

Sustainability Report 2023

Dhurakij Pundit University



SUSTAINABLE DEVELOPMENT GOALS



สร้างธุรกิจ
สร้างมืออาชีพ
มหาวิทยาลัยธุรกิจบัณฑิต





มหาวิทยาลัยธุรกิจบัณฑิต พร้อมและมุ่งมั่นขับเคลื่อนการพัฒนามหาวิทยาลัยสู่ความยั่งยืน

Our approach emphasizes sustainability, inclusivity, and transparency, ensuring that every aspect of the university's activities reflects these core values. By integrating environmental consciousness into our infrastructure and curriculum, we aim to reduce our carbon footprint and inspire students to become champions of ecological responsibility.

Socially, we pledge to cultivate a diverse and equitable community that values all voices and empowers individuals to flourish. Accountability and ethical practices will serve as the foundation for governance, enabling robust decision-making and strategic growth. Through this comprehensive ESG Framework, DPU will not only fulfill its educational mission but also contribute positively to society and the planet, setting a standard for excellence and integrity in higher education.

A woman with dark hair, wearing a white blazer over a white top and yellow pants, is walking on a paved path outdoors. She is smiling and looking towards the camera. The background shows green trees and a blurred path.

Journey to Sustainability

Is it time? Should we take sustainability' seriously? 🌐♻️

Sustainability is a personal issue that we must address, not merely a government or large company one. Every organization is pursuing it.

As a university that is akin to a citizen and helps create a positive environment on Earth, we believe that if we can embed sustainability into students' lifestyles, they can adapt to the new business era and become a powerful force to sustain our world.

While it may take time for effects to emerge, we are confident that it will benefit our children and grandchildren. 🌱

The route to sustainability and resolution of the environmental catastrophe demands everyone's collaboration.

Darika Lathapipat, Ph.D.
President

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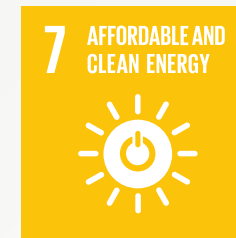
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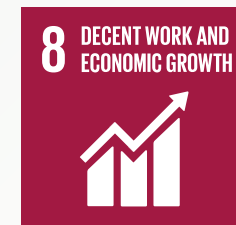
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End poverty in all its forms everywhere

Universities play a crucial role in reducing poverty in line with SDG Goal 1 "No Poverty" through education, research, and community support in various areas.

Providing more accessible education

The university offers scholarships to increase opportunities for further education and develop necessary skills.

Develop a curriculum that focuses on vocational skills.

Create a curriculum that meets the demands of the labor market and promotes essential skills for employment, such as entrepreneurship, digital business, or technological skills, so that graduates have the opportunity to earn a stable income and escape poverty.

Investigate community development and economic prospects through research.

The university conducts research to find sustainable development approaches for impoverished communities, such as developing supplementary occupations suitable for local resources, agricultural development, or applying technology to increase productivity. The community has implemented these research findings to enhance the quality of life.





Scholarship Office

Responsible for allocating the university's scholarships according to the objectives of each type of scholarship, including merit scholarships, educational support scholarships, opportunity enhancement scholarships, and special ability scholarships, to students who have good academic performance, good behavior, special abilities, financial need, or emergency needs. Additionally, responsible for coordinating the process of applying for loans from the Student Loan Fund so that students can study until graduation as quality graduates to benefit society and the nation.

- Scholarship and educational opportunity enhancement fund
- Provincial representative scholarship
- Good student scholarship "Coconut Milk Squeeze Scholarship"
- Hero Fund
- Athlete scholarship
- University scholarships for seniors - school scholarships for juniors
- Music scholarship
- Business heir fund
- Influencer fund
- Good Study Scholarship: Saiwai-Sanan
- Good Student Scholarship, Phra Sittithada
- Special talent scholarship
- Cheerleading scholarship



2 ZERO HUNGER



End hunger, achieve food security Improved nutrition and Promote sustainable agriculture

Community service project.

We encourage students and faculty to engage in initiatives that offer knowledge or career guidance to underprivileged communities.

1. Explore successful case studies of sustainable agricultural practices in impoverished communities.
2. Discuss the role of community engagement in fostering collaboration between the university and local residents.
3. Highlight the innovative technologies implemented to enhance agricultural outputs.
4. Examine how supplementary occupations can enhance economic stability for families in these communities.
5. Consider the importance of education and training programs in promoting sustainable development initiatives.

This may include training in craftsmanship skills, using technology for employment, and creating sustainable income.

This community service project can help build strong networks with the community and lead to sustainable development in the long term.

We intend that the university's role in reducing poverty through these methods will help society progress in a sustainable manner and align with the SDGs.



Supportive teaching and learning project

Work skills training project for the deaf community, Rama 9 Bridge, and those with impairments



We are matching the abilities of hearing-impaired workers with the labor demands of the 60 Plus Bakery & Cafe to establish a development framework for the potential of hearing-impaired individuals in the labor market.

Ensure healthy lives and promote well-being for all at all ages

The university can contribute to medical and healthcare research by focusing on illness prevention, therapies, and new medical technology. Research in public health, epidemiology, and clinical sciences directly contributes to SDG 3 objectives.

Health Education Programs: By providing health-related programs (e.g., public health, nursing, and medicine), colleges prepare students to work in healthcare, hence increasing access to quality health services.

Community Engagement and Health Services: Many colleges provide clinics or provide health services to local communities. They can plan public health outreach campaigns, immunizations, and health education workshops through collaboration.

Mental Health Initiatives: Recognizing the importance of mental health, universities can provide counseling services and mental health support to students, faculty, and the general public. They can also include mental health subjects in their curricula and research plans.

Healthy Campus Initiatives: Universities can encourage a healthy atmosphere by developing smoke-free, active campuses with access to nutritional food, sports facilities, and stress management programs, setting a good example for students and society.

Policy Advocacy and Awareness: By educating students and the general public about health issues, universities can create awareness and lobby for policies that enhance public health, which align with national and global health goals.

3 GOOD HEALTH
AND WELL-BEING



We providing health-related programs (e.g., public health, nursing, and medicine), colleges prepare students to work in healthcare, hence increasing access to quality health services.

5th SMART : The Fourth Synergistic Meeting of Aesthetic, Alternative, Anti-Aging and Regenerative Medicine of Thailand

- The Graduate Programs in Anti-Aging and Regenerative Health Sciences and Aesthetic Medicine at the College of Integrated Medicine, Dhurakij Pundit University, organized the 5th National Academic Conference (5th SMART: The Fourth Synergistic Meeting of Aesthetic, Alternative, Anti-Aging and Regenerative Medicine of Thailand) on July 29-30, 2023, at the Pridi Banomyong Conference Room, Chalmphrakiat Building, 6th Floor, Saiwa Sutthiphitak Conference Room, and Research Presentation Room 7305, Dhurakij Pundit University.

3 GOOD HEALTH AND WELL-BEING



Community Engagement and Health Services: Many colleges provide clinics or provide health services to local communities. They can plan public health outreach campaigns, immunizations, and health education workshops through collaboration.



Project to create opportunities for eye disease screening for the elderly in the Pradu Thammapat community

Create a participatory management system between the Pradu Thammathipath Community Committee and the Bright Eyes Happy Hearts Foundation to assist low-income elderly individuals with vision problems.



