sustainability development and CSR.</p>
<p><b>Please give an introduction to your city's main actions in terms of being a learning city and provide links to available reports or additional information</b> (max. 200 words)</p>	<p>The city of Chiang Rai confident that learning is a last long process. Many of our projects built that is for supporting knowledge management in a local area because Chiang Rai municipality is closely working with local people and local village. It is the same as "old ages build a city" that is all about learning process by Royal Initiative of His Majesty: We focus on understanding, achieving and developing. We also have a great support and working along with outsider expertises such as Mr. Wuttisan Tanchai who is a professor in political science and he is a reliable and trustworthy among the local people. Decentralization makes people get and receive more benefit. Our core values are to archive. One team, one dream and one goal.</p>
<p><b>How does your city implement or plan to implement the learning city concept?</b> (max. 200 words)</p> <p><i>Here you need to express what the city wants to achieve by building a learning city and how the city plans to implement it. It does not need to be complex and may be as simple as expanding current projects already under implementation or finding ways so the project can be completed in a specific time.</i></p> <p><i>Please outline some bullet points, listing your city's:</i></p> <ul style="list-style-type: none"> <li>• <i>main goals, objectives or targets with the learning city project. What does your city plan to achieve?</i></li> <li>• <i>main tasks and actions to be taken to build a learning city. What will your city do?</i></li> </ul>	<p>The learning city implementation or relevant plan in my city are collaborated well with critical key stakeholder both private and public sectors. The private sector is including business in town or community. The public sector is including local government, and immediate local governor and committee. The two parties are involved in working together, it aims to work as equal and with transparency. 1.Smart Living Research Project that conducted by local public university that has been launched in order to support the city and people. The project aims to develop a smart living and apply a necessary skills and technology. 2.Keereechai Yama Project is about Community – Based Tourism where is responded to tourist visiting and</p>

<ul style="list-style-type: none"> <li>• <i>timescale of main tasks and actions. When will your city's main tasks and actions be implemented?</i></li> </ul>	<p>seeing around the community within the Royal philosophy so that it can earn more money and build learning city in another way. The parts working are Japan International Cooperation Agency: JICA, the community (the doi seken) and government office (Chiang Rai municipality)</p>
<p><b>Creating a coordinated structure (e.g. committees) involving all stakeholders</b></p>	
<p><b>Who are the key stakeholders in your city who could be involved in promoting the learning city concept? (max. 50 words)</b></p> <p><i>Examples are civil society organizations, the private sector, non-governmental organizations, museums, art galleries, research institutes.</i></p>	<p>We are going to work with 4 groups. 1. The private sector are business funding companies (example: marketing companies). 2. Research institutes are a collaboration from domestic and international universities that support and conduct research and apply in practice .3. The public sector are government offices or government agencies that support for accessibility and accountability 4. The civil organisations are from an integration of community that is a critical key driver for processing the learning city.</p>
<p><b>How will you involve the key stakeholders in your city in building the learning city? (max. 100 words)</b></p> <p><i>Here you need to outline the roles and responsibilities that will be assigned to key stakeholders and whether you are planning to establish a learning city core team, committees and forums, and/or join networks or alliances with other cities.</i></p>	<p>Key stakeholders are the must for involving in decision making in order to develop the learning city. Community Forum provides relevant information especially in practice that could be able to share experiences and knowledge to others. We ensure that the primary goals of the city of Chiang Rai team are met. We listen and account public opinions and feedbacks. We aim to allow empowerment for the key stakeholders that could allow them to gain experience and connect with the government working process as well as they could be able to develop networking among stakeholders.</p>
<p><b>Mobilising and utilising resources</b></p>	
<p><b>How does your city plan to mobilize and utilize monetary and non-monetary resources to provide lifelong learning for all? (max. 200 words)</b></p>	<p>In learning's city process, Chiang Rai municipality is worked and followed the ethical protocol with transparency and efficiency. Stakeholders of the city of Chiang Rai are allowed mobilisation and utilisation of monetary</p>

<p><i>Monetary resources include local authorities' budgets, regional or national government funds, multi-stakeholder funding partnerships, cost-sharing mechanisms involving multiple stakeholders, sponsorships, philanthropic or private-sector partners. Non-monetary resources can be public spaces, community centres, volunteer organizations, cultural venues, and local expertise that promote lifelong learning for all.</i></p>	<p>and non-monetary resources. We work closely and smoothly With the National Health Security and Thai Health, which are public health organizations, they focus on health 's people that providing a subsidy for the local government for sustainability development. People can acquire funding, if they propose a project in issues of public health. According to principles, there are 1) Creation of knowledge; 2) Social mobilization; 3) Policy advocacy. These could support and stimulate people in rightful decision-making. We allow flexible decision making, empowerment, and voluntary actions.</p>
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**Ensuring that learning is accessible to all citizens**

