ASSUMPTION UNIVERSITY

SDGs REPORT 2025



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ประกาศมหาวิทยาลัยอัสสัมชัญ

ที่ ๕/๒๕๖๘

เรื่อง นโยบายการขับเคลื่อนเป้าหมายการพัฒนาที่ยั่งยืน

ตามที่ มหาวิทยาลัยอัสสัมชัญได้กำหนดแผนยุทธศาสตร์ประจำปีการศึกษา ๒๕๖๖ - ๒๕๗๐ (ฉบับปรับปรุง ปีการศึกษา ๒๕๖๘ - ๒๕๗๐) ที่จะเสริมสร้างการเติบโตของมหาวิทยาลัยและตอบสนองต่อความท้าทายระดับโลก โดยมุ่งเน้นให้มหาวิทยาลัยมีบทบาทในการบรรลุเป้าหมายการพัฒนาที่ยั่งยืน (Sustainable Development Goals - SDGs) และส่งเสริมให้ผู้เรียนทุกช่วงวัยมีความรู้ ทักษะ ค่านิยม และความสามารถในการตัดสินใจพร้อมลงมือปฏิบัติเพื่ออนุรักษ์สิ่งแวดล้อม และส่งเสริมการพัฒนาเศรษฐกิจและสังคมอย่างเป็นธรรมและเสมอภาค

ดังนั้น เพื่อให้การขับเคลื่อนเป้าหมายการพัฒนาที่ยั่งยืนเกิดผลเป็นรูปธรรม มีประสิทธิภาพ ตามแผนยุทธศาสตร์ของมหาวิทยาลัย และสอดคล้องกับเป้าหมายการพัฒนาที่ยั่งยืนของสหประชาชาติ มหาวิทยาลัยอัสสัมชัญจึงประกาศนโยบายการขับเคลื่อนเป้าหมายการพัฒนาที่ยั่งยืน เพื่อให้บุคลากรและนักศึกษาได้ถือเป็นแนวทางในการปฏิบัติ ดังนี้

๑. งานวิจัยเพื่อความยั่งยืน
   - ๑.๑ สนับสนุนงานวิจัยที่มุ่งเน้นการแก้ไขปัญหาสิ่งแวดล้อม เศรษฐกิจ และสังคม
   - ๑.๒ ส่งเสริมให้เกิดการสร้างนวัตกรรมและองค์ความรู้ใหม่ ทั้งในระดับชุมชน ประเทศ และสากล

๒. การศึกษาสำหรับการพัฒนาที่ยั่งยืน
   - ๒.๑ บูรณาการความยั่งยืนเข้าไปในหลักสูตรการศึกษาเพื่อให้นักศึกษามีความรู้และทักษะที่เกี่ยวข้อง
   - ๒.๒ ส่งเสริมการเรียนรู้ตลอดชีวิต (Lifelong Learning) และการศึกษาสำหรับทุกช่วงวัยในประเด็นด้านความยั่งยืน
   - ๒.๓ พัฒนาหลักสูตรฝึกอบรมและกิจกรรมที่สนับสนุนความยั่งยืน

๓. การบริหารจัดการภายในและระบบธรรมาภิบาลเพื่อความยั่งยืน

<u>มิติด้านสังคม</u>

ลดความเหลื่อมล้ำทางสังคมผ่านโครงการและมาตรการต่างๆ เพื่อสร้างความมั่นคงทางเศรษฐกิจ ความมั่นคงด้านอาหาร รวมถึงการส่งเสริมสุขภาพ การศึกษา และความเสมอภาคทางเพศ

<u>มิติด้านเศรษฐกิจ</u>

ผลิตบัณฑิตที่มีทักษะตรงตลาดแรงงาน ส่งเสริมการวิจัย และนวัตกรรม รวมถึงร่วมมือกับภาคอุตสาหกรรมเพื่อพัฒนาเทคโนโลยีและโครงสร้างพื้นฐาน พัฒนาเมืองที่ยั่งยืน ใช้พลังงานสะอาด บริหารจัดการทรัพยากรอย่างมีประสิทธิภาพ

ต่อหน้าที่ ๒ / **มิติ**...

มิติด้านสิ่งแวดล้อม

อนุรักษ์น้ำและการใช้ทรัพยากรน้ำอย่างยั่งยืน ลดของเสียและส่งเสริมเศรษฐกิจหมุนเวียน ส่งเสริมการบริโภคและการผลิตที่เป็นมิตรต่อสิ่งแวดล้อม รวมถึงการจัดการขยะอย่างมีประสิทธิภาพ รักษาความหลากหลายทางชีวภาพ อนุรักษ์ระบบนิเวศทางบกและทางน้ำ และฟื้นฟูพื้นที่สีเขียวในมหาวิทยาลัย

มิติด้านสันติภาพและสถาบัน

ส่งเสริมหลักธรรมาภิบาล ความโปร่งใส และการมีส่วนร่วมของทุกภาคส่วนในการบริหารจัดการ พัฒนาสภาพแวดล้อมที่ปลอดภัยและเป็นธรรม พร้อมทั้งส่งเสริมสันติภาพ สิทธิมนุษยชน และความยุติธรรมในสังคม

มิติด้านหุ้นส่วนการพัฒนา

ส่งเสริมความร่วมมือกับองค์กรภาครัฐ เอกชน และสถาบันการศึกษาทั้งในและต่างประเทศ เพื่อแลกเปลี่ยนองค์ความรู้และทรัพยากร รวมถึงการสร้างเครือข่ายความร่วมมือเพื่อการพัฒนาเศรษฐกิจ สังคม และสิ่งแวดล้อมอย่างยั่งยืน

ประกาศ ณ วันที่ ๑ เมษายน ๒๕๖๘

(ภราดา ดร. ศิริชัย ฟอนซีกา)
อธิการบดี

สำนักงานบริหารทรัพยากรบุคคล

มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY

ประกาศมหาวิทยาลัยอัสสัมชัญ

ที่ ๖/๒๕๖๘

เรื่อง นโยบายการบริหารจัดการสิ่งแวดล้อมที่ยั่งยืน

ตามที่มหาวิทยาลัยอัสสัมชัญได้ประกาศนโยบายการขับเคลื่อนเป้าหมายการพัฒนาที่ยั่งยืน ลงวันที่ ๑ เมษายน ๒๕๖๘ เพื่อกำหนดแนวทางสำคัญในการดำเนินงานด้านความยั่งยืนตามแผนยุทธศาสตร์ของมหาวิทยาลัย และสอดคล้องกับเป้าหมายการพัฒนาที่ยั่งยืนของสหประชาชาติ

จากกรอบนโยบายดังกล่าว เพื่อให้การบริหารจัดการสิ่งแวดล้อมซึ่งเป็นส่วนหนึ่งในเป้าหมายการพัฒนาที่ยั่งยืน (Sustainable Development Goals - SDGs) เกิดผลเป็นรูปธรรมและมีประสิทธิภาพ มหาวิทยาลัยอัสสัมชัญจึงประกาศนโยบายการบริหารจัดการสิ่งแวดล้อมที่ยั่งยืน เพื่อให้บุคลากรและนักศึกษาได้ถือเป็นแนวทางในการปฏิบัติ ดังนี้

๑. จัดทำหลักสูตรและกิจกรรมด้านสิ่งแวดล้อมเพื่อสร้างจิตสำนึกและองค์ความรู้ในการอนุรักษ์สิ่งแวดล้อมแก่บุคลากรและนักศึกษา
๒. สร้างเครือข่ายอนุรักษ์สิ่งแวดล้อมทั้งภายในและภายนอกมหาวิทยาลัยเพื่อส่งเสริมการแลกเปลี่ยนองค์ความรู้และแนวทางปฏิบัติที่ดีด้านสิ่งแวดล้อม
๓. เพิ่มพื้นที่สีเขียวในฐานะที่เป็น “มหาวิทยาลัยในวนอุทยาน”
๔. บริหารจัดการขยะเป็นศูนย์ (Zero Waste) โดยส่งเสริมระบบการคัดแยกขยะและการใช้ประโยชน์จากขยะ รวมถึงสนับสนุนผลิตภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อม
๕. บริหารจัดการพลังงานอย่างยั่งยืน ผ่านมาตรการประหยัดพลังงานและส่งเสริมการใช้พลังงานสะอาดและพลังงานหมุนเวียน
๖. ลดการปล่อยก๊าซเรือนกระจกเป็นกลางทางคาร์บอน (Carbon Neutrality) ภายในปี ค.ศ. ๒๐๕๐ และก้าวสู่การปล่อยก๊าซเรือนกระจกสุทธิเป็นศูนย์ (Net-Zero) ภายในปี ค.ศ. ๒๐๖๕

ประกาศ ณ วันที่ ๑ เมษายน ๒๕๖๘

(ภราดา ดร. ศิริชัย ฟอนซีกา)
อธิการบดี

สำนักงานบริหารทรัพยากรบุคคล

มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY

คำสั่งมหาวิทยาลัยอัสสัมชัญ
ที่ ๓๖/๒๕๖๘
เรื่อง แต่งตั้งคณะกรรมการด้านความยั่งยืน (AU Sustainability Committee)

โดยที่เห็นเป็นการสมควรเพื่อให้การบริหารงานด้านความยั่งยืนมีประสิทธิภาพและประสิทธิผล ตอบสนองต่อแผนยุทธศาสตร์ ๕ ปี มหาวิทยาลัยอัสสัมชัญ (ปีการศึกษา ๒๕๖๖ - ๒๕๗๐) ฉบับปรับปรุง ปีการศึกษา ๒๕๖๘ - ๒๕๗๐ อธิการบดีอาศัยอำนาจตามความในมาตรา ๔๓ แห่งพระราชบัญญัติสถาบันอุดมศึกษาเอกชน พ.ศ. ๒๕๔๖ แก้ไขเพิ่มเติม (ฉบับที่ ๒) พ.ศ. ๒๕๕๐ จึงให้ยกเลิกคำสั่งมหาวิทยาลัยอัสสัมชัญ ที่ ๑๒/๒๕๖๘ ลง วันที่ ๒๐ กุมภาพันธ์ ๒๕๖๘ และมีคำสั่งแต่งตั้งคณะกรรมการด้านความยั่งยืน ชุดใหม่ ประกอบด้วย

๑.	ภราดา ดร. ศิริชัย	ฟอนซีกา	ที่ปรึกษา
๒.	รศ.ดร. ชนินทร	จิตตวิริยานุกูล	ประธานกรรมการ
๓.	ผศ.ดร. อุรีย์	เจี่ยสกุล	กรรมการ
๔.	นางสาวช้องทิพย์	นาวิกาญจนะ	กรรมการ
๕.	รศ.ดร. รวิน	วงศ์อุไร	กรรมการ
๖.	นายเอก	วงศ์อนันต์	กรรมการ
๗.	นายสหรัฐ	ดาวพิเศษ	กรรมการ
๘.	นางเบญจภรณ์	อนันต์วณิชย์ชา	กรรมการ
๙.	นายฐิตพัฒน์	วัจฉลพงษ์	กรรมการ
๑๐.	นางสาวณัฐทยามณฑ์	พยนต์รักษ์	กรรมการ
๑๑.	นายเดชวัฒน์	วาจาสุจริต	กรรมการ
๑๒.	นางสาวพิสมัย	แสนไชย	กรรมการ
๑๓.	ดร. ยุพาวดี	ห่อพิทักษ์วงศ์	กรรมการ
๑๔.	ดร. ปรีชา	เมธาวัสรภาคย์	กรรมการ
๑๕.	ดร. พรภพ	แสงทอง	กรรมการ
๑๖.	นายก้องเกียรติ	วรวงษ์	กรรมการ
๑๗.	นายกวิศ	สุระประพันธ์	กรรมการ
๑๘.	นายจักกฤช	ป่านทับ	กรรมการ
๑๙.	นายกิตติ	สุวรรณะ	กรรมการ
๒๐.	ผศ.ดร. พัชนีย์	ยะสุรินทร์	กรรมการและเลขานุการ
๒๑.	นายจิรศักดิ์	สมบัติ	กรรมการและผู้ช่วยเลขานุการ
๒๒.	นางสาวจิรวดี	พิศาลวัชรินทร์	กรรมการและผู้ช่วยเลขานุการ

ทั้งนี้ ตั้งแต่บัดนี้เป็นต้นไป

สั่ง ณ วันที่ ๑ เมษายน ๒๕๖๘

(ภราดา ดร. ศิริชัย ฟอนซีกา)
อธิการบดี

สำนักงานบริหารทรัพยากรบุคคล

SDGs PROJECTS

Theophane Venard School of Biotechnology

Project	Detail	Related SDGs	Photo
1. Assumption University's Biotechnology Innovation Showcased at World Expo 2025 in Osaka	The Theophane Venard School of Biotechnology, Assumption University of Thailand (AU), proudly joins the National Research Council of Thailand (NRCT), under the Ministry of Higher Education, Science, Research, and Innovation (MHESI), in presenting Thai research and innovation at World Expo 2025 in Osaka, Japan, under the theme *"Designing Future Society for Our Lives."* Among the outstanding innovations selected to represent Thailand is the Rice Bio Beverage, a functional food innovation co-developed by the Faculty of Biotechnology, AU, and Innovative Pharma Herbs Co., Ltd. This health-focused product is derived from Thai rice and processed using pullulanase enzymes to enhance resistance to digestion. The result is slower glucose absorption, stabilization of blood sugar levels, and reduced insulin response—making it particularly suitable for seniors, diabetic patients, and individuals with special dietary needs. Enriched with anthocyanins, fiber, and natural nutrients, the beverage offers significant health benefits while contributing to sustainable food systems. Beyond health, this project creates strong socio-economic impact by increasing the value of Thai agricultural products, generating new opportunities for local farmers and entrepreneurs, and strengthening the Thai health-food industry. By combining academic expertise, industrial collaboration, and government support, the project demonstrates AU's commitment to knowledge transfer and sustainable innovation.	1, 2, 3, 4, 8, 9, 12, 17	 

	Relevant SDGs: • SDG 1 No Poverty: Enhancing farmers' income through rice value addition. • SDG 2 – Zero Hunger: Enhancing food security through value-added rice innovation. • SDG 3 – Good Health and Well-Being: Promoting functional foods for better health outcomes. • SDG 4 Quality Education: Disseminating research-based knowledge to society. • SDG 8 Decent Work & Economic Growth: Driving new economic opportunities via health-food innovations. • SDG 9 – Industry, Innovation, and Infrastructure: Driving biotechnology-based industry development. • SDG 12 – Responsible Consumption and Production: Ensuring sustainable agricultural use and innovative food processing. • SDG 17 – Partnerships for the Goals: Strengthening collaborations between academia, industry, and government. Participation in World Expo 2025 represents a milestone for Assumption University in positioning Thailand as a global leader in sustainable innovation and future food solutions.		