3 GOOD HEALTH AND WELL-BEING

โครงการ การพัฒนาระบบสาธารณสุขและการช่วยเหลือในภาวะฉุกเฉินชุมชนเกาะเกร็ด อ.ปากเกร็ด จ.นนทบุรี

หลักการและเหตุผล

ชุมชนเกาะเกร็ดมีจำนวนประชากรทั้งหมด 5,862 คน ความหนาแน่นเฉลี่ย 1,395.71 คนต่อตารางกิโลเมตร ซึ่งถือว่ามีความหนาแน่นสูงมาก และมีเพียง โรงพยาบาลส่งเสริมสุขภาพตำบลเกาะเกร็ดเพียงแห่งเดียวที่มีหมอประจำคน เท่านั้น ทำให้เกิดปัญหา การรักษาที่ไม่ทั่วถึง เมื่อเทียบกับจำนวนประชากร เกาะเกร็ดเป็นพื้นที่ที่จะต้องข้ามเรือออกไปยังเทศบาลนครปากเกร็ดเมื่อเจ็บป่วย ทำให้เกิดความลำบากต่อการช่วยเหลือ และไม่มีหน่วยรถฉุกเฉินโรงพยาบาล ชาวบ้านขาดความรู้ความเข้าใจกับกระบวนการสุขภาพเบื้องต้น จึงทำให้ในบางที่เกิดเหตุการณ์ที่ไม่อยากให้เกิดเช่นชาวบ้านเสียชีวิตเพราะได้รับการช่วยเหลือช้า ป้าผู้ป่วยส่งโรงพยาบาลไม่ทัน จากปัญหาเหล่านี้ ดังนั้นจึงเห็นได้ว่า ยังคงมีปัญหาความเหลื่อมล้ำและขาดแคลนการรักษายากๆ ของชาวบ้านตำบลเกาะเกร็ด จึงก่อให้เกิดโครงการ การพัฒนาระบบสาธารณสุขและการช่วยเหลือในภาวะฉุกเฉิน ชุมชนเกาะเกร็ด อ.ปากเกร็ด จ.นนทบุรี ขึ้นเพื่อช่วยบรรเทาและแก้ปัญหาดังกล่าว

วัตถุประสงค์

1. เพื่อส่งเสริมระบบสาธารณสุขในพื้นที่เกาะเกร็ด
2. เพื่อส่งเสริมความรู้ ความเข้าใจเกี่ยวกับการแพทย์ฉุกเฉินเบื้องต้น
3. เพื่อหาแนวทางร่วมกับประชาชนในพื้นที่เกาะเกร็ดเรื่องการเคลื่อนย้ายผู้ป่วยข้ามฝั่งในยามวิกาล

เป้าหมาย

แนวทางการแก้ไขปัญหาคือการช่วยเหลือสำคัญของระบบสาธารณสุขในชุมชนเกาะเกร็ดให้มีประสิทธิภาพมากขึ้น

ขอบเขตการดำเนินงาน

+ โรงพยาบาลส่งเสริมสุขภาพตำบลเกาะเกร็ด
 + ชุมชนเกาะเกร็ด ตำบลเกาะเกร็ด อำเภอปากเกร็ด จังหวัดนนทบุรี

ประโยชน์ที่คาดว่าจะได้รับ

1. การจัดการระบบสาธารณสุขครอบคลุมและมีประสิทธิภาพมากขึ้น
2. ประชาชนในพื้นที่เกาะเกร็ดมีพื้นฐานความรู้การแพทย์ฉุกเฉิน
3. ได้ข้อเสนอแนะทางการเคลื่อนย้ายผู้ป่วยในยามวิกาลเพื่อส่งให้หน่วยงานในพื้นที่พิจารณา

ขั้นตอนการดำเนินงาน

ลงพื้นที่ครั้งที่ 1 → วิเคราะห์ปัญหาและสังเคราะห์ปัญหา → ติดต่อประสานงาน → ลงพื้นที่ครั้งที่ 2

- อบรม
 - สถานพยาบาล (รพสต.)
 - ชาวบ้าน
 - ผู้ป่วยชุมชน
 - อสม.

กระบวนการอบรม
 บรรยายจากวิทยากร → ระดมความคิดหาวิธีแก้ปัญหาคือ → สรุปแนวทางแก้ไข

SDGs 11: Smart city

(Smart Living) เมืองที่มุ่งเน้นการสนับสนุนให้มีระบบบริการที่อำนวยความสะดวกต่อการดำรงชีวิต เช่น บริการด้านสุขภาพให้ประชาชนมีสุขภาพและสุขภาพที่ดี การเพิ่มความปลอดภัยของประชาชนด้วยการเฝ้าระวังภัยจากอาชญากรรมไปจนถึงการส่งเสริมให้เกิดสิ่งอำนวยความสะดวกสำหรับการดำรงชีวิตที่เหมาะสม



3 GOOD HEALTH AND WELL-BEING

ตัวชี้วัด

ประชาชนในพื้นที่สามารถปฐมพยาบาลเบื้องต้นได้หรือไม่? และรับรู้ข่าวสารการช่วยเหลือจากหน่วยงานมากเพียงใด? จากการทำแบบทดสอบและแบบสอบถาม

ขั้นตอนการ CPR

1. เช็คว่ามีสติหรือไม่

2. เรียกขอความช่วยเหลือ

3. โทรเรียก 1669

4. ตรวจสอบว่าผู้ป่วยหายใจหรือไม่

5. ให้อาสาสมัครเปิดทางเดินหายใจบริเวณกึ่งกลางของกระดูกหน้าอก

6. คอกลงตรงไปด้านหลังให้หัวไหล่อยู่เหนือผู้ป่วย

7. ให้อากาศเข้าปอดด้วยอัตราเร็ว 100 ครั้ง/นาที

วิธีปฐมพยาบาลเบื้องต้นเมื่อพบคน " ชัก "

1. ดูแลสภาพแวดล้อมโดยรอบเพื่อป้องกันการบาดเจ็บและอันตราย

2. จัดท่าผู้ป่วยให้นอนตะแคงเพื่อไม่ให้การอุดตันทางเดินหายใจ

3. ไม่เอามือหรืออุปกรณ์ใดๆ จัดหรือขยับปากผู้ป่วย

4. รับนำส่งโรงพยาบาลใกล้โดยเร็วที่สุด

สแกน QR Code เพื่อรับชมข้อมูลเพิ่มเติม

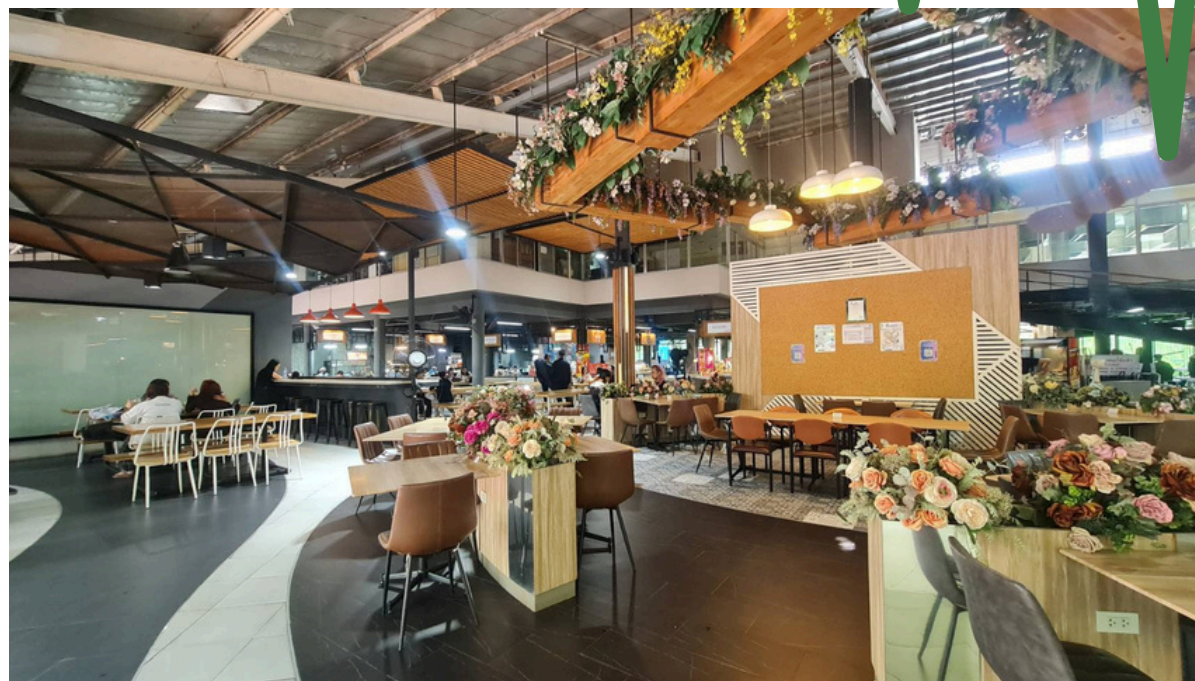
3 GOOD HEALTH AND WELL-BEING

Development Project for Emergency Assistance System, Ko Kret Community, Nonthaburi Province

Establish a community participatory management structure that incorporates the Subdistrict Administrative Organization, community health stations, and village health volunteers. The Ko Kret village has a community group dedicated to helping patients who faint or have seizures in the evenings.