<p><b>How will your city ensure that learning is accessible to all citizens?</b> (max. 200 words)</p> <p><i>Please think about the following questions:</i></p> <ul style="list-style-type: none"> <li>• <i>How will your city improve access to lifelong learning?</i></li> <li>• <i>How will your city respond to the learning needs of various groups, especially marginalized and underprivileged groups?</i></li> <li>• <i>How will your city address local barriers to participate in learning?</i></li> </ul>	<p>All information is accessible via online platform and we provide a real time response services. We have a cloud platform that is computing and collecting information via the internet. The cloud platform assists the tourist and people in order to approach and monitor governmental process. Cloud computing provides you a greater security. Citizen's data/information are stored in the cloud platform, you can access all information at your convenient. It provides the smart information centre platform, a long-term distance communication especially in taxation and construction Design. It can offer more flexible for all people concerned and stakeholders in order to access the important information and relevant news. The challenges are playing the important factors in a collaboration, The city of Chiang Rai allows all people to participate in learning (active learning, both offline and online).</p>
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<b>Organising celebratory events</b>	
<p><b>What celebratory events will your city develop to promote and maintain the process of building a learning city? (max. 200 words)</b></p> <p><i>Examples are festivals, conferences, story-telling, performance arts, literature competition, art workshops.</i></p>	<p>It provides various celebratory events including annual year festivals, seasonal events in all key areas (herb, health and heritage) for promoting Chiang Rai as a potential destination in Thailand. One of the event of the year, Visitors will have a chance to enjoy a Chiang Rai flower botanical festival. There will be various activities to allow all visitors to gain enjoyment and experience, including a photo contest, flower painting competition, cultural shows, local products and food for exhibiting and selling, and musical performances. Another, Chiang Rai Foods Festival event which is an exhibition that contain a variety of traditional Lanna (Northern Thai) cuisines, ancient Thai desserts as well as international cuisines at very reasonable prices. All stakeholders including business, local governors, education as well as local communities are able to gain the knowledge and experience among each of them. It is followed and complied with Cooperate Social Responsibility Management (CSR management)</p>
<b>Monitoring and evaluating the development of the learning city</b>	
	<p>We have key committees from outsider stakeholders who are keen in assisting, monitoring and evaluating the process and procedure. We have a team to handle the minute of meetings and annual yearly report for all actions and activities. It is monitoring and conducting every quarter (three months: quarter 1-4). According to act of Ministry of the Interior, the committees consists in facilitating all matters about learning for local communities, government local officer, and the professional academics. It advocates systems in equitable sectors. It can be seen that monitoring and evaluation are essential for maintaining or developing the quality of projects and process for last long efficiently.</p>

## Your city's challenges and interests

What challenges does your city want to resolve through lifelong learning?

Please rate the degree of the challenges your city faces and wants to resolve through lifelong learning on a scale from 1–5, where 1 = no challenge and 5 = substantial challenge	1	2	3	4	5
Individual empowerment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social cohesion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural prosperity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gender equality	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Literacy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education for sustainable development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Global citizenship education	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

In which areas do you consider that your lifelong learning policies need further improvement?  
In which areas have you made particular achievements?

	Need further improvements	Particular achievements
Inclusive learning in the education system	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning in families and communities	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Learning in the workplace	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Extensive use of modern learning technologies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Non-formal and informal learning	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Creation of a widespread culture of learning	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Improvement of governance and participation of all stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Boosting of resource mobilization and utilization	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Quality in learning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lifelong learning policy and planning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Monitoring and evaluation	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Your city's expectations from the UNESCO GNLC

What are your city's expectations from the UNESCO GNLC?

Guidance and capacity-building (e.g. technical expertise)	<input checked="" type="checkbox"/>
Support in networking with other member cities	<input checked="" type="checkbox"/>
Visibility of your city's activities	<input checked="" type="checkbox"/>
Others (please specify): <b>Education Support</b>	<input checked="" type="checkbox"/>

## Your city's contribution to UNESCO GNLC

How could your city support the learning city network?

Please specify (yes/no) which of the following you would be able to contribute	yes	no
	<input type="checkbox"/>	<input type="checkbox"/>
Host UNESCO GNLC training workshops	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Organize domestic training workshops for other cities and stakeholders	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Disseminate the learning city concept	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Share documents and news on the activities of your learning city	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Send secondees to the UNESCO Institute for Lifelong Learning (UIL)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Provide peer-learning through inter-city cooperation and collaboration	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Contribute to UNESCO GNLC's research activities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Others (please specify): <a href="#">Click or tap here to enter text.</a>	<input type="checkbox"/>	<input type="checkbox"/>

## Your city's pictures

Please send **three to four high-resolution photos** (original, uncompressed and not resized) along with your city's application. The photos should be **city pictures** and **pictures related to lifelong learning best practices**. The picture recommendations are the following: horizontal, 300 dpi, around 2,000 pixels' width. **Each photo must be accompanied by a short description as well as copyright information**. Kindly note that the photos you provide might be displayed on the UNESCO Global Network of Learning Cities website (<http://uil.unesco.org/learning-cities>) if your city's application has been accepted by the UNESCO GNLC Coordination Team.

The city of Chiang Rai Municipality hereby applies to join the UNESCO Global Network of Learning Cities. With this application, the city pledges to support the objectives and activities of the UNESCO Global Network of Learning Cities as per the membership regulations and by adopting its guiding documents, the *Beijing Declaration on Building Learning Cities* and the *Key Features of Learning Cities*.

Date: March 4<sup>th</sup> 2019

Mayor's signature: \_\_\_\_\_

W. Chong