Project	Detail	Related SDGs	Photo
2. Food Biotechnology Student Research Innovation Exhibition	On February 22, 2025, students from the Theophane Venard School of Biotechnology, Assumption University, proudly presented their senior projects to the AU President and faculty members. The exhibition provided an opportunity for senior students to demonstrate how knowledge gained throughout their studies could be applied to tackle real-world challenges in the food technology industry. A total of 12 students participated in this academic showcase. The projects reflected a wide range of innovation, including: • Lip Balm using Black Seed Oil and Rose Oil • Ready-to-Cook Green Curry and Panang Instant Powder • Keto Butter Cookies made from Defatted Cashew Nut Powder • Sugar Reduction in Fruit Juice using Probiotic Lactic Acid Bacteria (*Lactobacillus acidophilus*) • Antioxidant Activity in Leguminosae during the Sprouting Period • SPF Lotion Stick Development • Ricotta Cheese Spread from Alternative Milk • Chitosan with Turmeric Extract as Edible Coating for Fruit Preservation • Organic Fertilizer from Rice Straw Waste • Reduced-Fat Cambodian Chinese Sausage using Mung Bean Base • Collagen Peptide Extraction from Fish Byproducts • Banana Flour Incorporated into Potato Starch Noodles The popular vote winners were: 1. Lip Balm using Black Seed Oil and Rose Oil 2. Antioxidant Activity in Leguminosae during Sprouting and SPF Lotion Stick Development 3. Organic Fertilizer from Rice Straw Waste The event was a remarkable success, drawing strong interest and inspiration among junior students, while highlighting the School of	3, 9, 12, 13	  

	Biotechnology's commitment to research, sustainability, and innovation. Relevant SDGs: • SDG 3: Good Health and Well-being – Development of food and skincare products with health benefits. • SDG 9: Industry, Innovation, and Infrastructure – Promoting innovation in biotechnology and product development. • SDG 12: Responsible Consumption and Production – Using byproducts and food waste for sustainable solutions. • SDG 13: Climate Action – Projects addressing environmental sustainability, such as rice straw waste management.		

Project	Detail	Related SDGs	Photo
3. Future Food: Student Innovation Showcase at Assumption University	On February 19, 2025, the Theophane Venard School of Biotechnology, Assumption University, hosted the Future Food Innovation Showcase at the Huamak Campus. The event served as a dynamic platform for biotechnology students to present their creative and innovative food prototypes, developed during class and laboratory sessions. This public exhibition aimed to foster creativity, communication, and practical application of classroom learning, while also inspiring the broader community to reimagine the possibilities of food innovation. Congratulations to the winners of the Popular Vote: 1. Inulin Cheesecake (FT4114 Bakery) – 72 votes 2. Oat Cookies (FT4114 Bakery) – 58 votes 3. Perilla Seed White Bread (FT4157 Advanced Food Processing Innovation and Technologies) – 43 votes ✨Other innovative projects included: • Oat Milk Butter Cake • Orange Jam • Crispy Matcha Muffin	1, 2, 3, 4, 8, 9, 10, 11, 12, 17	

	• Meringue The showcase highlighted the talent and dedication of 3rd–4th year students, who demonstrated not only technical expertise but also the vision to shape the future of food. Relevant SDGs: • SDG 1: No Poverty – Providing opportunities for students to create affordable and accessible food innovations that can potentially support vulnerable communities and reduce inequality. • SDG 2: Zero Hunger – Supporting innovation in food development to improve nutrition and create more accessible food choices. • SDG 3: Good Health and Well-being – Promoting healthier alternatives and functional foods that enhance wellness. • SDG 4: Quality Education – Encouraging experiential learning, creativity, and hands-on innovation for students. • SDG 8: Decent Work and Economic Growth – Preparing students with entrepreneurial and innovation skills that can be applied in future food industries. • SDG 9: Industry, Innovation, and Infrastructure – Fostering applied research and collaboration in food technology and processing. • SDG 11: Sustainable Cities and Communities – Introducing food innovations that can contribute to resilient and sustainable urban food systems. • SDG 12: Responsible Consumption and Production – Reducing food waste and encouraging sustainable practices in product development. • SDG 17: Partnerships for the Goals – Promoting collaboration among students, lecturers, and the wider community for sustainable food innovation.		

Project	Detail	Related SDGs	Photo
4. Assumption University Students Gain Entrepreneurial Experience through Bio Factory Project	On March 31, 2025, Food Technology students from Assumption University showcased their entrepreneurial spirit through the Bio Factory Project at Huamak Campus. The project provided students with the opportunity to manage a small pilot-scale food factory, where they applied knowledge from various courses such as food product development, quality control, marketing, and food safety. Students created, produced, and sold their own innovative food products, gaining first-hand experience in business operations and entrepreneurship. A highlight of the project was Flavorlab, a student-led brand offering handcrafted premium nougat in two unique flavors: *ABAC Favor* (Strawberry Milk & Butterfly Pea) and *Biotech Favor* (Strawberry & Matcha). This initiative not only enhanced students' practical skills but also nurtured creativity and innovation, preparing them to become successful entrepreneurs in the future. Relevant SDGs: • SDG 1: No Poverty – empowering students with entrepreneurial skills that can generate income and economic opportunities. • SDG 2: Zero Hunger – promoting innovative and sustainable food production. • SDG 3: Good Health and Well-being – supporting healthier food innovations with safe and nutritious products. • SDG 4: Quality Education – integrating theory with practical, experiential learning. • SDG 8: Decent Work and Economic Growth – fostering entrepreneurship, employability, and sustainable business models. • SDG 9: Industry, Innovation, and Infrastructure – advancing product development, applied technologies, and small-scale industry experience. • SDG 12: Responsible Consumption and Production – encouraging sustainable and responsible food innovation. • SDG 17: Partnerships for the Goals – strengthening collaboration between academia, industry, and society.	1, 2, 3, 4, 5, 8, 9, 12, 17	  

Project	Detail	Related SDGs	Photo
5. Future Food for Wellness: AU Hosts Dr. Visit Limlurcha at Theophane Venard School of Biotechnology	The Theophane Venard School of Biotechnology at Assumption University of Thailand (AU) proudly welcomed Dr. Visit Limlurcha, President of the Thai Future Food Trade Association, for an engaging talk on “Future Food for Wellness” as part of the FT2006 Functional Food for Health course. The event took place on Thursday, February 6, 2025, at Hua Mak Campus. Dr. Limlurcha captivated students and faculty with insights into the future of functional foods, sustainable food production, wellness-focused products, and cutting-edge innovations shaping the global food market. He emphasized the importance of innovation, sustainability, and health promotion in Thailand’s food industry, preparing students for impactful careers in this dynamic sector. The Thai Future Food Trade Association promotes collaboration among industry leaders, policymakers, and researchers to address global food challenges and advance Thailand as a hub for sustainable, health-focused food production. This event highlights AU’s dedication to connecting students with industry leaders, enhancing experiential learning, and fostering knowledge that contributes to health, well-being, and sustainable development. Relevant SDGs: • SDG 2: Zero Hunger – promoting sustainable, nutritious food production • SDG 3: Good Health and Well-Being – supporting functional foods for health • SDG 4: Quality Education – providing students with industry knowledge and practical skills • SDG 9: Industry, Innovation, and Infrastructure – fostering innovation in food technology • SDG 12: Responsible Consumption and Production – advancing sustainable food practices • SDG 17: Partnerships for the Goals – connecting academia, industry, and policymakers	2, 3, 4, 9, 12, 17	  

Project	Detail	Related SDGs	Photo
6. Assumption University Collaborates with the Nonthaburi Provincial Industry Office to Bring Research to the Community through the Development of "Goat Milk Cheese"	The Theophane Venard School of Biotechnology, Assumption University, in collaboration with the Nonthaburi Provincial Industry Office, under the Ministry of Industry, has initiated a project to promote and enhance bio-agricultural products under the Bio-Circular-Green (BCG) Economy Model for Fiscal Year 2025. Challenges Identified: Local entrepreneurs had previously attempted to produce goat milk cheese on their own but faced difficulties with fermentation, curd formation, and achieving the desired flavor. Solutions Provided: • Applied *starter cultures* and *rennet enzymes* to improve the coagulation process. • Developed goat milk into a high-value premium cheese product. • Positioned the product as a high-potential premium item with strong demand in the market. For more information, please contact: Wetchapaiboon Farm Community Enterprise 2/4 Moo 2, Lahan Subdistrict, Bang Bua Thong District, Nonthaburi Tel: 088-931-2975 This initiative is part of the Project to Promote and Upgrade Bio-Agricultural Products, under the activity *"Adding Value to Bio-Agricultural Products"* led by the Nonthaburi Provincial Industry Office, Ministry of Industry. Relevant SDGs: • SDG 1: No Poverty – Increasing rural income and strengthening local economies. • SDG 2: Zero Hunger – Enhancing food security with nutritious, value-added dairy products. • SDG 3: Good Health and Well-being – Promoting access to healthy premium dairy products.	1, 2, 3, 8, 9, 11, 12, 13, 17	

	• SDG 8: Decent Work and Economic Growth – Supporting entrepreneurship and premium food markets. • SDG 9: Industry, Innovation, and Infrastructure – Applying biotechnology to improve food processing. • SDG 11: Sustainable Cities and Communities – Strengthening local community-based enterprises. • SDG 12: Responsible Consumption and Production – Promoting sustainable use of agricultural resources. • SDG 13: Climate Action – Reducing agricultural waste and lowering greenhouse gas emissions. • SDG 17: Partnerships for the Goals – Building collaboration between universities, government, and communities.		

Project	Detail	Related SDGs	Photo
7. Assumption University and Nonthaburi Provincial Industry Office Empower Local Entrepreneurs with Bio-Agricultural Product Innovation	The Theophane Venard School of Biotechnology, Assumption University, in collaboration with the Nonthaburi Provincial Industry Office, organized a hands-on training workshop on *"Upgrading Bio-Agricultural Products into High-Value Processing Industries"* on January 22–23, 2025, at Organ by Smart Nine Farm, Nonthaburi. The program, part of the Project to Promote and Upgrade Bio-Agricultural Products (FY2025), aimed to transfer academic knowledge and practical skills to local farmers and SMEs. By applying biotechnology and the Bio-Circular-Green (BCG) Economy Model, participants learned to transform raw agricultural materials into premium products with strong market potential. Relevant SDGs: • SDG 1: No Poverty – Enhancing local income and reducing rural poverty. • SDG 2: Zero Hunger – Strengthening food security through value-added agricultural products.	1, 2, 4, 5, 8, 9, 10, 11, 12, 13, 17	

	• SDG 4: Quality Education – Knowledge transfer and lifelong learning for farmers and SMEs. • SDG 5: Gender Equality – Empowering women entrepreneurs in agricultural processing. • SDG 8: Decent Work and Economic Growth – Promoting entrepreneurship and sustainable growth. • SDG 9: Industry, Innovation, and Infrastructure – Applying biotechnology and innovation in food industries. • SDG 11: Sustainable Cities and Communities – Building resilience in community-based enterprises. • SDG 12: Responsible Consumption and Production – Promoting efficient use of agricultural resources. • SDG 13: Climate Action – Reducing agricultural waste and environmental impact. • SDG 17: Partnerships for the Goals – Collaboration between academia, government, and community.		

Project	Detail	Related SDGs	Photo
8. Bold Ideas for a Fragile Planet: AU Students Inspired to Act for Nature	Assumption University of Thailand (AU) strengthened its commitment to environmental education and sustainability through a special guest lecture by Dr. Petch Manopawitr, a prominent conservation scientist and biodiversity advocate, held on July 4, 2025, at AU's Hua Mak Campus. The lecture brought together students, faculty members, and environmental enthusiasts to explore conservation science, sustainable development, biodiversity protection, and community-based environmental action. Drawing on his experience in Thailand and internationally, Dr. Petch shared real-world examples of how scientific knowledge, innovation, and community participation can be translated into practical solutions for environmental challenges. As President of the Bird Conservation Society of Thailand (BCST) and co-founder of ReReef, Dr. Petch highlighted the importance of integrating conservation with social innovation and sustainable entrepreneurship. Through case studies and interactive discussions, students were encouraged to rethink the relationship between people and nature and explore opportunities to contribute to environmental conservation through science, policy, entrepreneurship, and eco-innovation. The session reinforced AU's commitment to developing environmentally responsible graduates equipped with the knowledge, awareness, and motivation to contribute to a more sustainable future. SDGs Alignment • SDG 4: Quality Education – Provides students with expert knowledge, real-world case studies, and learning opportunities in environmental conservation and sustainable development.	4, 13, 14, 15, 17	  

	• SDG 13: Climate Action – Builds awareness and capacity to understand environmental and climate challenges and encourages practical climate action. • SDG 14: Life Below Water – Promotes knowledge and action for marine ecosystem conservation, particularly coral reef protection and restoration. • SDG 15: Life on Land – Supports biodiversity and ecosystem conservation through environmental education and awareness. • SDG 17: Partnerships for the Goals – Connects AU with conservation practitioners, environmental organizations, and social enterprises to promote knowledge exchange and collaborative action.		