9

Healthy Campus Initiatives: Universities can encourage a healthy atmosphere by developing smoke-free, active campuses with access to nutritional food, sports facilities, and stress management programs, setting a good example for students and society.



3 GOOD HEALTH
AND WELL-BEING





3 GOOD HEALTH AND WELL-BEING



“ยกระดับ Thai Spa
สู่ Wellness Industry”

รุ่นที่ 22

Spa Manager

หลักสูตรผู้ดำเนินการสปาเพื่อสุขภาพ 100 ชั่วโมง
หลักสูตรผ่านการรับรองโดยกรมสนับสนุนบริการสุขภาพ

ลงทะเบียน ภายในวันที่ 20 ต.ค. 66
ราคา **13,000.-**
จากปกติ 15,000.-

พิเศษ! สำหรับผู้ที่สมัครเรียน 20 คนแรก
จ่ายเพียง **12,500.-** เท่านั้น!

ฟรีคอร์สเรียน!
Digital Marketing มูลค่า 6,000.-

อบรมวันที่ 30 ต.ค. - 15 พ.ย. 2566
(เรียนจันทร์ - เสาร์)

กรอกใบสมัครได้ที่



สอบถามรายละเอียดเพิ่มเติมได้ที่



ติดต่อ: 091-436-0964, 089-9967744



SDG Goal 4, or "Quality Education," aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. Private universities have a significant role in advancing this goal through various contributions:

Professional Skill Development: Private universities frequently focus on practical and professional training, providing students with hands-on experience and skills applicable in the job market. This enhances students' employability and prepares them for various career paths.

Teacher Training and Development: By offering specialized programs in education, private universities can train educators, who are essential for ensuring quality education. They can also partner with schools to provide professional development and advanced training for teachers.

Research and Educational Resources: Private universities often conduct educational research and publish findings that can improve teaching methods and curriculum design. They may also develop digital resources, such as online courses, that make education more accessible.

Inclusive Learning Environments: Many private universities are committed to creating inclusive learning spaces that cater to diverse student populations, including international students, students with disabilities, and non-traditional students. These efforts support equitable access to quality education.

Course: Digital Media Production for the Elderly and General Public (Faculty of Communication Arts & Faculty of Fine and Applied Arts DPUX) New Breed Graduate Program, Batch 2, Ministry of Higher Education, Science, Research and Innovation (MHESI).



Training/lecturing to educate youth, students, and scholars on the topic of Sustainable Development Goals (SDGs) and Business Implementation at the "Young Webmaster Camp 19 Powered by Jitta" under the theme "Act Global, Think Sustainable" on July 14, 2023.2023
https://www.khaosod.co.th/monitor-news/news_7772016



Project to Reduce Inequality: Empowering Youth for an Aging Society

Participated in the Celebration on the World Population Day 2023 organized by UNFPA Thailand under the theme "Bridging Intergenerational Gaps and Promoting Gender Equality: Ready to connect all groups, genders, and ages together." With the participation of alumni representative "Boonthida Chinwong" or "Fai, the influencer who uses her feet to do makeup," who was born with a disability and inspires her followers with positive energy, as a guest speaker in this discussion.





Consultant for the Youth Empowerment Project on Reproductive Health for UNFPA Thailand (United Nations Population Fund)

- Prepared a research report on communication strategies to promote and support youth access to reproductive health rights through social media. Organized three training camps to provide reproductive health education to high school students, who are part of the reproductive health network from Phrae and Chiang Mai provinces.





Organized three training camps to provide reproductive health education to high school students, who are part of the reproductive health network from Phrae and Chiang Mai provinces.

ขอเชิญชวน.. TikTok Contest
เข้าร่วมประกวด TikToker
เพื่อค้นหา TikToker
ก่อนหน้าการเจริญพันธุ์

โดยร่วมใส่แฮชแท็ก #

#UNFPAthailand #UNFPA #Reckitt
 #EmpoweringOurYouth #เสริมพลังเยาวชน
 #RightsAndChoices4All #SRHR

ผู้มีสิทธิเข้าร่วมการประกวด TikTok

- 1) ต้องเป็นผู้ที่ผ่านการอบรม TikTok จากโครงการเท่านั้น
- 2) สามารถส่งคลิปประกวดได้ทั้งแบบเดี่ยวและแบบทีม (ไม่เกิน 3 คน)
- 3) ต้องส่งคลิปความยาวไม่เกิน 1 นาที ถึงหมด 3 คลิป โดยแต่ละคลิปต้องมีเนื้อหาครอบคลุมคลิปประเด็น คือ ...

- 3.1) การสนับสนุนการเข้าถึงสิทธิอนามัยการเจริญพันธุ์และช่องทางการให้บริการ
- 3.2) การสนับสนุนสุขภาพแม่และเด็กในช่วงตั้งครรภ์ เรื่องการสนับสนุนผู้ที่ให้แม่มีวัยรุ่น อาศัยอยู่ ส่งเสริมโอกาสให้วัยรุ่นกลับโรงเรียน ทำงานและการยอมรับแม่มีวัยรุ่น
- 3.3) การเข้าถึงข้อมูลและช่องทางการบริการทางอนามัยและการใช้ถุงยางที่ถูกต้อง เพื่อป้องกันโรคติดต่อทางเพศสัมพันธ์ โรคเอดส์ และการท้องไม่พร้อม

ประเภทรางวัล

- ★ ความคิดสร้างสรรค์ยอดเยี่ยม
- ★ การเล่าเรื่องยอดเยี่ยม
- ★ เนื้อหายอดเยี่ยม
- ★ ถ่ายทำยอดเยี่ยม
- ★ การเข้าถึงยอดเยี่ยม/Popular Vote

Logos: UNFPA, Reckitt, Empowering Our Youth Project, Raks Thai



Project to Reduce inequality: Empowering Youth for an Aging Society

Participated in the Celebration on the World Population Day 2023 organized by UNFPA Thailand under the theme "Bridging Intergenerational Gaps and Promoting Gender Equality: Ready to connect all groups, genders and ages together."

With the participation of alumni representative "Boonthida Chinwong" or "Fai, the influencer who uses her feet to do makeup," who was born with a disability and inspires her followers with positive energy, as a guest speaker in this discussion.

Bangkok Gay Men's Chorus: BKGMC, the power of voices creating a world of equality

A choir of LGBTQ+ members, led by Professor Ball-Siraphop Rujirattanapol (CIBA), has utilized Digital Marketing principles and tools such as Facebook Page, Reels, and TikTok for the choir.

5 GENDER
EQUALITY

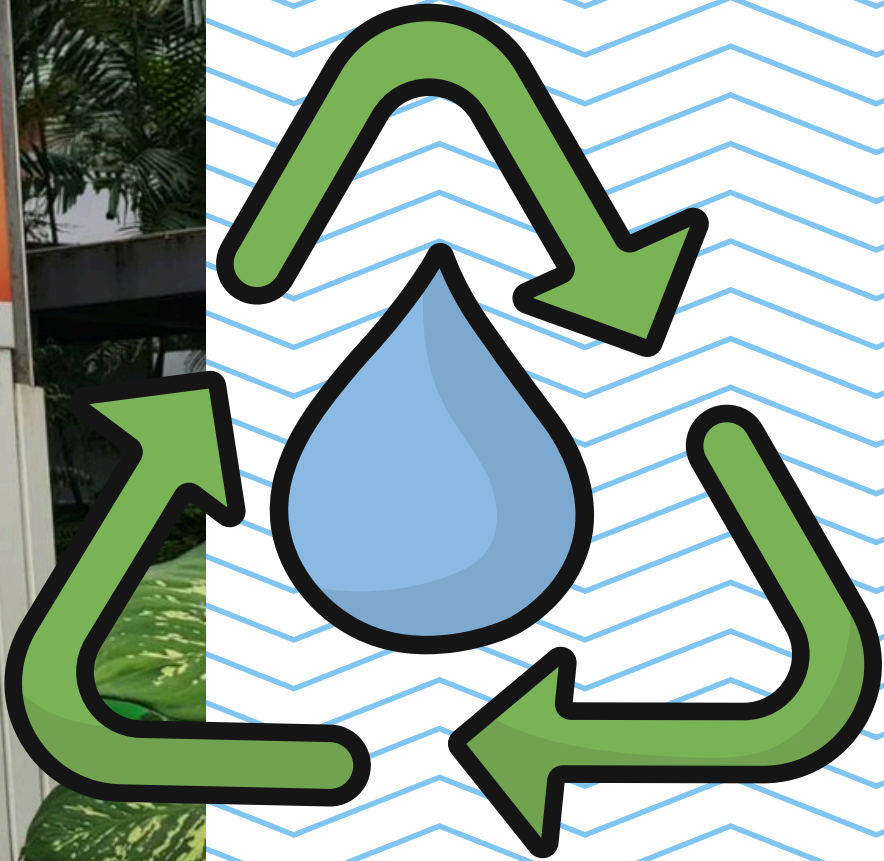


6 CLEAN WATER AND SANITATION



Ensure availability and sustainable management of water and sanitation for all

Demonstration unit of the project to use rainwater and wastewater from the air conditioning system to water plants instead of using tap water. It can store 4,000 liters of water to reduce tap water usage, increase the use of renewable energy, and reduce the loss of natural resources.



The project to replace handwashing faucets and all types of sanitary equipment with automatic sensor systems aims to reduce water and energy waste.

6 CLEAN WATER
AND SANITATION



The clean water system is supplied around the facility to encourage proper water consumption.

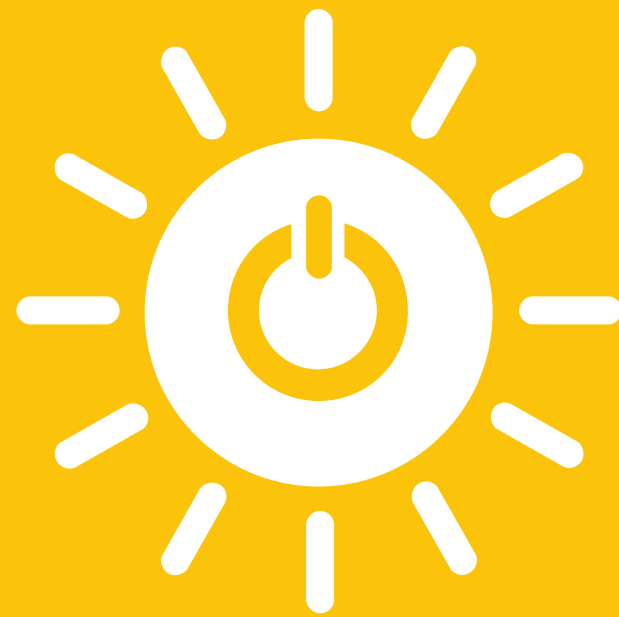


6 CLEAN WATER
AND SANITATION



Ensure access to affordable, reliable, sustainable and modern energy for all

7 AFFORDABLE AND CLEAN ENERGY



The Zero Waste School Development Project at Wat Bowon Mongkol School



Develop a systematic plastic waste management model with student leaders through collaboration between the Nature and Environment Conservation Club of Dhurakij Pundit University, Wat Bowon Mongkol School, and the student leadership group.

CELEP Plastics and Complexity Workshop



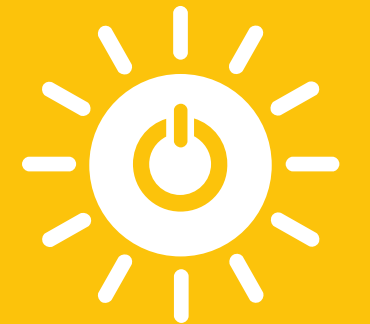
CELEP competition

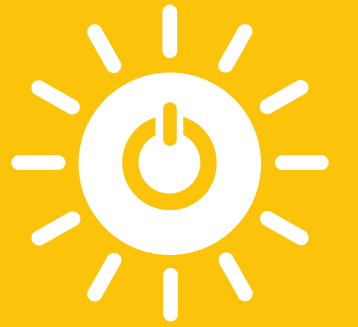

REDUCE REUSE UPCYCLE PLASTICS
COMPETITION
1st Prize 10,000 Baht
2nd Prize 5,000 Baht
3rd Prize 2,000 Baht

Scan for competition details and registration of teams
Deadline 8th October 2023



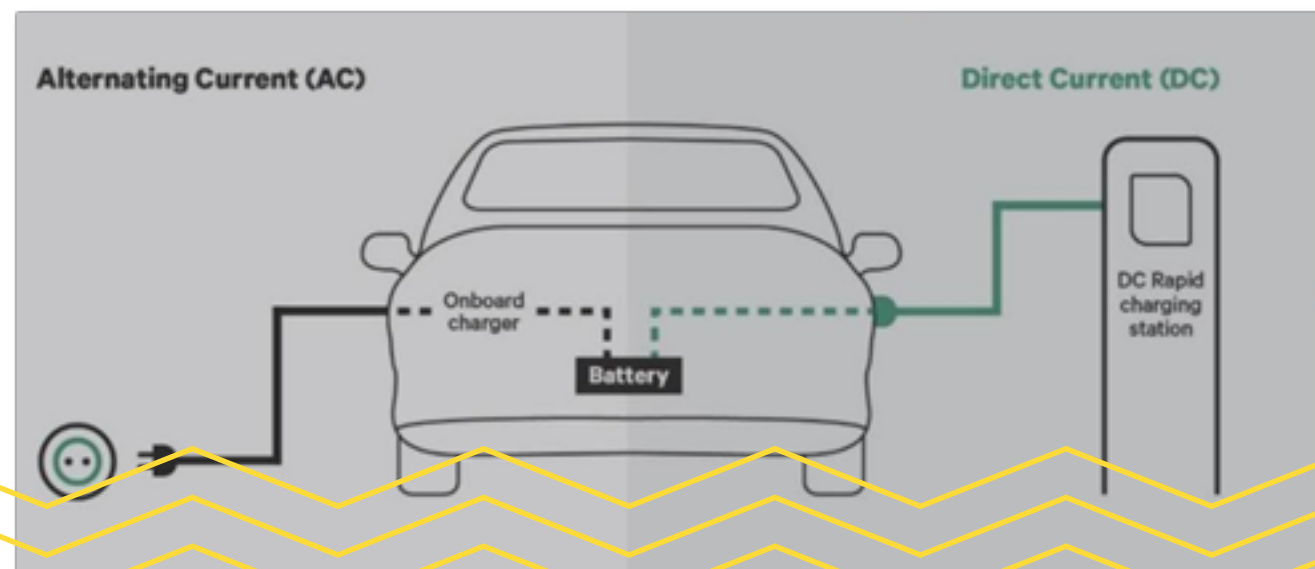
**7 AFFORDABLE AND
CLEAN ENERGY**





Memorandum of Understanding with
Arrow Energy Company Limited for the
year 2024

Create advancements in energy
engineering for the purpose of
generating and reusing electricity.



Install electric vehicle adapters and
charging stations through a mobile
application brand named "Q Charge."