Project	Detail	Related SDGs	Photo
9. AU Alumnus Inspires Biotechnology Students with Astrology-Inspired Functional Beverage Innovation	The Theophane Venard School of Biotechnology, Assumption University of Thailand (AU) welcomed alumnus Mr. Jessada Laicharoenkiat, a successful beverage entrepreneur, as a guest speaker on September 4, 2025, at the Hua Mak Campus. Mr. Jessada presented an engaging session on “Functional Food for Your Own Astrology,” exploring how functional foods and beverages can be creatively developed to reflect consumer lifestyles, interests, and beliefs. Drawing on his industry experience, Mr. Jessada demonstrated how science, creativity, market trends, and consumer psychology can come together to inspire innovative food and beverage products. The session encouraged students to look beyond laboratory science and explore opportunities in entrepreneurship and the food and beverage industry. The activity reflected AU’s commitment to experiential learning and industry engagement, connecting academic knowledge with real-world applications and inspiring students to become future innovators and entrepreneurs. SDGs Alignment • SDG 4: Quality Education – Provides students with practical knowledge, industry perspectives, and entrepreneurial learning beyond the classroom. • SDG 8: Decent Work and Economic Growth – Promotes entrepreneurship, innovation, and skills development relevant to the food and beverage industry. • SDG 9: Industry, Innovation and Infrastructure – Encourages the application of biotechnology, creativity, and innovation in developing new food and beverage products.	4, 8, 9	  

Project	Detail	Related SDGs	Photo
10. AU Biotechnology Expertise Takes the Stage at Thailand LAB INTERNATIONAL 2025	Assumption University of Thailand (AU) showcased its expertise in biotechnology at Thailand LAB INTERNATIONAL 2025, held at BITEC Bangna. On September 3, 2025, Ajarn Watanya Chaisayan, Lecturer from the Theophane Venard School of Biotechnology, delivered a presentation titled “Sensory for Quality Control” at Bio Square Hall. The presentation highlighted the importance of sensory evaluation in food quality and safety, demonstrating how scientific assessment of physical, chemical, and sensory changes can support effective quality control and product development in the food and biotechnology industries. The session attracted academics, researchers, and industry professionals, providing an opportunity for knowledge exchange and reinforcing AU’s contribution to biotechnology education, research, and industry innovation. Participation in Thailand LAB INTERNATIONAL also strengthened AU’s engagement with the broader scientific and industrial community. SDGs Alignment • SDG 4: Quality Education – Shares specialized biotechnology knowledge and provides opportunities for professional and lifelong learning. • SDG 9: Industry, Innovation and Infrastructure – Promotes the application of scientific knowledge and innovation to improve food quality control and biotechnology practices. • SDG 17: Partnerships for the Goals – Creates opportunities for knowledge exchange and collaboration among academia, researchers, and industry.	4, 9, 17	  

Project	Detail	Related SDGs	Photo
11. Brewing Knowledge: AU Students Explore Coffee Cupping and Food Innovation	The Theophane Venard School of Biotechnology, Assumption University of Thailand (AU), hosted a “Coffee Cupping Test” course on September 8, 2025, at the Hua Mak Campus. The session was led by Mr. Nateepat Pitinidhipat, AU alumnus and Co-Founder of Van Hart Coffee, who introduced students to professional coffee tasting and evaluation techniques. Through hands-on practice, students learned how to assess differences in aroma, flavor, and body, while gaining an understanding of international coffee cupping standards used in the industry. The workshop demonstrated AU’s commitment to applied learning and industry engagement, connecting food science knowledge with practical business applications and inspiring students to pursue innovation in the food and beverage sector. SDGs Alignment • SDG 4: Quality Education – Provides hands-on, industry-relevant learning and develops students’ professional skills. • SDG 8: Decent Work and Economic Growth – Builds career-ready skills and entrepreneurial perspectives relevant to the food and beverage industry. • SDG 9: Industry, Innovation and Infrastructure – Connects food science and technology with innovation and real-world industry applications.	4, 8, 9	  

Project	Detail	Related SDGs	Photo
12. AU Students Showcase Innovative Solutions for the Future of Food	The Theophane Venard School of Biotechnology, Assumption University of Thailand (AU) hosted the Future Food Student Innovation Showcase on September 17, 2025, at Salle d'Expo, Hua Mak Campus, highlighting student innovation, scientific research, and entrepreneurship in the food sector. Students presented a range of forward-thinking projects, from sustainable packaging and innovative food products to emerging food technologies, addressing important global challenges including nutrition, food security, and environmental sustainability. Visitors had the opportunity to explore prototypes, sample new products, and exchange ideas directly with the young innovators. The event brought together AU students, faculty members, and industry representatives, creating opportunities to connect academic knowledge with real-world applications and Thailand's rapidly evolving food industry. Asst. Prof. Patchanee Yasurin, Ph.D., Dean of the Theophane Venard School of Biotechnology, highlighted the students' combination of technical knowledge, creativity, entrepreneurship, and awareness of global sustainability trends. SDGs Alignment • SDG 2: Zero Hunger – Supports innovation in food products and technologies that can contribute to food security and improved nutrition. • SDG 4: Quality Education – Provides students with practical opportunities to apply scientific knowledge, research, creativity, and entrepreneurship. • SDG 9: Industry, Innovation and Infrastructure – Promotes biotechnology, food technology, research, and innovation for industry development. • SDG 12: Responsible Consumption and Production – Encourages sustainable food production and innovative packaging solutions that reduce environmental impacts.	2, 4, 9, 12	  

Project	Detail	Related SDGs	Photo
13. AU Strengthens Future Food and Biotechnology Skills Through Industry-Linked Training	Assumption University of Thailand (AU), in collaboration with the Ministry of Higher Education, Science, Research and Innovation and the Thai Future Food Trade Association, held a certificate awarding ceremony on September 27, 2025, at the Hua Mak Campus. The program, "Enhancing Entrepreneurs' Capacity towards International Food Safety Standards through Digital Innovation in Food Industry Production and Biotechnology," equipped participants with knowledge and practical skills in food safety, biotechnology, and digital innovation. A keynote session on "Thai Future Food Trends" by Dr. Visit Limlurcha, President of the Thai Future Food Trade Association and Vice Chairman of the Thai Chamber of Commerce, highlighted emerging global food trends and opportunities for Thailand to strengthen its competitiveness in the future food sector. The ceremony concluded with certificates presented by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU. Organized by the Theophane Venard School of Biotechnology, the initiative reflects AU's commitment to industry-academic collaboration, innovation, sustainable practices, and entrepreneurial development in support of Thailand's future food and biotechnology industries. SDGs Alignment • SDG 2: Zero Hunger – Supports innovation and capacity building in the food sector, contributing to sustainable and resilient food systems. • SDG 4: Quality Education – Develops advanced knowledge and practical skills in food safety, biotechnology, and digital innovation. • SDG 8: Decent Work and Economic Growth – Strengthens entrepreneurs' capabilities and supports competitiveness and growth in the future food industry. • SDG 9: Industry, Innovation and Infrastructure – Promotes biotechnology and digital innovation and strengthens collaboration between academia and industry. • SDG 12: Responsible Consumption and Production – Supports sustainable production practices and improved food safety standards.	2, 4, 8, 9, 12	  

Project	Detail	Related SDGs	Photo
14. AU Inspires Young Innovators at Junior-Sci Conference: Future Food for Sustainability 2025	Assumption University of Thailand (AU), through the Theophane Venard School of Food Biotechnology and Innovation, hosted the Junior-Sci Conference: Future Food for Sustainability 2025 on October 16, 2025, at the Hua Mak Campus. The conference brought together talented young researchers from schools across Thailand to share scientific ideas and explore innovative solutions to challenges facing the future of food and sustainable development. Under the theme “Future Food for Sustainability,” the conference provided a platform for students to present their research through Speed Presentations and Poster Presentations in three key areas: Future Food for Sustainability, Packaging Innovations for the Future of Food, and Sustainable and Biodegradable Food Materials. The projects demonstrated how young researchers are applying scientific knowledge, creativity, and innovation to develop alternative foods, sustainable ingredients, environmentally friendly packaging, and new materials. The opening ceremony was presided over by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, with welcoming remarks from Asst. Prof. Dr. Patchanee Yasurin, Dean of the Theophane Venard School of Food Biotechnology and Innovation. Throughout the conference, students had the opportunity to exchange ideas with peers, receive feedback from academic judges and industry experts, and gain valuable experience in communicating scientific research to a wider audience. Winners and Awards Best Presenter: [Prasarnmit Demonstration School, Srinakharinwirot University] — [Effects of Unripe Banana Flour on Sensory Acceptance and Characteristics of Macarons]	2, 4, 9, 12, 17	  

	1st Runner-up: [Srinagarindra The Princess Mother School, Phayao] — [Development of Plant-Based Fish Feed Containing Carotenoids and Anthocyanins for Guppy Growth and Pigmentation] 2nd Runner-up: [Saint Louis School Chachoengsao] — [Alginate Noodles Made from Egg Whites and Wolffia (*Wolffia globosa*) for Individuals with Gluten Intolerance and Protein Deficiency] Honorable Award: [Assumption College Thonburi] — [Development of innovative Pasta Products Using Indigenous Thai Rice for Sustainable Community Economic Enhancement] Honorable Award: [Chonkanyanukoon School] — [Projella Bar: Innovative Protein Bar Derived from Jellyfish] Popular Poster Award: [Simuang Wittayakhan School] — [Bouncy Tapioca Jelly Ice Cream] SDGs Alignment • SDG 2: Zero Hunger – Supports research and innovation in alternative foods, nutrition, and sustainable food sources, contributing to more resilient and sustainable food systems. • SDG 4: Quality Education – Provides students with experiential learning opportunities through research, scientific presentations, critical thinking, and innovation. • SDG 9: Industry, Innovation and Infrastructure – Encourages research and technological innovation in food, packaging, biotechnology, and sustainable materials. • SDG 12: Responsible Consumption and Production – Promotes sustainable food production, environmentally friendly packaging, biodegradable materials, and more responsible use of resources. • SDG 17: Partnerships for the Goals, particularly by promoting knowledge sharing, capacity building, and multi-stakeholder collaboration to advance sustainable development.		

Project	Detail	Related SDGs	Photo
15. Future Food Innovation Junior Competition 2025 Inspires Youth to Create Sustainable Food Solutions	The Future Food Innovation Junior Competition 2025 was successfully held on October 17, 2025, at the Salle d'Expo, Hua Mak Campus, Assumption University of Thailand (AU). Organized by the Theophane Venard School of Food Biotechnology and Innovation, the competition brought together 43 finalist teams from across Thailand to present innovative "Future Food" products to a panel of academic and industry experts. The competition challenged young innovators to develop creative, sustainable, and market-ready food products that respond to global challenges. Projects were evaluated based on innovation, sustainability, presentation, and commercial potential. The event concluded with an awards ceremony presided over by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, celebrating the students' creativity and commitment to sustainable food innovation. The competition also supports Thailand's Bio-Circular-Green (BCG) Economy Model, encouraging young people to transform scientific knowledge and creativity into innovative solutions that can contribute to a more sustainable food system and future. Winners and Awards Grand Prize: [Cookie run/ Prince of Songkla University Demonstration School (Secondary)] 1st Runner-up: [NUTRIV/ Triam Udom Suksa School] 2nd Runner-up: [ศิษย์ครูเพชร/ Saint Louis School Chachoengsao] Honorable Award: [Acs innovation sci / Bangkok Patana] Honorable Award: [BoomBoom/The Newton Sixth Form] Honorable Award: [Acs innovation sci / Assumption College Sriracha] Honorable Award: [Gadgeteers/ Sakolraj Wittayanukul School] Popular Vote Award: [ELLIE /Triam Udom Pattanakarn Suvarnabhumi School]	2, 4, 9, 12, 17	  

	SDGs Alignment • SDG 2: Zero Hunger – Encourages food innovation and the development of new food solutions that can contribute to sustainable and resilient food systems. • SDG 4: Quality Education – Provides students with experiential learning, innovation, problem-solving, presentation, and entrepreneurship skills through a national-level competition. • SDG 9: Industry, Innovation and Infrastructure – Promotes research, technological innovation, and the development of market-oriented food products. • SDG 12: Responsible Consumption and Production – Encourages sustainable food production, responsible resource use, and innovative approaches to food systems. • SDG 17: Partnerships for the Goals – Connects schools, universities, academic experts, and industry representatives to support youth innovation and sustainable development.		

Project	Detail	Related SDGs	Photo
16. AU and Tianjin University of Science & Technology Strengthen Sino–Thai Academic Collaboration	On November 17, 2025, a senior delegation from Assumption University of Thailand (AU) visited Tianjin University of Science & Technology (TUST), China, to advance cooperation in education, research, academic exchange, and innovation. Led by Assoc. Prof. Dr. Chanintorn Jittawiriyanukoon, Vice President for Research and Academic Services, the AU delegation met with Prof. Lu Fuping, President of TUST, and university executives. Discussions focused on expanding the Confucius Institute at AU, developing joint undergraduate dual-degree programs and postgraduate research, and strengthening collaboration in biotechnology, food science, fermentation, new-energy vehicle engineering, and artificial intelligence. The delegation also visited TUST's advanced research facilities, including laboratories in food science and bioengineering, providing opportunities to identify new areas for joint research and academic exchange. Both institutions expressed their commitment to using the upcoming 10th anniversary of the Confucius Institute at AU as an opportunity to further expand joint programs, research funding, and faculty and scholar exchanges. The visit marks another important step in AU's internationalization strategy, strengthening Sino–Thai academic cooperation, scientific innovation, student and faculty mobility, and cross-cultural exchange. SDGs Alignment • SDG 4: Quality Education – Expands dual-degree programs, postgraduate research, academic exchanges, and international learning opportunities. • SDG 9: Industry, Innovation and Infrastructure – Promotes joint research and innovation in biotechnology, food science, AI, and new-energy vehicle engineering. • SDG 17: Partnerships for the Goals – Strengthens long-term institutional partnerships through joint programs, research, laboratories, and scholar exchanges.	4, 9, 17	  

Montfort del Rosario School of Architecture and Design

Project	Detail	Related SDGs	Photo
1. Thesis Exhibition and Publication	The School of Architecture and Design, Assumption University, proudly presents the annual thesis exhibition “The Elemental” AAU Thesis Exhibition 2025, to be held at *A Space, 3rd Floor, EmQuartier* from April 23–27, 2025. This exhibition showcases creative works by students from four disciplines: Architecture, Interior Architecture, Interior Design, and Product Design, all inspired by the four natural elements—Earth, Water, Fire, and Air. Each project reflects a harmonious balance between humanity, nature, and sustainable living. The exhibition aims to serve as a space of inspiration and knowledge-sharing, offering the public, design enthusiasts, and industry professionals the opportunity to engage with innovative perspectives from the next generation of designers who integrate artistry, science, and sustainability into their creations. Relevant SDGs: • SDG 4: Quality Education – Promoting creative learning and capacity building for emerging designers. • SDG 8: Decent Work and Economic Growth – Preparing graduates for high-quality careers in the creative industries. • SDG 9: Industry, Innovation, and Infrastructure – Showcasing innovative design solutions for a sustainable future. • SDG 11: Sustainable Cities and Communities – Driving ideas for inclusive and resilient urban and community design. • SDG 12: Responsible Consumption and Production – Highlighting efficient and eco-friendly use of resources through design.	4, 8, 9, 11, 12, 13, 17	 

	• SDG 13: Climate Action – Raising awareness of environmental challenges through sustainable design approaches. • SDG 17: Partnerships for the Goals – Strengthening collaboration between students, academia, industries, and communities.		