8 DECENT WORK AND ECONOMIC GROWTH



**Promote sustained,
inclusive and sustainable
economic growth, full and
productive employment
and decent work for all**



"The Step & Boost Up Program for 2023"

On Friday, November 3, 2023. Boonrak Udomitthipong, Deputy Director of GSB Bank's Human Resources Group, presided over the award ceremony for the "Ultimate GSB Change Maker 2023" in the Step & Boost Up Program in 2023. This initiative was initiated by the bank with the objective of bolstering the business potential of small entrepreneurs and SMEs by offering training that emphasizes the application of technology and innovation in production and services, as well as management and marketing. The objective is to increase the value of products or services and improve productivity, thereby enhancing business potential and facilitating access to funding sources. Esteemed experts from partner organizations such as the National Science and Technology Development Agency (NSTDA), the Thai SME Federation, and Dhurakit Pundit University attended the event at the Burachat Auditorium, GSB Bank Headquarters. The event was held at the Burachat Auditorium, GSB Headquarters, and was attended by the Thai SME Federation and the Tops Local Project by Central Food Retail.



The local Thai handwoven fabric project is supported by eisa of Thai Beverage.

Generate income for the Roi Rak community, Roi Et Province. Roi Et

Under the work of the grassroots economy and public-private partnership development task force, which is a collaboration between the government and the private sector to jointly improve the living conditions and income of rural communities, the Pracharath Rak Samakkee Social Enterprise Co., Ltd. (Thailand) has collaborated with the Community Development Department of the Ministry of Interior, the Pracharath Rak Samakkee Social Enterprise network across the country, and educational institution networks, including Dhurakij Pundit University. They have promoted the creation of added value for handwoven "pha khao ma" (traditional Thai cloth) to help increase income and develop vocational skills for "pha khao ma" producers nationwide. The project was initiated by Thai Beverage Public Company Limited, with Mr. Thapana Sirivadhanabhakdi, the Chief Executive Officer and Chairman of the Thai Local Handwoven Cloth Project, being the main initiator and driving force behind the project from the beginning. He has been the main supporter of the project to jointly drive and develop the grassroots economy, enabling communities to generate their own income, fostering pride in preserving and enhancing traditional handicrafts for sustainability.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



**Build resilient infrastructure,
promote inclusive and sustainable
industrialization and foster
innovation**

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Platform <https://www.antxjam.com/metaverse/>

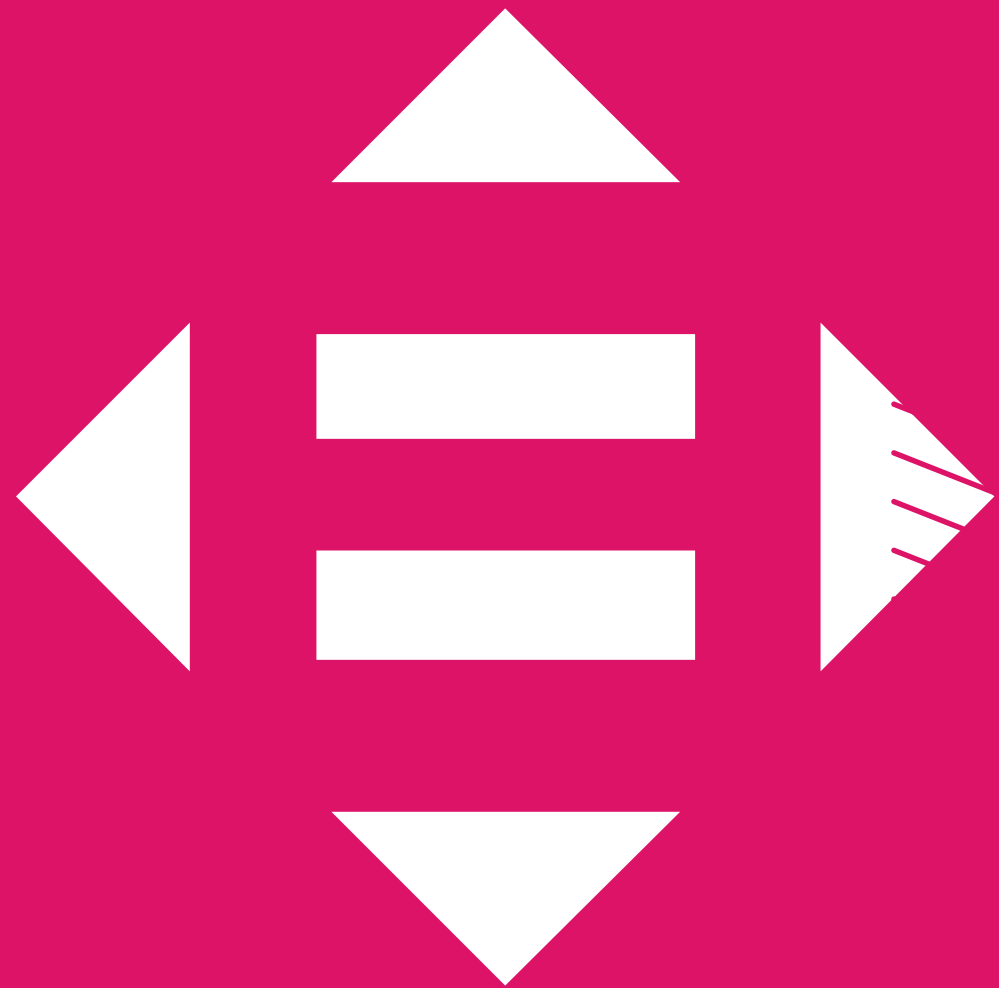
Workshop activity "Creating Content on Digital Media for Engagement" under the project for developing human resources and innovation to elevate the creative media industry.

Gamification: A strategy for interaction through game mechanics

Assistant Professor Dr. Wilawan Inchamnan, Dean of the College of Creative Design and Entertainment Technology, Dhurakij Pundit University

"Gamification is a tool that uses game mechanics, such as rewards, competition, and scoring, to attract and connect people to behave according to specific goals. Game mechanics are tools for creating engagement, making people bond with and stay connected to the communication, and wanting to participate through diverse and fun experiences. For media creators, game mechanics help draw people into the content, stimulate participation, and encourage action. When applied to social communication, it can also drive behavioral change."

10 REDUCED INEQUALITIES



Reduce inequality
within and among
countries

GSB Step & Boost up Program 2023

November 3, 2023: Training to develop business potential for small and medium-sized enterprises (SMEs), providing in-depth consultations, and holding the "Best GSB Change Maker 2023" award competition. 2023 Training to enhance business potential for small entrepreneurs and SMEs, providing in-depth consulting and awarding the "Ultimate GSB Change Maker 2023" title.



กิจกรรมการนำเสนอผลสัมฤทธิ์ "โครงการอบรมสนับสนุนวิสาหกิจ 0 2565" ณ มหาวิทยาลัยธุรกิจบัณฑิตย์ เมื่อวันที่ 7 ตุลาคม 2565



11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human
settlements inclusive,
safe, resilient and
sustainable

"Destination Branding" revives the old town community area "Tha Tien"

Project "Tha Tien Destination Branding"
Presented the Tha Tien brand and digital
marketing communication strategy, honored
by a national-level brand strategy consultant,
along with the Strategic Marketing and
Sustainability Manager. The Strategic
Marketing and Sustainability Department of
Fide Folk Co., Ltd. and the Vice President of
the Tha Tien Community Representatives
participated in the performance evaluation.
<https://www.voicetv.co.th/read/DlthX68GE>



“Sustainability is Cool @ Ubon Ratchathani”

Digital Brand Management (CD 390) integrated with Social Marketing Communication (CD 350) with the presentation of "Prototype Brand Strategy and Marketing Communication Plan for the 'Kin Sabai Jai' Brand" on June 14, 2023.



The student won first prize in the category of Traditional Clothing (Local Fabric) at the Rattanakosin Land of Honor for Preserving and Conserving Cultural Heritage, the first competition for the Royal Cup.

ขอแสดงความยินดีกับ

นักศึกษาวิชาเอกการออกแบบ
แฟชั่นธุรกิจ ชั้นปีที่ 4
คณะศิลปกรรมศาสตร์ มหาวิทยาลัยธุรกิจบัณฑิตย์



รับรางวัลชนะเลิศ ในหัวข้อ "การแข่งขันเครื่องนุ่งห่ม" (ผ้าพื้นถิ่น)

โครงการรัตนาศรีแผ่นดิน เกิดพระเกียรติ ในการสืบสาน รักษา อนุรักษ์มรดกทางวัฒนธรรม
การแข่งขัน 3 ศาสตร์ 2 ระดับ ครั้งที่ 1 ชิงถ้วยพระราชทาน

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable
consumption
and production patterns

The Zero Waste School Development Project at Wat Bowon Mongkol School

Develop a systematic plastic waste management model with student leaders through collaboration between the Nature and Environment Conservation Club of Dhurakij Pundit University, Wat Bowon Mongkol School, and the student leadership group.



Create a green market policy at the Sam Sai Nam Market in Nonthaburi Province.

From participating in the project for the creative development of quality of life and community resilience to reduce poverty, to develop the sustainable green community concept of Bang Mung Subdistrict Municipality.



Composting food scraps and fruit project to benefit the community

Objective

1. Reduce the problem of waste caused by food scraps and discarded fruits from industrial factories. Reduce the problem of waste caused by food scraps and discarded fruits from industrial factories.

2. Promote the use of compost to support local agriculture Promote the use of compost to support local agriculture.

Conduct activities

1. Provide knowledge and understanding and distribute compost to the local community in Ban Bueng Subdistrict, Si Racha District, Chonburi Province. Provide knowledge and understanding and distribute compost fertilizer to the local community in Ban Bueng Subdistrict, Si Racha District, Chonburi Province.



13 CLIMATE ACTION

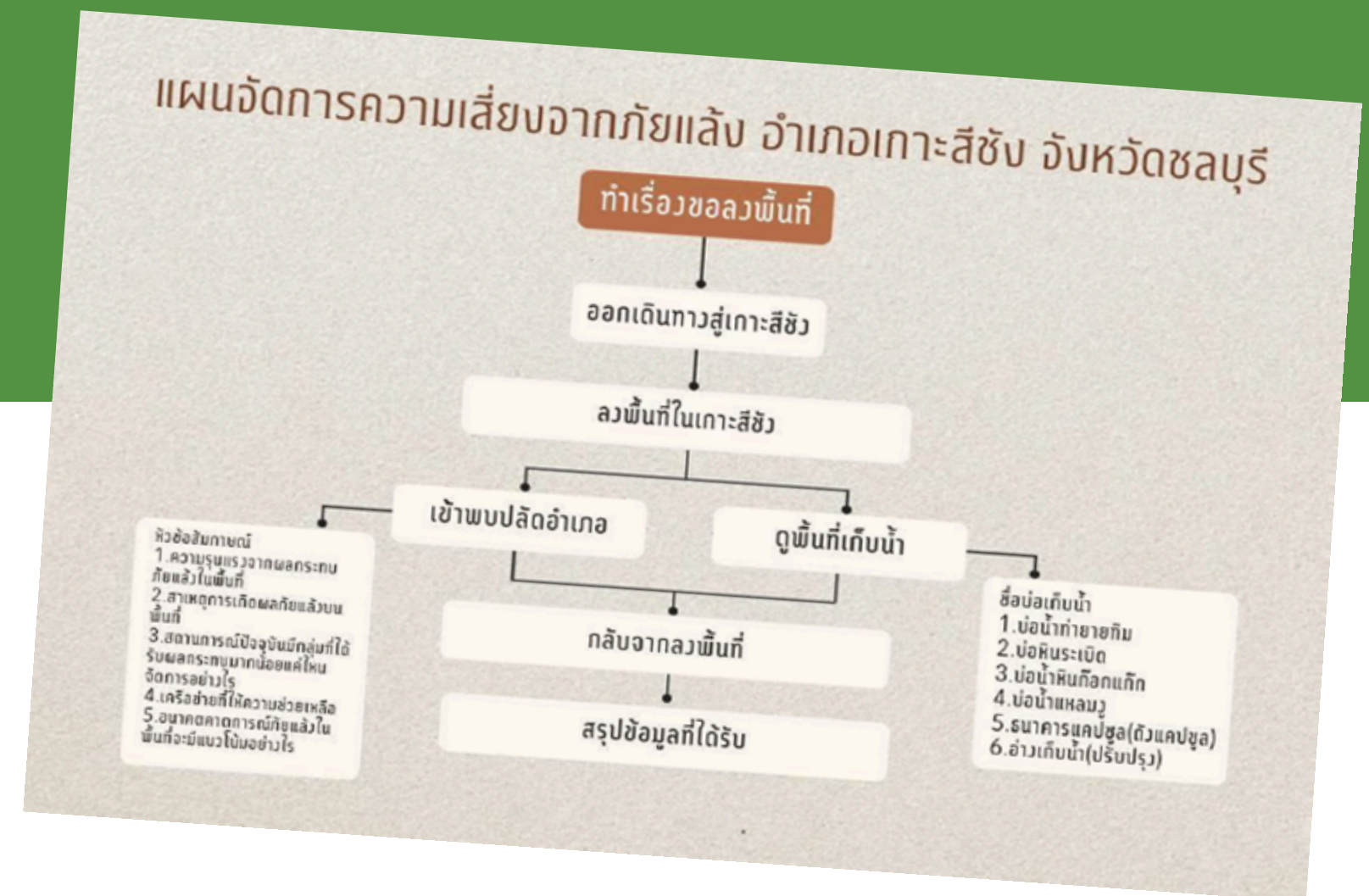


Take urgent action to
combat climate change
and its impacts

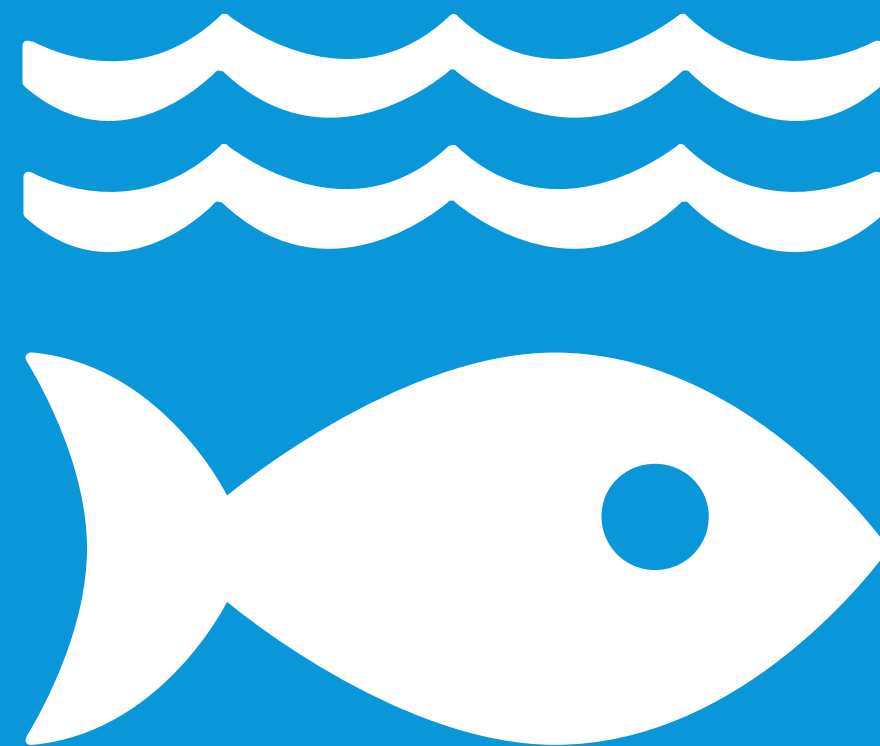
Drought Risk Management Plan Project, Koh Si Chang District, Chonburi Province

Objective

1. To study solutions for drought problems in Tha Thewawong Subdistrict, Koh Si Chang District, Chonburi Province To study solutions for drought problems in Tha Thewawong Subdistrict, Koh Si Chang District, Chonburi Province
2. To create a drought management plan for the Tha Thewawong sub-district, Koh Si Chang District, Chonburi Province To create a drought management plan for the area of Tha Thewawong Subdistrict, Koh Si Chang District, Chonburi Province



14 LIFE BELOW WATER



**Conserve and sustainably use
the oceans, seas and marine
resources for sustainable
development**



Faculty of Fine Arts and Faculty of Public Administration: Organized a seminar titled “The Identity Pattern on Fabric from the Golden Ore Stream” within the Sustainability Expo 2023 (SX2023), showcasing the value of the mangrove forest at Klong Pak Pit, Bang Saphan District. Bang Saphan District, Prachuap Khiri Khan Province Prachuap Khiri Khan has developed eco-tourism and the sale of products dyed with mangrove bark.