Project	Detail	Related SDGs	Photo
2. AAU Presents "Design Up+Rising" at Bangkok Design Week 2025	The School of Architecture and Design at Assumption University (AAU) proudly presents "Design Up+Rising", an academic exhibition program featured as part of Bangkok Design Week 2025. Under the theme *"A MAT-TER OF TIME: Reinterpreting the Old into the New"*, the exhibition showcases installation art, design displays, and academic dialogues that bridge history and contemporary creativity. Curated by Aj. Orn-laor Homsethee, lecturer in the Department of Interior Architecture, the exhibition highlights innovative student projects engaging with urban culture and design practice. Now in its fifth consecutive year at Bangkok Design Week, "Design Up+Rising" blends academic learning with real-world application through IN2308: Furniture Design, a course where students develop forward-thinking concepts with practical potential for production. This year, five student projects were brought to life through collaboration with leading furniture brands and designers, featuring works by: 1. Mr. Passakorn Nivesrungsan 2. Ms. Kaneta Tillanil 3. Ms. Pattama Au-Arrenusorn 4. Mr. Por An Be 5. Ms. Sut Nu Pan The showcased pieces were supported by MATER, QURV, KOCHUU, TANYARIN, and HOMEWORK FABRIC, reflecting strong ties between academia and the creative industry. Set in the	1, 2, 4, 5, 8, 9, 10, 11, 12, 13, 17	 

	chic and historic Baan Wangderm Hotel in Bangkok Yai, the exhibition embodied the theme of blending old and new. The immersive environment was further enhanced through the contributions of Ms. Piyanat Dabbhasuta (site supervisor) and Ms. Peeraanong Wongtanakornchai (lighting designer), both lecturers from the Department of Interior Architecture. Adding an academic dimension, a special talk titled *"Semiotics of Style: Decoding Timeless Charms in Furniture Branding"* was delivered by Asst. Prof. Chutarat Laomanacharoen, lecturer in the Department of Multidisciplinary Design at AAU. The session offered insights into aesthetics and cultural meaning in design, explored through embodied cognition and semiotics. Relevant SDGs: • SDG 4: Quality Education – Strengthening design education through hands-on learning and academic-industry collaboration. • SDG 5: Gender Equality – Promoting inclusive participation of both male and female designers in creative industries. • SDG 8: Decent Work and Economic Growth – Enhancing opportunities for students to access creative careers and contribute to the design economy. • SDG 9: Industry, Innovation, and Infrastructure – Driving innovation in furniture and interior design through academic-industry partnerships. • SDG 11: Sustainable Cities and Communities – Reinterpreting heritage and history to create meaningful urban cultural spaces. • SDG 12: Responsible Consumption and Production – Encouraging designs that value sustainability, material efficiency, and cultural longevity. • SDG 17: Partnerships for the Goals – Fostering collaboration between academia, creative professionals, and industry leaders to achieve shared goals.		  

Project	Detail	Related SDGs	Photo
3. Charity Day "Open Hands – Open Hearts"	On March 4th, 2025, in commemoration of the founding day of the Montfort del Rosario School of Architecture and Design, Assumption University, the School organized a Charity Day activity "Open Hands – Open Hearts". Faculty members, staff, and students visited Wat Kalong School to give away art supplies, supporting creativity and learning opportunities for children. This meaningful initiative not only strengthens community ties but also reflects the School's commitment to education, youth empowerment, and social responsibility. By fostering creativity and imagination through art, the program helps children build self-confidence and develop essential skills for the future. Relevant SDGs: • SDG 3: Good Health and Well-being – Supporting students' mental well-being through creativity and arts. • SDG 4: Quality Education – Providing resources and opportunities that enhance learning and creativity. • SDG 5: Gender Equality – Ensuring equal access to art education for all students regardless of gender. • SDG 10: Reduced Inequalities – Supporting under-resourced schools and students with equitable opportunities. • SDG 11: Sustainable Cities and Communities – Strengthening local communities through social responsibility activities. • SDG 17: Partnerships for the Goals – Building collaboration between universities, schools, and communities.	3, 4, 5, 10, 11, 17	 

Project	Detail	Related SDGs	Photo
4. The AAU Design Festival 2025	On February 4–5, 2025, the School of Architecture and Design at Assumption University (AAU) proudly organized the AAU Design Festival 2025 under the theme *"MY… Be Yourself as You Are."* The festival received an overwhelming response from high school students passionate about design, offering them an opportunity to explore exhibitions, participate in interactive workshops, and engage in a variety of creative activities such as community crafts and handmade products, fashion shows, student-made artworks, games, and food & beverage booths. The event not only highlighted student creativity but also fostered self-expression, collaboration, and design thinking among participants. By bridging academia and the wider community, the festival created a vibrant space for sharing inspiration, ideas, and future design possibilities. Relevant SDGs: • SDG 4: Quality Education – Providing experiential learning beyond the classroom through design workshops. • SDG 5: Gender Equality – Promoting equal opportunities for all genders in creative expression and design. • SDG 8: Decent Work and Economic Growth – Nurturing creative talents that contribute to the creative economy. • SDG 10: Reduced Inequalities – Offering inclusive participation opportunities for students from diverse backgrounds. • SDG 11: Sustainable Cities and Communities – Showcasing community crafts and designs that strengthen cultural identity. • SDG 12: Responsible Consumption and Production – Promoting sustainable crafts, handmade products, and mindful design. • SDG 17: Partnerships for the Goals – Strengthening collaboration between schools, students, and communities.	4, 5, 8, 10, 11, 12, 17	  

Project	Detail	Related SDGs	Photo
5. GEMS School Visiting AAU	On January 13, 2025, the Montfort del Rosario School of Architecture and Design, Assumption University warmly welcomed eight students and two teachers from GEMS School, Nepal. During their visit, participants explored our academic program and joined a hands-on design workshop entitled *"A Glimpse of Form: My Super Pattern."* In this workshop, they designed and built a small enclosure using pattern techniques—an engaging activity that offered a glimpse into the creative and problem-solving process of architectural design. This cultural and academic exchange provided students with an inspiring opportunity to experience architectural thinking and consider future possibilities in pursuing studies in design and architecture. Relevant SDGs: • SDG 4: Quality Education – Offering hands-on, experiential learning beyond classrooms. • SDG 10: Reduced Inequalities – Providing equal educational opportunities for international students. • SDG 11: Sustainable Cities and Communities – Exploring design concepts that encourage sustainable and innovative spaces. • SDG 17: Partnerships for the Goals – Strengthening international academic collaboration and cultural exchange.	4, 10, 11, 17	  

Project	Detail	Related SDGs	Photo
6. AU Students Co-Create Public Art to Promote Community Wellbeing and Cultural Exchange	Assumption University of Thailand (AU) strengthened its commitment to community engagement and creative learning through the Public Art Academic and Community Service Project: "Co-Creation Public Art for Wellbeing and Cultural Exchange," held from July 25 to August 1, 2025, in Bang Sao Thong District, Samut Prakan. Under the theme "Art for Wellbeing, Culture for Community," the project brought together graduate students from AU's M.A. in Art and Design program, faculty members, and local residents to explore how public art can promote community identity, wellbeing, cultural exchange, and the local creative economy. Through a co-creation process, participants developed four symbolic public artworks—FULU, The Living Vine and the Voice of the Dragon, Wind Weaving, and Green Vine Gathering—reflecting themes of prosperity, protection, connection, and unity while incorporating local cultural identity. The project also provided students with hands-on experience in community-based design, creative problem-solving, teamwork, and cultural engagement, while empowering local residents to actively contribute to the creative identity of their community. The initiative demonstrates how art and design can connect academic learning with community development, creating shared spaces that foster wellbeing, cultural expression, social connection, and a community-based creative economy. SDGs Alignment • SDG 4: Quality Education – Provides students with experiential, community-based learning through real-world design projects. • SDG 11: Sustainable Cities and Communities – Strengthens local identity, cultural expression, community participation, and inclusive community spaces. • SDG 17: Partnerships for the Goals – Brings together AU faculty, students, and local residents through collaborative community development.	4, 11 ,17	  

Project	Detail	Related SDGs	Photo
7. AU Faculty Showcase Thai Craft Innovation at SACIT Symposium 2025	Assumption University of Thailand (AU), through the Montfort del Rosario School of Architecture and Design, participated in the SACIT Symposium 2025, held on 7–8 August 2025 in Bang Sai District, Phra Nakhon Si Ayutthaya Province. Organized by the Support Arts and Crafts International Centre of Thailand (SACIT) under the theme "Crafting Sustainability across ASEAN and Beyond," the symposium brought together participants from nine countries to exchange knowledge on cultural heritage, creative industries, and sustainable development. Representing AU, Ajarn Ornlaor Homsettee and Ajarn Dr. Ananyaa Kannasoot presented their research in the Traditional and Fine Crafts category, highlighting the application of circular economy principles, sustainable product development, natural materials, and value-added innovation to Thai handicrafts and local creative products. The presentations demonstrated how research and innovation can help traditional Thai crafts evolve while preserving cultural identity and creating new economic opportunities. The symposium also provided an international platform for AU faculty to share knowledge, exchange ideas with scholars from different countries, and explore opportunities for cross-border academic collaboration. SDG Alignment • SDG 8: Decent Work and Economic Growth – Promotes creative industries, value-added local products, and new economic opportunities for communities. • SDG 11: Sustainable Cities and Communities – Supports the preservation and development of Thai cultural heritage and traditional crafts. • SDG 12: Responsible Consumption and Production – Applies circular economy principles, sustainable materials, and responsible product development. • SDG 17: Partnerships for the Goals – Strengthens international knowledge exchange and academic collaboration.	8, 11, 12, 17	 

Project	Detail	Related SDGs	Photo
8. Arch-Art Design Fest 2025: AU Students Turn Creativity into Collaboration and Innovation	The Montfort del Rosario School of Architecture and Design (AR+D), Assumption University of Thailand (AU) hosted Arch-Art Design Fest 2025 on November 12–13, 2025, transforming the Architecture Building into a vibrant showcase of creativity, innovation, and hands-on learning. The two-day festival featured student exhibitions, creative workshops, material and lighting showcases, design studios, interactive installations, fashion shows, performances, and handmade products, offering students, faculty, and visitors opportunities to experience design beyond the classroom. The event was officially opened by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, highlighting the University's commitment to creativity, experiential learning, and interdisciplinary collaboration. Throughout the festival, students took an active role in presenting their work, guiding visitors, and creating interactive experiences across different areas of the Architecture Building. Outdoor activities, including the Fashion Walk and Music and Art Market, further connected design, art, culture, sustainability, and community engagement. SDGs Alignment • SDG 4: Quality Education – Provides students with hands-on learning, creative workshops, exhibitions, and opportunities to apply design knowledge in real-world settings. • SDG 8: Decent Work and Economic Growth – Develops students' creative and professional skills while showcasing design, fashion, crafts, and creative entrepreneurship. • SDG 9: Industry, Innovation and Infrastructure – Promotes innovation through design, technology, materials, and experimental installations. • SDG 11: Sustainable Cities and Communities – Connects architecture, design, culture, and community through creative activities and sustainable design concepts. • SDG 12: Responsible Consumption and Production – Highlights the responsible use of materials and incorporates sustainability into design activities and installations.	4, 8, 9, 11, 12	  

Theodore Maria School of Arts

Project	Detail	Related SDGs	Photo
1. Arts Language Day Camp 2025 at Theodore Maria School of Arts, Assumption University	On April 28, 2025, the Theodore Maria School of Arts at Assumption University of Thailand welcomed high school students and their parents for an exciting day of cultural exchange, creativity, and language immersion. The Arts Language Day Camp was held at the University's Arts Co-working Space, CL Building, 11th Floor, and featured hands-on activities in English, French, Chinese, and Japanese. Participants engaged in language games, collaborative projects, and practical phrase exercises, all designed to make learning fun, interactive, and accessible. The program included snacks, lunch, and certificates of participation, helping students gain both language skills and confidence in communicating across cultures. This event underscores the school's mission to prepare young learners for success in a globalized world. The Theodore Maria School of Arts is renowned for its innovative programs in Business English, French, Chinese, Japanese, and English-Chinese for Digital Communication, tailored to meet the needs of an international, tech-savvy generation. Relevant SDGs: • SDG 4: Quality Education – Providing multilingual learning opportunities and language skill development. • SDG 10: Reduced Inequalities – Offering access to international language education to diverse students. • SDG 16: Peace, Justice, and Strong Institutions – Promoting intercultural understanding and communication. • SDG 17: Partnerships for the Goals – Engaging students, parents, and educators in collaborative learning activities.	4, 10, 16, 17	  

Project	Details	Related SDGs	Photos
2. The Use of Smartphones for Daily Messaging among Foreign Students and Thai Students for Uplifting English Language Experiences	Assumption University (AU) has launched the project "The Use of Smartphones for Daily Messaging among Foreign Students and Thai Students for Uplifting English Language Experiences," in collaboration with four nearby schools: Wat Sukuntarawad School, Preng-Raj-Bumroong School, Pak-Clong Chuad Yai (New) School, and Wat Ka Luong School. The project brought together AU lecturers, staff, international students, school principals, teachers, and Thai students to enhance English communication skills through a modern and engaging approach. Primary students practiced daily English conversations with international students using smartphone messaging applications, enabling them to apply the language in real-life contexts. The initiative aimed not only to strengthen students' communication confidence but also to enrich teachers with practical English teaching strategies. Moreover, it promoted cultural exchange, fostering global awareness and understanding between Thai and international students. Relevant SDGs: • SDG 4: Quality Education – by enhancing English language learning through innovative technology. • SDG 10: Reduced Inequalities – by ensuring equal access to language development for students in local schools. • SDG 17: Partnerships for the Goals – by fostering collaboration between AU and local schools.	4, 10, 17	   

Project	Details	Related SDGs	Photos
3. AU Students Join World Peace International Youth Ethics Camp 2025	From January 17–19, 2025, Assumption University students and lecturers from the Department of General Education participated in the World Peace International Youth Ethics Camp held at Khao Kaew Sadet Educational Centre, Prachinburi, Thailand. The program brought together 46 students and 3 GE lecturers for three days of intensive learning and exchange. The camp aimed to raise ethical awareness, strengthen English language competency, and enhance the global competitiveness of AU and Arts graduates. Through interactive activities, participants engaged in discussions on ethical values, teamwork, leadership, and personal development, while also exploring practical approaches to cultivating peace in daily life. This initiative served as a platform for Thai and international youth to exchange ideas, foster mutual understanding, and promote ethical growth across cultures. Relevant SDGs: • SDG 4: Quality Education – advancing holistic learning that integrates ethics, communication, and leadership. • SDG 16: Peace, Justice, and Strong Institutions – promoting peacebuilding, ethical responsibility, and cross-cultural understanding. • SDG 17: Partnerships for the Goals – strengthening collaboration between Thai and international youth through shared learning experiences.	4, 16, 17	   