Capstone Project

Encourage student projects that create board games to raise awareness of the environment, marine refuse management, marine animal conservation, and greenhouse gas emissions.

Additionally, we participate in fundraising initiatives to develop board games for educational institutions, universities, and schools that are affiliated with us.



On December 19, 2023, 78 students will participate in a volunteer project at the Phanthai Norasingh Foundation that will release 150 crabs back into the ocean.



15 LIFE ON LAND



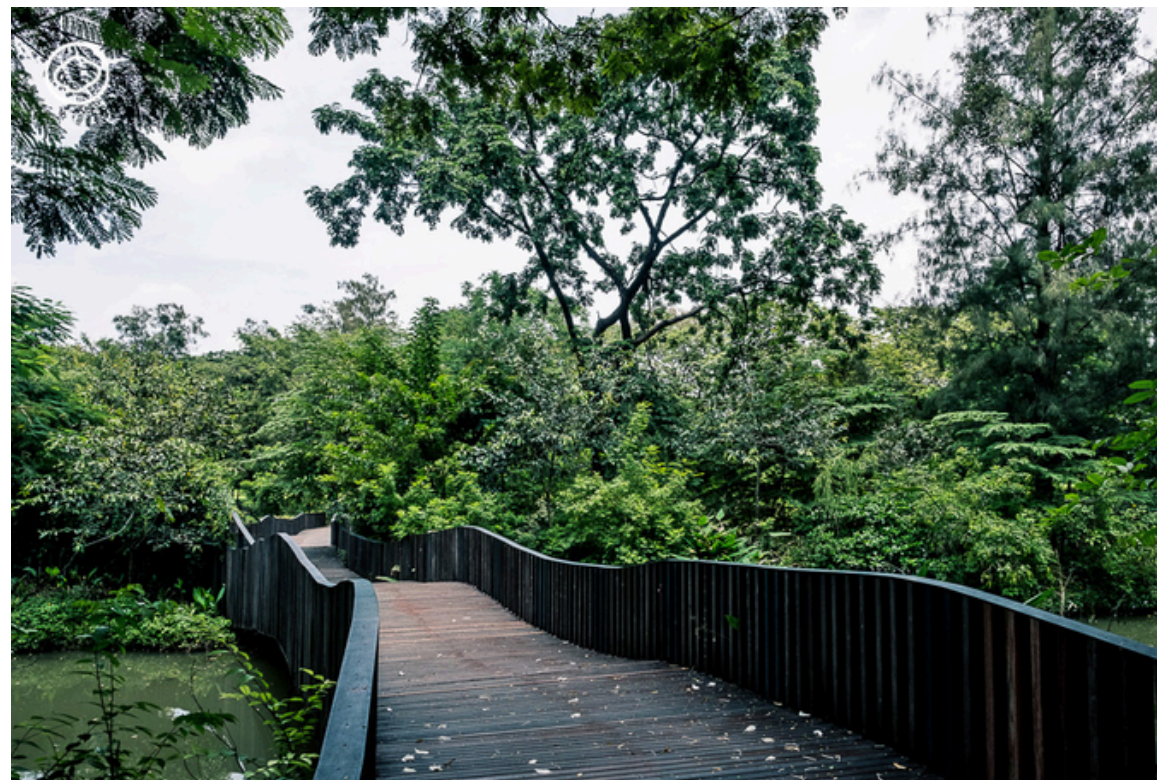
Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Composting food waste and fruit initiative to help the community

Impart knowledge and comprehension while disseminating compost to the local population. Ban Bueng Subdistrict, Si Racha District, Chonburi Province
Sriracha District, Chonburi Province
Chonburi



Activity "Bird Walk @Railway Park" on October 28. March 28, 2023, in collaboration with the Bird Conservation Society of Thailand (BCST), with Bird Leaders sharing knowledge and practical birdwatching activities with students at Wachirabenchathat Park (Rot Fai Park).

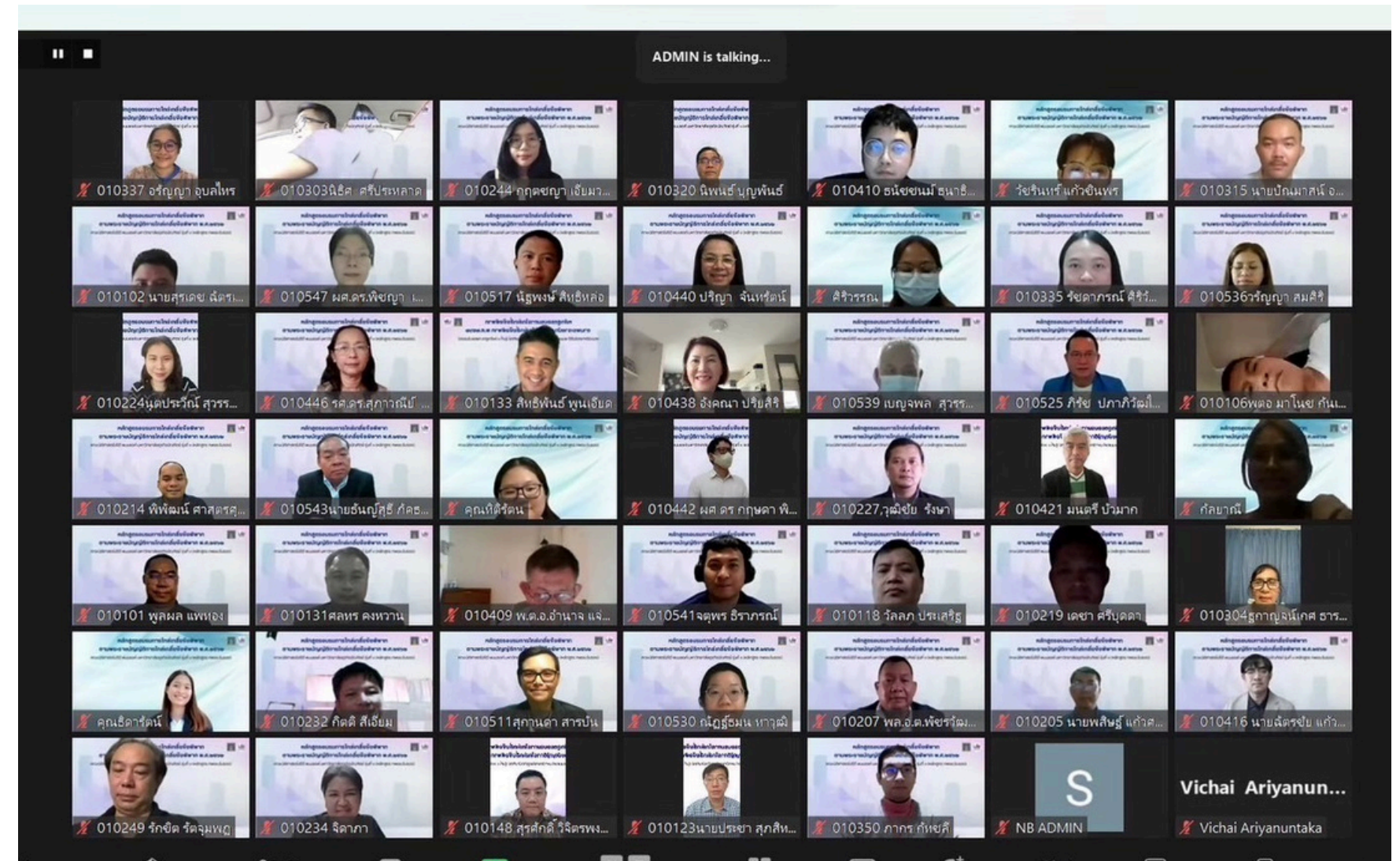
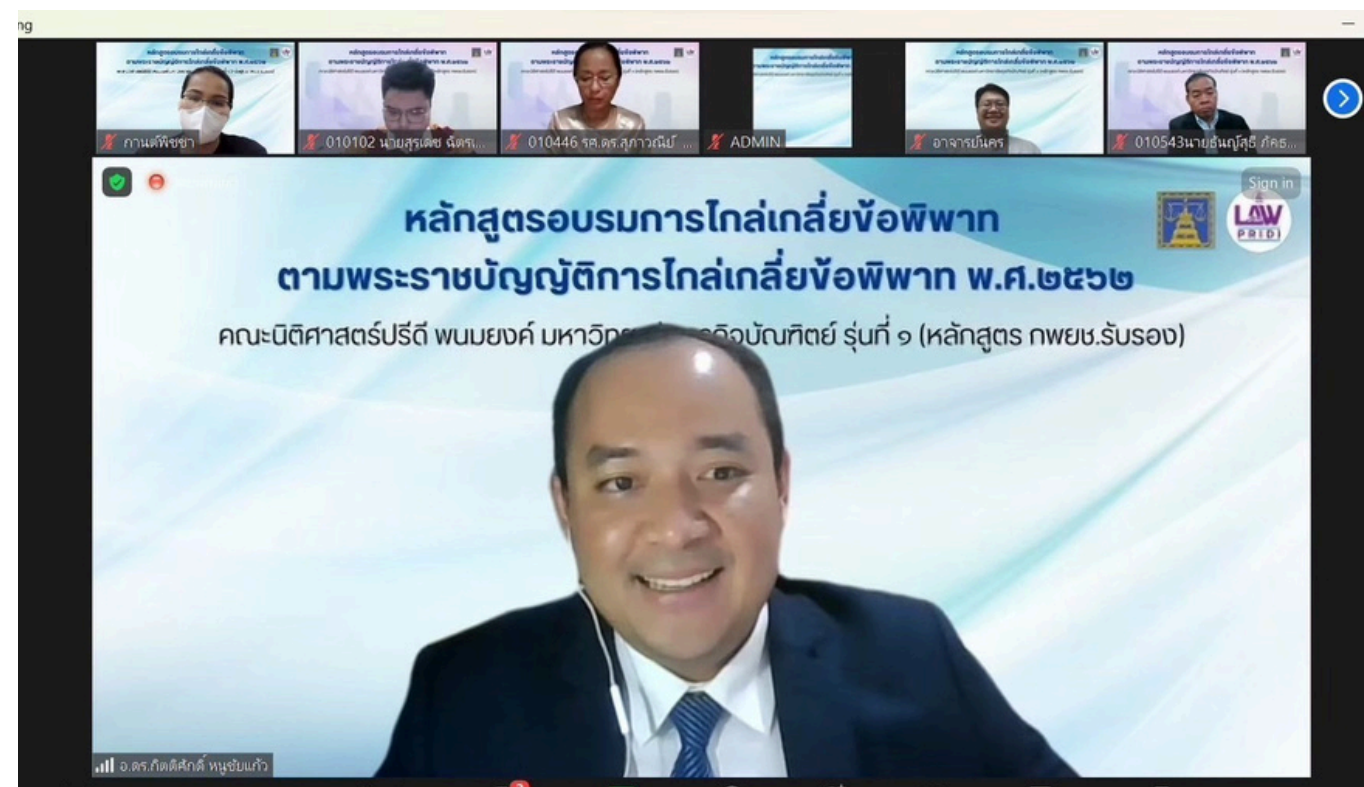


16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Academic seminar on "Active Shooter: Lessons for Technology Law and Public Safety" on November 14, 2023



Nitisanjorn No. 6 Lecture on Law P.R.B.Regarding computer-related offenses B.E.B.E. 2560 B.E.R.B.Child Protection Act B.E. 2546B.E. 2546 and P.R.R.Co.Personal Data Protection ActB.E. 2562 (B.E. 2019) for Grade 12 students on October 27, 2023.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



Nitisanjorn No. 6 Lecture on Law P.R.B.Regarding computer-related offenses B.E.B.E. 2560 B.E.R.B.Child Protection Act B.E. 2546B.E. 2546 and P.R.R.Co.Personal Data Protection ActB.E. 2562 (B.E. 2019) for Grade 12 students on October 27, 2023.



High School Level Legal and Judicial Procedure Training Program for Youth Mock Court, Batch 3, November 7-8, 2023

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



**Strengthen the means of
implementation and revitalize
the Global Partnership for
Sustainable Development**

Further Develop Measurements of Progress

The goal of developing the university towards sustainability

The university is committed to developing into a sustainable university. The development of the university's operations will be carried out under the ESG Framework – Environment, Social, and Governance – and will align with the context of being a private higher education institution, covering all aspects of its operations.



E - Environmental Aspect (Environment)

The university will operate in every dimension to protect and create sustainability for the environment, with a commitment to using resources efficiently, helping to develop, create balance, and reduce environmental impact. This will be achieved through the university's research, innovation, development projects, and various activities to the fullest extent, as well as providing knowledge and real environmental experiences to students, staff, and stakeholders to raise awareness of protecting and preserving the environment.

เป้าหมายของการดำเนินงาน ภายในปีการศึกษา 2569

Environment	Measures	Team Lead	Goal 2569
	UI Green ranking	SD Committee	Top 1 Private U.
	Carbon Emission (Scope1&2)	SD Committee	5 years cumulative > 30%
	ESG Report	SD Committee	Yearly

S - Social aspect (Social)

The university plays an important role in jointly developing and operating responsibly towards society, by contributing to the creation of a good and quality living environment, treating staff, students, and stakeholders fairly, and not neglecting the interests of those involved.

เป้าหมายของการดำเนินงาน ภายในปีการศึกษา 2569

	Measures	Team Lead	Goal 2569
Social	Sustainability culture for DPU	DPU Leadership team	Project success > 80%
	Student well-being (Safety, drugs, mental health)	Student affairs/Dean	Incident = 0

G - Regarding good governance (Governance)

The university will develop the organization with knowledgeable and capable personnel, who are good global citizens. It will drive the organization towards becoming a good organization, ensuring stability, revenue growth, and organizational development through innovation to remain competitive. It will have a transparent governance system and strong risk management.

เป้าหมายของการดำเนินงาน ภายในปีการศึกษา 2569

Governance	Measures	Team Lead	Goal 2569
	Complaints / Misconduct	DPU Leadership team	Zero
	Integrate governance system into business operations	DPU Leadership team	100%
	Good governance report	SD Committee	Yearly

To ensure that the operations align with the United Nations Sustainable Development Goals (2015) – Sustainable Development Goals - SDGs, the university has set four key SDG targets that are consistent with the context of being a private higher education institution, which are:

SDGs	Measures	Team Lead	Goal 2569
8	Decent work and Economic Growth	SD Committee	Achievement > 80%
11	Sustainable cities and communities		
12	Responsible consumption and production		
17	Partnerships for the Goals		



**SUSTAINABLE
DEVELOPMENT
GOALS**

Dhurakij Pundit University supports the Sustainable Development Goals