Project	Detail	Related SDGs	Photo
4. AU Welcomes Students from Satri Wat Absornsawan School for University Experience	Assumption University of Thailand (AU) welcomed students from Satri Wat Absornsawan School to its Suvarnabhumi Campus, providing an opportunity to experience university life, explore academic pathways, and gain inspiration for their future education. Hosted by the Office of the University Registrar, the visit introduced students to AU's academic programs, admission processes, and international education opportunities. The students also engaged with faculty members and students from the Theodore Maria School of Arts through interactive discussions and explored key areas of the campus. The students further experienced AU's international and multicultural learning environment through a visit to the Confucius Institute, where they learned about language learning, cultural exchange, and global education opportunities. The activity forms part of AU's continuing outreach to secondary schools across Thailand. By connecting students directly with university facilities, academic programs, and international learning opportunities, AU seeks to support informed educational decision-making and broaden students' aspirations for higher education and future careers. SDG Alignment • SDG 4: Quality Education – Provides students with information and exposure to higher education, academic pathways, and lifelong learning opportunities. • SDG 10: Reduced Inequalities – Expands access to information and opportunities related to higher education for secondary school students. • SDG 17: Partnerships for the Goals – Strengthens engagement and collaboration between AU and secondary schools.	4, 10 , 17	  

Project	Detail	Related SDGs	Photo
5. AU Strengthens Chinese Language Education Through Community Teacher Training	Assumption University of Thailand (AU) successfully hosted the Chinese Language Teaching Training Project on August 1, 2025, at the Suvarnabhumi Campus. The project was jointly organized by the Samut Prakan Primary Educational Service Area Office 2, the Department of Business Chinese, Theodore Maria School of Arts, and the Institute for Research and Academic Services (IRAS), AU. The training brought together teachers and students from 21 schools under Samut Prakan Primary Educational Service Area 2. Participants took part in interactive Chinese language teaching workshops, communication practice, and cultural activities such as Chinese paper-cutting and calligraphy, providing a practical and engaging learning experience. The sessions were conducted by experts from AU's Department of Business Chinese, including Dr. Triporn Kasempremchit, Dr. Usama Mahapasuthanon, Dr. Tawan Kangwansurakrai, and Dr. Teerat Srisukwattananant. The training aimed to strengthen Chinese language teaching approaches while enhancing participants' communication skills and cultural understanding. SDGs Alignment • SDG 4: Quality Education – Strengthens teachers' teaching competencies and provides students with opportunities to develop language and communication skills. • SDG 10: Reduced Inequalities – Expands access to quality language education and learning opportunities for schools and learners in the local community. • SDG 11: Sustainable Cities and Communities – Promotes cultural understanding and strengthens community connections through language and cultural exchange. • SDG 17: Partnerships for the Goals – Builds collaboration between AU, government education agencies, and local schools to support educational development.	4, 10, 11, 17	  

Project	Detail	Related SDGs	Photo
6. AU and University of Fukui Build Lasting Connections Through Cultural Exchange	From August 16–29, 2025, the Theodore Maria School of Arts, Assumption University of Thailand (AU) welcomed Professor Koji Kobata and students from the University of Fukui, Japan, for a two-week cultural immersion and exchange program focused on learning, friendship, and cross-cultural understanding. The program offered Fukui students opportunities to experience Thai culture through lectures, traditional dance, Thai cooking, and activities with AU student buddies. As part of the community engagement component, the students also visited Bankao School and Bangbowitthayakhom School, where they taught Japanese to local students and shared aspects of Japanese culture. Beyond the classroom, the exchange included educational and cultural visits to Bangkok, Kanchanaburi, and Ayutthaya, allowing participants to explore Thailand's history, heritage, and local communities. A homestay program with AU families further enriched the experience, providing students with opportunities to experience everyday Thai life and build meaningful friendships. SDGs Alignment • SDG 4: Quality Education – Promotes experiential, intercultural, and lifelong learning through academic and cultural exchange. • SDG 11: Sustainable Cities and Communities – Promotes appreciation and preservation of local culture, heritage, and community identity. • SDG 17: Partnerships for the Goals – Strengthens international university partner	4, 11, 17	  

Project	Detail	Related SDGs	Photo
7. IELE Language Café Promotes Language Learning, Cultural Exchange, and Sustainable Development	Assumption University of Thailand (AU), through the Institute for English Language Education (IELE) and the Theodore Maria School of Arts, hosted the IELE Language Café 1-2025 on August 27–28, 2025, at CL Plaza under the theme "Languages for a Better Tomorrow." The two-day event brought together students and faculty from various language and international programs, including English, French, Chinese, and Japanese, as well as digital communication and English language teaching programs. Through language games, performances, cultural activities, and informal exchanges, participants experienced language learning beyond the classroom while celebrating AU's multicultural community. The event highlighted the important role of language in fostering cultural understanding, international cooperation, inclusiveness, and awareness of global sustainability challenges. It also provided students with opportunities to interact across cultures and develop communication skills essential for a more connected and sustainable world. SDGs Alignment • SDG 4: Quality Education – Promotes lifelong learning, language development, intercultural learning, and learning beyond the classroom. • SDG 10: Reduced Inequalities – Encourages inclusion, mutual understanding, and respect for people from different linguistic and cultural backgrounds. • SDG 16: Peace, Justice and Strong Institutions – Supports dialogue, mutual understanding, and peaceful interaction through communication across cultures. • SDG 17: Partnerships for the Goals – Encourages collaboration and communication among students, faculty, academic programs, and diverse cultural communities.	4, 10, 16, 17	  

Project	Detail	Related SDGs	Photo
8. AU Shares CEFR Strategies to Strengthen English Education in Samut Prakan	On August 30, 2025, Asst. Prof. Dr. Rosukhon Swatevacharkul from the English Language Teaching (ELT) Program, Graduate School of Human Sciences, and Dr. Nida Boonma, Director of the Institute for English Language Education (IELE), Theodore Maria School of Arts, Assumption University of Thailand (AU), were invited by the Samut Prakan Primary Educational Service Area Office 2 to deliver a special talk at Dhonburi Rajabhat University, Samut Prakan. The session, held under the project "Enhancing English Skills to Improve Learning Outcomes through the CEFR Framework," focused on strengthening the capacity of English teachers and school administrators to apply the Common European Framework of Reference for Languages (CEFR) in teaching and learning. The speakers introduced Communicative Language Teaching (CLT) and shared practical strategies for developing students' English proficiency in line with international standards. Nearly 80 school directors participated, demonstrating a strong commitment to improving English education and learning outcomes across Samut Prakan. SDGs Alignment • SDG 4: Quality Education – Supports teacher and school administrator capacity building and promotes quality English education aligned with international standards. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU and the Samut Prakan Primary Educational Service Area Office to improve education outcomes in local schools.	4, 17	  

Project	Detail	Related SDGs	Photo
9. AU's IELE and Pramandanijjanukroah School Empower Students Through Creative English Camp	The Institute for English Language Education (IELE), Theodore Maria School of Arts, Assumption University of Thailand (AU), joined with Pramandanijjanukroah School to host the third annual MEP English Camp on September 5, 2025, as part of their ongoing Memorandum of Understanding (MoU). Under the theme "Creative English Communication for Future Life," students participated in engaging, station-based activities designed to strengthen their English communication skills, confidence, and creativity. The camp was led by IELE instructors, supported by AU undergraduate volunteers and graduate students from the English Language Teaching (ELT) programs. As a next step, IELE will conduct CEFR assessments for students and teachers to benchmark language proficiency and provide insights for curriculum development and teacher training. The successful collaboration highlights AU's commitment to expanding quality language education and developing future-ready skills among young learners. SDGs Alignment • SDG 4: Quality Education – Strengthens English proficiency, communication skills, teacher development, and curriculum improvement. • SDG 17: Partnerships for the Goals – Builds sustained educational collaboration between AU and Pramandanijjanukroah School through the MoU and joint learning activities.	4, 17	  

Project	Detail	Related SDGs	Photo
10. AU Celebrates 40 Years of Arts, Culture, and Community Impact	Assumption University of Thailand (AU)'s Theodore Maria School of Arts celebrated its 40th Anniversary with the two-day event "Waves of Arts, Crafts, and Cultures" on September 17–18, 2025, at The Cathedral of Learning, Suvarnabhumi Campus. The celebration brought together 11 AU Schools, students, alumni, nearby schools, and the Bang Sao Thong community through creative workshops, exhibitions, cultural activities, and live performances. The event highlighted the role of arts and culture in developing skills, strengthening communities, and creating opportunities for students. Activities included Japanese-inspired Yosakoi performances, music performances, creative booths, legal counseling, educational activities, and a special talk on "Life as an Entrepreneur," offering participants practical perspectives on turning creative skills into professional opportunities. A scholarship ceremony also recognized outstanding students from Pak Klong Chuad Yai School. Importantly, a portion of the event's proceeds was donated to the Watthana Niwat Foundation and Camillian Home for Children Living with Disabilities, extending the celebration's impact beyond the university and demonstrating AU's commitment to community service and social responsibility. SDGs Alignment • SDG 4: Quality Education – Provides hands-on learning, creative workshops, entrepreneurship knowledge, and educational opportunities for students and community members. • SDG 10: Reduced Inequalities – Supports educational opportunities and inclusion through scholarships and engagement with schools and communities. • SDG 11: Sustainable Cities and Communities – Promotes local arts, culture, heritage, and community participation while strengthening connections between the university and surrounding communities. • SDG 17: Partnerships for the Goals – Brings together AU schools, alumni, nearby schools, community organizations, and charitable foundations to create shared social impact.	4, 10, 11, 17	  

Project	Detail	Related SDGs	Photo
11. AU English Camp Inspires St. Louis Students Through Fun and Interactive Learning	On November 21, 2025, the English for International Business (EIB) Program, Theodore Maria School of Arts, Assumption University of Thailand (AU) welcomed students from Saint Louis School, Chachoengsao for an engaging English Camp at AU's Suvarnabhumi Campus. The one-day camp combined language practice, teamwork, and interactive activities designed to build students' confidence in using English. Activities such as *Personality Bingo, Listening Bee,* and *Spot & Speak* encouraged participants to develop their listening and speaking skills in a fun and supportive environment. In the afternoon, the Office of International Affairs (OIA) introduced students to AU's international learning environment, followed by a campus tour that offered a glimpse into university life. The camp provided students with an enjoyable learning experience while inspiring them to continue developing their English communication skills and exploring future educational opportunities. SDGs Alignment • SDG 4: Quality Education – Promotes accessible and engaging language learning, communication skills, and educational opportunities for school students. • SDG 10: Reduced Inequalities – Helps broaden students' access to English language development and international educational exposure. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU and secondary schools in supporting student development.	4, 10, 17	  

Project	Detail	Related SDGs	Photo
12. AU Hosts MBTI Workshop to Promote Self-Awareness and Mental Well-Being	On November 27, 2025, the Theodore Maria School of Arts, Assumption University of Thailand (AU) hosted the workshop “Understanding MBTI for Your Mental Health” at the Suvarnabhumi Campus. Led by Sally Tan and her certified MBTI training team from Brighton Academy Singapore, the half-day workshop welcomed AU students, faculty, and staff. The session introduced participants to the Myers–Briggs Type Indicator (MBTI) as a tool for understanding personality preferences, communication styles, decision-making, and interpersonal relationships. Through interactive activities and expert guidance, participants explored how their personality preferences may influence learning, teamwork, stress management, workplace behavior, and relationships. The workshop also encouraged participants to recognize their strengths, understand potential blind spots, and develop healthier ways of communicating and managing stress. The activity reflected AU’s commitment to holistic education, self-development, and the well-being of its university community. SDGs Alignment • SDG 3: Good Health and Well-Being – Promotes mental well-being, self-awareness, stress management, and healthy interpersonal relationships. • SDG 4: Quality Education – Supports holistic education by developing students’ personal, interpersonal, and life skills alongside academic knowledge. • SDG 8: Decent Work and Economic Growth – Develops communication, teamwork, self-management, and interpersonal skills that are valuable for future workplaces.	3, 4, 8	  

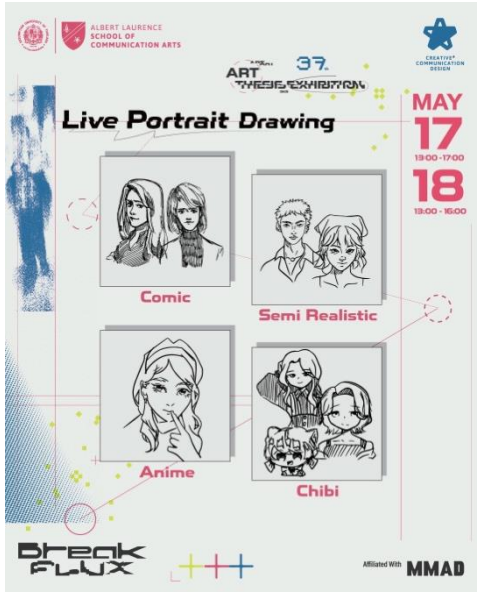
Project	Detail	Related SDGs	Photo
13. Languages Without Boundaries: IELE Language Café Connects Cultures and Global Learning at AU	The IELE Language Café 2/2025: "Languages Without Boundaries" & Arts Open House brought languages, cultures, and creativity to life at Assumption University of Thailand (AU), transforming CL Plaza into an engaging multilingual learning space featuring student performances, language games, cultural showcases, and international food. The event was officially opened by Dr. Nida Boonma, Director of the Institute for English Language Education (IELE), Theodore Maria School of Arts. She highlighted the important role of language education in promoting intercultural understanding, global citizenship, and effective communication. Through experiential activities, students had opportunities to practice languages beyond the classroom while discovering different cultures and perspectives. The Arts Open House also introduced prospective students to the academic programs and creative environment of the Theodore Maria School of Arts. The event reflected AU's commitment to developing globally minded, culturally aware, and confident learners, demonstrating how language education can build bridges among people and support international understanding. SDGs Alignment • SDG 4: Quality Education – Promotes experiential language learning, intercultural competencies, communication skills, and lifelong learning. • SDG 10: Reduced Inequalities – Encourages inclusion, intercultural understanding, and respect for diversity through language and cultural exchange. • SDG 16: Peace, Justice and Strong Institutions – Supports dialogue, mutual understanding, and global citizenship through communication and cultural exchange. • SDG 17: Partnerships for the Goals – Creates opportunities for students and academic programs to connect, exchange knowledge, and collaborate across cultures.	4, 10, 16, 17	  

Albert Laurence School of Communication Arts

Project	Detail	Related SDGs	Photo
1. Field Trip to the Royal Office School & Museum Siam	On January 17, 2025, students from The Albert Laurence School of Communication Arts, Assumption University embarked on an enriching field trip to the Royal Office School (โรงเรียนช่างฝีมือในวังชาย – วช.) and Museum Siam. At the Royal Office School, students gained hands-on experience and knowledge in traditional Thai arts, including Thai mural painting, lacquer painting, woodcraft, stucco, and pearl inlay. The visit provided an in-depth understanding of the processes, techniques, and cultural significance of these art forms. Following this, students visited Museum Siam, where they explored Thai contemporary, traditional, and local arts spanning from the Rattanakosin period to the present, connecting historical perspectives with modern creative practices. This trip provided students with practical learning experiences and inspired them to integrate Thai cultural heritage into their creative projects. Relevant SDGs: • SDG 4: Quality Education – Enhancing experiential learning and cultural understanding • SDG 8: Decent Work and Economic Growth – Encouraging creative skills for future cultural industries • SDG 11: Sustainable Cities and Communities – Preserving and promoting Thai cultural heritage	4, 8, 11,	  

Project	Detail	Related SDGs	Photo
2. Advertising and Branding Workshop	The Department of Creative Commercial Communication (CCC), Albert Laurence School of Communication Arts, Assumption University, recently organized an Advertising and Branding Workshop featuring GOLD NOW, the innovative gold trading and savings app by HUA SENG HENG. Mr. Tanarat Pasawongse, CEO, together with the Corporate Communications and Operations team, presented this groundbreaking digital platform. HUA SENG HENG, a renowned name in Thailand's gold trade, has long been a part of Thai traditions, including the gifting of gold to toddlers during celebrations. Through GOLD NOW, the brand merges its rich cultural heritage with modern technology, enabling users to trade and save gold easily and conveniently. The workshop provided CCC students with the opportunity to apply theoretical knowledge in practical settings, enhance their creativity, entrepreneurial skills, and business practices, and develop soft skills, teamwork, and collaboration with strategic partners. Students also engaged in research-oriented activities, connecting academic learning with real-world business applications. Relevant SDGs: • SDG 4: Quality Education – Enhancing practical learning experiences and applied skills for students • SDG 8: Decent Work and Economic Growth – Fostering entrepreneurial mindset and employable skills • SDG 9: Industry, Innovation, and Infrastructure – Integrating technology and innovation into business and communication practices • SDG 17: Partnerships for the Goals – Strengthening collaboration between students, academia, and industry	4, 8, 9, 17	 

Project	Detail	Related SDGs	Photo
3. The Wall: An Inspiring Student Showcase and Art Exhibition	From February 2–16, 2025, the Department of Creative Communication Design at Assumption University presented “The Wall”, a dynamic exhibition highlighting the talent and creativity of students. The showcase featured projects ranging from Package Design, Character Design, 3D Modeling, Visual Art Media, Painting, and more, demonstrating students’ ability to combine imagination, skill, and innovation. The event allowed visitors to explore diverse creative expressions while providing students with hands-on experience in professional design presentation, preparing them for future careers in the creative industry. Relevant SDGs: • SDG 4: Quality Education – Enhancing creative and practical skills for students • SDG 8: Decent Work and Economic Growth – Preparing students for careers in the creative economy • SDG 9: Industry, Innovation, and Infrastructure – Encouraging innovative design and technological integration • SDG 11: Sustainable Cities and Communities – Inspiring socially and environmentally conscious design solutions	4, 8, 9, 11	  

Project	Detail	Related SDGs	Photo
4. Break Flux – 37th Art Thesis Exhibition	Come explore identity, passion, and creative spirit at Break Flux, the 37th Art Thesis Exhibition, held from May 13–23, 2025 at 2nd Floor, MMAD, MunMun Srinakarin (Seacon Square). This year, 28 students showcase an inspiring variety of design projects, including: • Corporate Identity Design • Promotional & Campaign Design • Mobile Applications • Books & E-Publications • Paper Art • Signage Systems • Visual Development for Animation & Games • 3D Animation The exhibition offers an immersive experience into creativity, innovation, and cutting-edge design thinking, reflecting how young designers express ideas and respond to contemporary challenges. Relevant SDGs: • SDG 4: Quality Education – Promoting creative learning and artistic skills among students. • SDG 8: Decent Work and Economic Growth – Encouraging skills development for future careers in creative industries. • SDG 9: Industry, Innovation, and Infrastructure – Supporting innovative design solutions and technological application. • SDG 11: Sustainable Cities and Communities – Inspiring thoughtful design for community and urban spaces. • SDG 12: Responsible Consumption and Production – Highlighting sustainable materials and mindful design practices.	4, 8, 9, 11, 12	 

Project	Detail	Related SDGs	Photo
5. Inspiring Workshop on Professional Development	16 January 2025 – The Albert Laurence School of Communication Arts, Assumption University hosted a special guest lecture and workshop featuring Ms. Alisa Thammachak, a renowned Professional Personality Development Instructor, reinforcing the school's mission to prepare students for successful careers in today's competitive world. Ms. Thammachak led an engaging session on "Personal Presentation and Professional Appearance for Interviews," offering students valuable insights and hands-on techniques to enhance their professional image and confidence. The workshop highlighted three key areas: - The importance of personal presentation in creating a lasting first impression. - Techniques for matching personal colors using a professional color palette to enhance individual style. - Practical guidance on selecting appropriate attire for job interviews, empowering students with confidence as they step into the professional world. The Albert Laurence School of Communication Arts continues to foster creativity, confidence, and communication excellence among its students. This workshop is another testament to the school's commitment to equipping students with both academic and professional readiness for an evolving career landscape. Relevant SDGs: • SDG 4: Quality Education – Providing practical, career-oriented learning opportunities. • SDG 8: Decent Work and Economic Growth – Equipping students with the skills needed for professional success. • SDG 10: Reduced Inequalities – Supporting equal access to career development skills for all students.	1, 2, 4, 5, 8, 9, 10, 11, 12, 13, 17	 

Project	Detail	Related SDGs	Photo
6. CCC Workshop: Second Presentation	The Albert Laurence School of Communication Arts, Assumption University, was honored to welcome: Khun Suttana Keyuraphan (Khun Benz) Co-Founder & Executive Producer, 888 Creations Limited Khun Songwuth Simawatana (Khun Zong) Producer & Founder, Mozion Limited They joined the CCC Workshop: Second Presentation to inspire our students and provide valuable industry perspectives. This session marked another milestone for our students as they showcased their creativity, explored innovative ideas, and gained real-world insights into communication and innovation. Together, we are shaping future professionals who will make an impact! Relevant SDGs: • SDG 4: Quality Education – Promoting accessible and impactful learning opportunities • SDG 8: Decent Work and Economic Growth – Building future-ready skills for the job market • SDG 9: Industry, Innovation and Infrastructure – Encouraging innovation and design solutions • SDG 17: Partnerships for the Goals – Strengthening collaboration with industry experts	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
7. CCC Workshop 2025: Crafting Stories, Creating Impact – Regenerating Tourism & Revitalizing Minds	On February 28, 2025, Rev. Bro. Sirichai Fonseka, F.S.G., Ph.D., President of Assumption University of Thailand, presided over the award ceremony at CCC Workshop 2025: Communication for Change, held at Hotel Nikko Bangkok. The workshop provided a creative platform for 88 students, divided into eight groups, to apply their strategic communication skills to tackle societal challenges under the themes of Regenerative Tourism and Mental Health. Students designed and executed innovative campaigns that emphasized sustainable development, cultural preservation, and social well-being. The campaigns were evaluated by a distinguished panel of seven judges, including top professionals from advertising agencies, production houses, and sustainable business entrepreneurs. Regenerative Tourism Awards: The "Secret Group" won First Prize (10,000 baht) and the Popular Vote Award (5,000 baht) for #Beforeashes, redefining family tourism as a vehicle for renewal and sustainability. Mental Health Advocacy Award: The "GG" Team received First Prize (10,000 baht) for #Luk&Bloom, promoting mental health awareness and sustainable support systems. The CCC Workshop 2025 showcased how communication can drive meaningful change, empowering students to use creativity and research for social impact and sustainable development. Relevant SDGs: • SDG 3: Good Health and Well-Being – Promoting mental health awareness • SDG 4: Quality Education – Learning through practical, hands-on projects • SDG 8: Decent Work and Economic Growth – Encouraging youth innovation and professional skills • SDG 9: Industry, Innovation, and Infrastructure (creative communication innovations)	3, 4, 8, 9, 11, 12, 17	  

	• SDG 11: Sustainable Cities and Communities – Advocating regenerative tourism and cultural preservation • SDG 12: Responsible Consumption and Production – Promoting sustainable and ethical tourism practices • SDG 17: Partnerships for the Goals – Collaboration among academia, industry professionals, and communities		

Project	Detail	Related SDGs	Photo
8. Field Trip to Nakhon Pathom & Ratchaburi	On March 1–2, 2025, students from the Albert Laurence School of Communication Arts, Assumption University embarked on an enriching field trip to Nakhon Pathom and Ratchaburi provinces. Through this journey, students experienced authentic Thai arts and culture in their real settings—gaining new knowledge, inspiration, and hands-on experiences. This learning outside the classroom will not only broaden their perspectives but also support their academic growth in higher-level subjects. Relevant SDGs: • SDG 4: Quality Education – Promoting experiential learning beyond the classroom • SDG 11: Sustainable Cities and Communities – Preserving and appreciating cultural heritage • SDG 17: Partnerships for the Goals – Encouraging collaboration between universities and local communities	1, 11, 17	  

Project	Detail	Related SDGs	Photo
9. AU and Tellscore Partner to Prepare the Next Generation of Digital Communication Professionals	Assumption University of Thailand (AU), through the Albert Laurence School of Communication Arts, officially signed a Memorandum of Understanding (MoU) with Tellscore Company Limited, a leading influencer marketing platform in Thailand, on August 26, 2025, at the Cathedral of Learning, Suvarnabhumi Campus. The partnership aims to strengthen collaboration between academia and the rapidly evolving digital communication industry. Through the agreement, AU students will have opportunities to gain hands-on experience in influencer marketing, participate in industry-led workshops, undertake internships, and engage in joint projects with Tellscore. Asst. Prof. Dr. Nutthaphut Pandjad, Dean of the Albert Laurence School of Communication Arts, emphasized the importance of connecting academic learning with real-world industry experience to prepare students for the changing digital media landscape. The collaboration represents AU's commitment to industry-integrated education, digital innovation, and future-ready skills, while providing students with practical opportunities to develop their professional capabilities and become responsible communication leaders in the digital era. SDGs Alignment • SDG 4: Quality Education – Provides students with practical learning, professional training, internships, and industry-based experiences. • SDG 8: Decent Work and Economic Growth – Enhances employability and prepares students with skills relevant to the growing digital economy and creative industries. • SDG 9: Industry, Innovation and Infrastructure – Promotes collaboration in digital communication, influencer marketing, AI/ML technology, and industry innovation. • SDG 17: Partnerships for the Goals – Builds a strong university–industry partnership to support knowledge exchange and talent development.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
10. AU and TREND VG3 Join Forces to Advance Next-Generation Media Education	On September 30, 2025, the Albert Laurence School of Communication Arts, Assumption University of Thailand (AU) officially signed a Memorandum of Understanding (MoU) with TREND VG3 Co., Ltd. at The Cathedral of Learning, Suvarnabhumi Campus. The partnership brings together AU's academic expertise and TREND VG3's experience in Thailand's digital media industry to strengthen communication arts education, media innovation, and professional development. Through closer collaboration between academia and industry, the MoU aims to provide students with greater opportunities to gain practical knowledge and understand the rapidly evolving media landscape. As a subsidiary of Vacharapol Co., Ltd. and part of the Thai Rath Group, TREND VG3 operates across multiple digital information platforms, including online and mobile media, with a strong commitment to accurate, responsible, and quality journalism. The collaboration reflects AU's commitment to preparing future-ready communication professionals equipped with both academic knowledge and practical industry perspectives. SDGs Alignment • SDG 4: Quality Education – Strengthens industry-relevant education and provides students with opportunities to develop practical skills and professional competencies. • SDG 8: Decent Work and Economic Growth – Supports career development and prepares students for employment in the rapidly growing digital media and communication industries. • SDG 9: Industry, Innovation and Infrastructure – Promotes innovation and knowledge exchange between higher education and the digital media industry. • SDG 17: Partnerships for the Goals – Builds a strategic partnership between AU and the private sector to strengthen education and professional development.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
11. AU and FOURDIGIT Join Forces to Shape the Future of UX and Creative Communication	On September 30, 2025, the Albert Laurence School of Communication Arts, Assumption University of Thailand (AU), officially signed a Memorandum of Understanding (MoU) with Fourdigit (Thailand) Co., Ltd. at the Wiset Srisamut Room, The Cathedral of Learning Building, Suvarnabhumi Campus. The partnership aims to strengthen collaboration in creative communication design, innovation, User Experience (UX), and future-oriented digital solutions, creating a stronger connection between academic learning and industry expertise. Through this collaboration, AU students will gain opportunities to engage with real-world design practices, while industry professionals can share knowledge and perspectives with the academic community. The signing ceremony featured remarks from A. Checkchanok Bullakul, Chairperson of the Creative Communication Design Program; Asst. Prof. Dr. Nutthaphut Pandjad, Dean of the Albert Laurence School of Communication Arts; and Mr. Sunsern Suttichainimit, Executive Director of Fourdigit (Thailand) Co., Ltd. The event concluded with the official signing, an exchange of ideas, and a Q&A session. The collaboration reflects AU's commitment to industry–academic partnerships and future-ready education, equipping students with creative, technological, and professional skills needed to thrive in the rapidly evolving digital and creative industries. SDGs Alignment • SDG 4: Quality Education – Provides students with industry exposure, practical learning, and opportunities to develop skills relevant to the digital and creative economy. • SDG 8: Decent Work and Economic Growth – Supports career readiness, talent development, and stronger connections between education and the creative and digital industries. • SDG 9: Industry, Innovation and Infrastructure – Promotes innovation, digital solutions, UX design, and collaboration between academia and industry. • SDG 17: Partnerships for the Goals – Establishes a formal partnership between AU and Fourdigit to facilitate knowledge exchange, talent development, and joint initiatives.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
12. AU Celebrates Creativity for Sustainable Solutions with Innovative SDG Projects	Assumption University of Thailand (AU) successfully concluded the "Creativity for Sustainable Solutions" certificate program with a closing ceremony and certificate presentation on October 18, 2025, at the Hua Mak Campus. Organized by the Albert Laurence School of Communication Arts under the New Breed Graduates "NxtGenHE (Next Generation of Higher Education)" initiative, supported by the Ministry of Higher Education, Science, Research and Innovation (MHESI), the program equipped participants with creative approaches to addressing real-world sustainability challenges. A total of 30 participants received certificates from Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU. The program concluded with final presentations by seven teams, showcasing innovative solutions related to sustainable nightlife, workplace well-being, safer cities, community tourism, food surplus, circular economy, and green markets. Projects were evaluated by experts from the transportation, environmental, advertising, food, and creative industries. The program demonstrated how creativity, interdisciplinary collaboration, and practical innovation can translate sustainability concepts into actionable solutions with measurable social and environmental impact. It also reinforced AU's commitment to preparing future-ready graduates who can contribute to sustainable development through collaboration among academia, industry, and communities. SDGs Alignment • SDG 4: Quality Education – Develops creativity, problem-solving, sustainability knowledge, and practical skills through project-based learning. • SDG 8: Decent Work and Economic Growth – Promotes workplace well-being, responsible business practices, entrepreneurship, and sustainable economic opportunities.	4, 8, 12, 13, 17	  

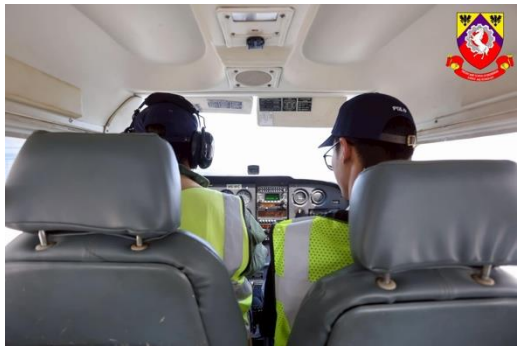
	• SDG 11: Sustainable Cities and Communities – Addresses safer cities, sustainable community tourism, and green community markets. • SDG 12: Responsible Consumption and Production – Promotes food surplus utilization, circular economy models, and responsible consumption. • SDG 13: Climate Action – Encourages low-carbon lifestyles and sustainability solutions that contribute to climate action. • SDG 17: Partnerships for the Goals – Connects academia with industry and civic partners to develop practical solutions for sustainable development.		

Project	Detail	Related SDGs	Photo
13. AU and Sichuan University of Media and Communications Strengthen Collaboration in Education and Innovation	On November 7, 2025, a delegation from Assumption University of Thailand (AU) visited Sichuan University of Media and Communications (SUMC) in Chengdu, China, for an academic exchange focused on strengthening cooperation in media, communication, arts, education, and creative innovation. The AU delegation included representatives from the AU Thai-Chinese International College, Confucius Institute, Graduate School of Fine Arts and Design, School of Communication Arts, and AU China Headquarters Office. Both institutions exchanged views on joint research, innovative talent development, and industry–education collaboration, with a shared interest in creating new academic platforms and opportunities for students and faculty. During the visit, the AU delegation explored SUMC's advanced learning facilities, including the Metaverse Light and Shadow Pavilion and Immersive Projection Laboratory, showcasing how emerging technologies can be integrated into creative and experiential education. The exchange marked another important step in strengthening AU's international academic network. Both institutions expressed their commitment to combining expertise in media, arts, and communication to develop globally minded, creative, and interculturally competent graduates prepared for the rapidly evolving digital world. SDGs Alignment • SDG 4: Quality Education – Promotes international academic exchange, innovative learning, joint research, and development of future-ready talent. • SDG 9: Industry, Innovation and Infrastructure – Encourages the application of emerging technologies, creative innovation, and stronger links between education and creative industries. • SDG 17: Partnerships for the Goals – Strengthens international cooperation between Thai and Chinese higher education institutions through academic and research collaboration.	4, 9, 17	  

Project	Detail	Related SDGs	Photo
14. AU and Thairath Money Empower Students with Financial Skills for the Future	On September 11, 2025, the Albert Laurence School of Communication Arts, Assumption University of Thailand (AU), in collaboration with Thairath Money, hosted the Thairath Money Campus Tour 2025 at the CA Building, Suvarnabhumi Campus, under the theme "มันนี่เดบิวต์ อัปสกิลเรื่องเงิน". The event aimed to strengthen students' financial literacy and practical financial skills through real-world knowledge, interactive learning, and expert perspectives. Highlights included the Talk Stage featuring Dew Viravat, Saowaros Taweebanjongsin, and CK Cheong, with live Q&A sessions; the TFPA Game Zone, which combined financial learning with interactive activities; the Thairath Money Creator Audition for aspiring young creators; and the Fin Zone, providing hands-on financial learning experiences. The strong participation demonstrated a shared commitment between AU and Thairath Money to preparing students with financial knowledge, practical skills, creativity, and confidence to navigate future personal, professional, and societal challenges. SDGs Alignment • SDG 4: Quality Education – Enhances students' financial literacy, practical skills, critical thinking, and readiness for future study and employment. • SDG 8: Decent Work and Economic Growth – Develops financial and professional skills that support students' future employability and responsible participation in the economy. • SDG 10: Reduced Inequalities – Promotes access to essential financial knowledge and skills that can support more informed economic participation.	4, 8, 10	  

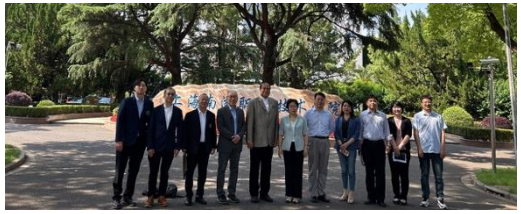
Project	Detail	Related SDGs	Photo
15. AU Communication Arts Faculty Strengthen Student Engagement Through Knowledge Management Training	On January 23, 2026, the Albert Laurence School of Communication Arts, Assumption University of Thailand (AU) organized a three-hour Knowledge Management (KM) training session for faculty members entitled *"Designing a Happy Classroom Environment to Leverage Student Engagement."* The session was conducted by Dr. Sirichai Preudhikulpradab, Program Director of the Ph.D. & MBA in Hospitality and Tourism Management, Office of Graduate Studies. The workshop introduced practical approaches to creating safe and supportive learning environments, fostering empathy and self-discipline, and applying inspirational teaching methods that encourage lifelong learning. Faculty members gained new perspectives and practical tools to strengthen student participation and create more engaging, student-centered classrooms. The initiative reflects AU's commitment to continuous professional development and quality education, while supporting educators in creating positive learning experiences that inspire students and enhance classroom engagement. SDGs Alignment • SDG 4: Quality Education – Strengthens faculty development and promotes innovative, inclusive, and student-centered teaching and learning environments. • SDG 3: Good Health and Well-being – Supports positive and safe classroom environments that contribute to students' emotional well-being and healthy learning experiences.	3, 4	  

Vincent Mary School of Engineering, Science, and Technology

Project	Detail	Related SDGs	Photo
1. VMES Aeronautics Outing #2/2024	The Vincent Mary School of Engineering, Science and Technology (VMES), Assumption University, in collaboration with Thai Inter Flying (TIF), organized a field trip to TIF Phitsanulok during March 27–28, 2025. This educational outing allowed students to experience the real working atmosphere at the airport while gaining knowledge provided by TIF, including career paths in aviation, aptitude tests, and flight procedures. Students also had the special opportunity to observe and learn with a Cessna aircraft, making the experience both engaging and inspiring for their future careers. Relevant SDGs: • SDG 4: Quality Education – Enhancing students' learning with real-world aviation experience • SDG 8: Decent Work and Economic Growth – Providing career insights into the aviation sector • SDG 9: Industry, Innovation, and Infrastructure – Promoting knowledge of aviation technology and operations • SDG 17: Partnerships for the Goals – Strengthening academia-industry collaboration for student development	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
2. Aviation and Engineering Workshop Inspires Future Innovators at Assumption University	On March 12, 2025, students from Assumption College Rayong participated in an engaging aviation and engineering workshop at Assumption University of Thailand (AU), Suvarnabhumi Campus. The program offered hands-on experience in cutting-edge technology and flight simulation. Organized by AU's Office of the University Registrar in collaboration with Bangkok Aviation Center (BAC), Thailand's first private flying school, the event provided students with comprehensive insights into aviation education and career pathways. The day's agenda included an introduction to AU's Aviation Course, an overview of BAC's pilot training programs, and a Simulator and Aircraft Workshop at the Vincent Mary School of Engineering, Science and Technology (VMES). Through interactive sessions with faculty members and industry experts, students gained valuable exposure to real-world applications in aeronautical engineering and piloting. The hands-on experience not only broadened their perspectives on aviation but also encouraged them to explore future opportunities in engineering, technology, and related fields. This initiative reflects AU's commitment to fostering innovation, academic excellence, and career readiness, inspiring students to become future leaders in aviation and beyond. Relevant SDGs: • SDG 4: Quality Education – Providing access to innovative learning opportunities and career exploration. • SDG 8: Decent Work and Economic Growth – Promoting skills development aligned with high-demand industries. • SDG 9: Industry, Innovation, and Infrastructure – Encouraging knowledge in aviation, engineering, and emerging technologies.	4, 8, 9,	  

Project	Detail	Related SDGs	Photo
3. AU Digital Tech Exhibition Showcases Student Innovation and Creativity	On February 28, 2025, students from the Vincent Mary School of Engineering, Science and Technology (VMES), Assumption University, presented 37 senior projects at the VMES Lobby. Each project demonstrated students' technical skills, creativity, and innovative thinking, covering areas such as AI-powered applications, IoT solutions, mobile and web apps, games, and AU Super Apps. Faculty advisors and committee members provided guidance and support, ensuring the exhibition's success. The event offered students a platform to showcase their talent, engage with peers, and explore real-world applications of their projects. The AU Digital Tech Exhibition emphasizes the University's commitment to fostering innovation, collaboration, and future-ready technological expertise. Relevant SDGs: • SDG 4: Quality Education – Promoting experiential learning through project-based education. • SDG 8: Decent Work and Economic Growth – Preparing students with skills for high-demand and future-ready careers. • SDG 9: Industry, Innovation, and Infrastructure – Driving forward innovation in AI, technology, and engineering solutions.	4, 8, 9,	  

Project	Detail	Related SDGs	Photo
4. Shanghai Partnership Signals Smart Future for AU Students	May 14, 2025 — Assumption University of Thailand (AU) signed a groundbreaking Memorandum of Understanding (MoU) with Shanghai Nanhu Vocational and Technical College, marking a strategic collaboration in intelligent connected vehicles, healthcare training, and metaverse-based education. The AU delegation, led by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, met with Prof. Jianliu Zhu, Deputy Party Secretary and President of Nanhu College, and Vice President Zhou Yifeng. Nanhu College, organized into five major academic groups — finance and commerce, tourism services, information technology, transportation, and culture and art — hosts nationally recognized training centers, including the Shanghai Vocational Education International Business Open Training Center, Auto Repair Open Training Center, and International Cruise Teaching Base. The AU delegation toured Nanhu's 5G Digital Creativity Training Center, International Cruise Training Base, and New Energy Vehicle Smart Connectivity Center, all integrated into the college's Metaverse Digital Interactive Space, showcasing immersive technology and vocational innovation. The collaboration includes: • Establishing a Sino-Thai Intelligent Connected Vehicle Joint Laboratory for co-developing curriculum for ASEAN markets. • Metaverse-based immersive nursing training bridging technology with healthcare education. • Hosting 50 Thai exchange students over the next three years, with faculty exchange to co-develop localized academic content. Relevant SDGs: • SDG 4: Quality Education – Enhancing global learning experiences and immersive training. • SDG 9: Industry, Innovation, and Infrastructure – Promoting innovation in connected vehicles and healthcare technology. • SDG 17: Partnerships for the Goals – Strengthening international collaboration and academic exchange.	4, 9, 17	  

Project	Detail	Related SDGs	Photo
5. Assumption University Joins Electric Vehicle Industry Chain Initiative	The Ministry of Higher Education recently convened representatives from universities and the electric vehicle (EV) industry to form a collaborative Electric Vehicle Chain Group. This platform enables members to share knowledge, promote innovative EV activities, and foster synergy across academia and industry. Vincent Mary School of Engineering, Science and Information Technology (VMES), Assumption University is honored to be part of this initiative. As a member of the chain, VMES will contribute expertise and training to prepare students for emerging careers in the new energy automotive sector. In line with this, VMES is launching the New Energy Automotive Engineering program in 2025, designed to equip students with cutting-edge skills in EV technology, smart mobility, and sustainable automotive solutions. This program aims to serve both industry needs and students aspiring to careers in the new era of transportation engineering. Relevant SDGs: • SDG 4: Quality Education – Offering specialized programs that prepare students for future-ready careers. • SDG 7: Affordable and Clean Energy – Supporting the transition to electric mobility and renewable energy solutions. • SDG 8: Decent Work and Economic Growth – Developing skilled workforce for the sustainable automotive sector. • SDG 9: Industry, Innovation, and Infrastructure – Promoting innovation in electric vehicle technologies and infrastructure. • SDG 13: Climate Action – Contributing to reduced carbon emissions through EV education and sustainable transport development. • SDG 17: Partnerships for the Goals – Fostering collaboration between universities and industry for sustainable technological advancement.	4, 7, 8, 9, 13, 17	 

Project	Detail	Related SDGs	Photo
6. AU Hosts AI Governance Forum to Shape the Future of Higher Education	On August 29, 2025, Assumption University of Thailand (AU) organized the "AU AI Governance Forum: AI Governance in Higher Education," bringing together 20 participants from five academic schools and key support units to discuss the responsible and effective use of artificial intelligence in higher education. The forum focused on developing appropriate AI policies, governance frameworks, and institutional practices to ensure that AI is adopted responsibly while supporting innovation, academic quality, and the university community. The discussion was moderated by Dr. Kitikorn Dowpiset, Vice President for Moral Development Education; Dr. Vasa Buraphadeja, Director of the Center for Learning Innovation, MSME; and Dr. Chayapol Moemeng, Deputy Chair of Computer Science and Information Technology, VMES. The forum marked an important step in AU's efforts to establish a forward-looking approach to AI governance, balancing technological innovation with ethics, accountability, and responsible institutional practice. SDGs Alignment • SDG 4: Quality Education – Promotes responsible use of AI to support educational innovation, learning quality, and future-ready higher education. • SDG 9: Industry, Innovation and Infrastructure – Encourages responsible technological innovation and the development of institutional capabilities for AI adoption. • SDG 16: Peace, Justice and Strong Institutions – Supports transparent, ethical, accountable, and responsible governance of AI within the university. • SDG 17: Partnerships for the Goals – Brings together academic schools and support units to develop collaborative approaches to AI governance.	4, 9, 16, 17	  

Project	Detail	Related SDGs	Photo
7. AU Blesses New Research Center for New Energy Vehicle Technology	Assumption University of Thailand (AU) celebrated the Feast Day of the President, Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., honoring Archangel St. Gabriel, with a blessing ceremony for the new Gabriel Mary Research and Learning Center for New Energy Vehicle Technology on September 29, 2025, at the Suvarnabhumi Campus. The ceremony was presided over by Monsignor Dr. Vissanu Thanya-anan and attended by AU administrators, faculty members, staff, students, and distinguished guests. The occasion combined spiritual reflection with AU's commitment to advancing academic excellence, research, and technological innovation. The new center is designed as a hub for research, learning, and collaboration among students, faculty, and industry partners, with a focus on new energy vehicle technology, sustainable mobility, and clean energy innovation. Its establishment reflects AU's vision of integrating faith, knowledge, and innovation to prepare students to address global challenges responsibly. SDGs Alignment • SDG 4: Quality Education – Provides an advanced learning and research environment for students and faculty in emerging technologies. • SDG 7: Affordable and Clean Energy – Supports research and innovation related to clean energy and new energy vehicle technologies. • SDG 9: Industry, Innovation and Infrastructure – Strengthens research infrastructure and promotes technological innovation and collaboration with industry. • SDG 13: Climate Action – Contributes to sustainable mobility and technological solutions that can help reduce environmental and climate impacts.	4, 7, 9, 13	  

Project	Detail	Related SDGs	Photo
8. Powering the Future: AU and Shanghai Strengthen Collaboration in New Energy Vehicles	Assumption University of Thailand (AU) welcomed a high-level delegation from Hongkou District, Shanghai, on October 17, 2025, for strategic discussions on education, science, technology, and industry collaboration, with a particular focus on New Energy Vehicles (NEV) and opportunities for expansion across ASEAN. The delegation visited the Industry–Education Integration Base of the International NEV Science and Education Alliance, a joint initiative between AU and SAIC Motor Thailand (MG). The facility integrates education, practical training, research, and industry engagement to develop skilled talent for the rapidly growing NEV sector. Asst. Prof. Dr. Kitti Phothikitti, Vice President for Educational Innovation and Graduate Studies, presented AU's approach to building an ecosystem that connects academia, industry, government, and regional partners to accelerate technological innovation and workforce development. The delegation, led by Vice District Chief Wu Weiping, emphasized Hongkou District's commitment to supporting universities and businesses in expanding internationally. Both sides expressed their shared commitment to developing a mutually beneficial platform that promotes sustainable growth, innovation, talent development, and stronger ASEAN–China cooperation in the NEV sector. SDGs Alignment • SDG 4: Quality Education – Promotes industry-integrated education, practical training, and talent development in emerging technologies. • SDG 8: Decent Work and Economic Growth – Supports workforce development, innovation, and new economic opportunities in the growing NEV industry. • SDG 9: Industry, Innovation and Infrastructure – Advances technological innovation and strengthens collaboration between universities and industry in the NEV sector. • SDG 17: Partnerships for the Goals – Builds cooperation among government, universities, industry, and international partners to support sustainable regional development.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
9. AU and Xihua University Strengthen Academic and Cultural Ties Through Study Visit in China	Assumption University of Thailand (AU) and Xihua University, China, successfully concluded the 3rd Short-Term Study Visit Program on Engineering, Technology, and Culture, held from October 22–30, 2025, in Chengdu, Sichuan Province. Led by Asst. Prof. Dr. Narong Aphiratsakun, Dean of the Vincent Mary School of Engineering, Science and Technology, the 61-member AU delegation participated in academic seminars, cultural activities, and educational field visits. Students and faculty from several AU schools explored topics including artificial intelligence, engineering, technology, humanities, and cultural heritage. The program also featured hands-on cultural experiences such as Chinese paper-cutting, calligraphy, tai chi, and tie-dyeing, along with visits to the Chengdu Giant Panda Base, Kuanzhai Alley, and Tianfu Art Garden. Participants also explored digital preservation of traditional Shu brocade and embroidery, demonstrating how technology can support cultural heritage preservation. Visits to Sichuan University and Chengdu Textile College further provided opportunities to exchange ideas and explore future academic collaboration. The successful program strengthened educational and cultural connections between AU and Xihua University while promoting internationalization, cross-cultural understanding, and future-ready skills. SDGs Alignment • SDG 4: Quality Education – Provides students with international learning experiences, academic enrichment, and opportunities to develop knowledge and skills beyond the classroom. • SDG 9: Industry, Innovation and Infrastructure – Promotes learning and exchange in AI, engineering, technology, and digital cultural heritage preservation. • SDG 11: Sustainable Cities and Communities – Encourages appreciation and preservation of cultural heritage while connecting culture with technology and sustainable development. • SDG 17: Partnerships for the Goals – Strengthens long-term academic and cultural cooperation between AU and Xihua University.	4, 9, 11, 17	  

Project	Detail	Related SDGs	Photo
10. MG Skill Contest 2025 Highlights Automotive Excellence at AU's Flagship Training Center	On December 14, 2025, the Vincent Mary School of Engineering, Science and Technology (VMES), Assumption University of Thailand (AU), hosted the regional round of the MG Skill Contest 2025 at the Gabriel Mary Research and Learning Center for New Energy Vehicle Technology, Suvarnabhumi Campus. As the home of the world's first MG Flagship Showroom and Training Center, AU provided a unique platform for MG Sales (Thailand) to showcase professional skills and service excellence across Thailand's growing electric-vehicle (EV) industry. Participants competed in practical challenges covering technical diagnostics, customer service, sales, warranty, parts, and body and paint operations. The event brought together MG executives, AU representatives, and industry partners, highlighting the strong collaboration between AU, MG, and SAIC in developing skilled professionals for the future of electric mobility. The competition also demonstrated the important role of university–industry partnerships in connecting education, technology, and real-world professional training. SDGs Alignment • SDG 4: Quality Education – Provides hands-on, industry-based training and professional skills development in automotive and new energy vehicle technology. • SDG 8: Decent Work and Economic Growth – Supports workforce development, professional excellence, and employment opportunities in Thailand's growing EV industry. • SDG 9: Industry, Innovation and Infrastructure – Promotes technological innovation, EV training infrastructure, and collaboration between higher education and industry. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU, MG, SAIC, and industry partners to develop future-ready talent.	4, 8, 9, 17	  

Thomas Aquinas School of Law

Project	Detail	Related SDGs	Photo
1. AU Hosts "AI for Legal Profession" Seminar — Redefining the Future of Law in the Digital Age	Assumption University of Thailand (AU), Hua-Mak Campus, April 26, 2025 — The Thomas Aquinas School of Law, in collaboration with the Innotech Center, successfully hosted the seminar "AI for Legal Profession," exploring how Artificial Intelligence (AI) is transforming the legal field. The event drew legal professionals, academics, students, and technology experts eager to learn how AI is reshaping legal practice. The one-day seminar provided participants with insights on AI applications in contract drafting, legal research, litigation strategy, and data analysis through keynote speeches, panel discussions, and hands-on demonstrations. Speakers included Dr. Norarit Sudsanguan, Dean of the Thomas Aquinas School of Law; Mr. Sathapon Patanakuha, CEO of Smart Contract Blockchain Studio; Mr. Thasanai Chaiyakhwaeng, litigation lawyer and legal tech advocate; and Miss Suruswadee Jaimsuwan, senior litigator at Tilleke & Gibbins. Attendees gained a comprehensive understanding of AI as a tool to empower legal professionals, making legal work smarter, faster, and more impactful. The seminar inspired participants to embrace AI in their careers, recognizing it as a transformative force rather than a replacement for human expertise. Following the event's success, AU plans to expand AI-focused legal training programs to further support innovation in the legal sector. Relevant SDGs: • SDG 4 – Quality Education: Promotes lifelong learning and equips law students and professionals with AI knowledge. • SDG 8 – Decent Work and Economic Growth: Enhances productivity and innovation in the legal profession. • SDG 9 – Industry, Innovation, and Infrastructure: Encourages technological advancement and innovation in legal services. • SDG 10 – Reduced Inequalities: Broadens access to legal knowledge and justice through AI tools. • SDG 16 – Peace, Justice, and Strong Institutions: Strengthens transparency, fairness, and efficiency in the justice system. • SDG 17 – Partnerships for the Goals: Builds collaboration between academia, the legal profession, and the tech industry.	4, 8, 9, 10, 16, 17	  

Project	Detail	Related SDGs	Photo
2. Future Lawyers Inspired at AU Law Open House 2025	High school students, aspiring lawyers, and their families gained an inspiring glimpse into the world of law at Assumption University of Thailand (AU)'s Thomas Aquinas School of Law during its highly anticipated Law Open House 2025. Held on March 28, 2025, at AU's Hua Mak Campus, the event drew an enthusiastic crowd eager to explore legal education and career opportunities where business insight meets legal excellence. Participants stepped into the shoes of legal professionals through immersive mock trial sessions, law-themed workshops, and interactive classroom activities. These experiences allowed students to develop legal reasoning and critical-thinking skills while gaining valuable insights into real courtroom dynamics. Beyond the academic activities, attendees enjoyed exclusive campus tours, showcasing AU's state-of-the-art facilities and vibrant student life. They also benefited from personalized consultations with experienced law faculty, who provided tailored academic and career guidance. Networking sessions with current law students and alumni further enriched the experience, offering practical advice and helping participants build connections in the legal field. Each attendee received an official certificate of participation, a meaningful addition to their academic portfolios. AU's Thomas Aquinas School of Law continues to uphold its mission of cultivating the next generation of legal professionals who are not only skilled in navigating the complexities of law but also equipped with business acumen to thrive in a globalized world. Relevant SDGs: • SDG 4 – Quality Education: Provides high school students with access to legal learning opportunities and career guidance. • SDG 8 – Decent Work and Economic Growth: Prepares students with future-ready skills for successful legal careers.	4, 8, 10, 16, 17	  

	• SDG 10 – Reduced Inequalities: Expands opportunities for diverse students to explore pathways to higher education and legal professions. • SDG 16 – Peace, Justice, and Strong Institutions: Promotes understanding of law and justice, nurturing future professionals committed to fairness and the rule of law. • SDG 17 – Partnerships for the Goals: Strengthens collaboration among faculty, students, alumni, and prospective students to build a supportive academic and professional community.		

Project	Detail	Related SDGs	Photo
3. AU Faculty of Law Organizes Lex Humanitas Camp 2024 — Law Students Giving Back to the Community	On January 13–14, 2025, the Faculty of Law at Assumption University of Thailand (AU) organized the Lex Humanitas Camp 2024 at Wat Lamud School in Ang Thong Province. This volunteer initiative brought together law students and faculty members in a meaningful effort to contribute to the local community. Over the course of two days, participants engaged in a variety of activities designed to improve the school environment and enhance students' educational experiences. A key initiative was school beautification, where volunteers repainted sidewalks and school walls, transforming the campus into a more vibrant and welcoming space for young learners. Beyond physical improvements, the camp also emphasized educational enrichment, particularly in English language learning. Law students and faculty conducted interactive activities—such as games, storytelling, and conversational practice—that helped schoolchildren strengthen their English skills in a fun and engaging way. Relevant SDGs: • SDG 3 – Good Health and Well-being: Promotes student well-being by creating a safe and welcoming school environment. • SDG 4 – Quality Education: Supports quality education by enhancing language learning opportunities and interactive teaching. • SDG 10 – Reduced Inequalities: Provides underprivileged students with access to enriched learning experiences. • SDG 11 – Sustainable Cities and Communities: Contributes to improving community facilities and creating sustainable, student-friendly environments. • SDG 17 – Partnerships for the Goals: Strengthens collaboration between university students, faculty, and local schools to achieve shared educational and social goals.	3, 4, 10, 11, 17	  

Project	Detail	Related SDGs	Photo
4. AU Legal Debate Competition 2025 Strengthens Critical Thinking and Future Legal Leadership	The Thomas Aquinas School of Law (TASL), Assumption University of Thailand (AU), hosted the ALSA AU Legal Debate Competition 2025 on September 15 and 22, 2025, at the Hua Mak Campus. Organized by the Assumption University chapter of the Asian Law Students' Association (ALSA), the competition provided law students with an opportunity to develop critical thinking, persuasive communication, legal analysis, and professional confidence. Guided by Dr. Norarit Sudsanguan, Dean of TASL, and supported by A. Artit Pinpak, Advisor of ALSA AU, the competition connected academic knowledge with practical legal skills. Students debated complex legal issues while being assessed on their reasoning, presentation, and parliamentary procedures. The activity demonstrated TASL's commitment to preparing future legal professionals for leadership in law, policy, and business. Through activities such as legal debates, moot courts, internships, and practical training, TASL continues to equip students with the knowledge, skills, and integrity needed to contribute effectively to society at both national and international levels. SDGs Alignment • SDG 4: Quality Education – Develops students' critical thinking, communication, analytical, and practical legal skills through experiential learning. • SDG 16: Peace, Justice and Strong Institutions – Strengthens legal education and prepares future legal professionals to contribute to justice, good governance, and strong institutions. • SDG 17: Partnerships for the Goals – Encourages collaboration among law students, faculty, judges, and professional organizations through academic and professional activities.	4, 16, 17	  

Martin de Tours School of Management and Economics

Project	Detail	Related SDGs	Photo
1. Assumption University Hosts Pre-Degree Special Program for High School Students	On May 20, 2025, the MSME Business School at Assumption University of Thailand (AU) welcomed 60 high school students from Nawamintharachinuthit Triamudomsuksapattanakarn School to a Pre-Degree Special Program. This initiative is designed to prepare students for academic success, strengthen core academic skills, enhance English language proficiency, and foster creative thinking in a supportive, university-level environment. Through hands-on and experimental learning activities, students gained valuable experience and confidence, facilitating a smooth transition into higher education. This program reflects Assumption University's commitment to academic excellence, holistic student development, and the cultivation of lifelong learning skills. Relevant SDGs: • SDG 4: Quality Education – improving academic skills and providing access to higher education preparation. • SDG 8: Decent Work and Economic Growth – fostering skills for future career readiness. • SDG 10: Reduced Inequalities – offering educational opportunities to students from diverse backgrounds. • SDG 17: Partnerships for the Goals – collaboration between schools and university to enhance education.	4, 8, 10, 17	  

Project	Detail	Related SDGs	Photo
2. MSME Business School Hosts Retirement Planning Workshop for AU Personnel	On May 8, 2025, the Department of Finance and Risk Management, MSME Business School, Assumption University of Thailand (AU) conducted a Retirement Planning Workshop for faculty and staff. The workshop reaffirmed the university's commitment to the long-term financial wellness and personal security of AU personnel. Special appreciation was given to Dr. Sarina Preechalert, CFP, Deputy Chairperson of the Department of Finance and Risk Management, for delivering in-depth knowledge and facilitating an engaging session. This initiative reflects Assumption University's ongoing commitment to promoting financial literacy and holistic well-being among its personnel, ensuring they are well-prepared for a secure and sustainable future. Relevant SDGs: • SDG 3: Good Health and Well-Being – promoting mental and financial wellness for personnel. • SDG 4: Quality Education – enhancing financial literacy and lifelong learning. • SDG 8: Decent Work and Economic Growth – ensuring long-term economic security for employees. • SDG 10: Reduced Inequalities – providing equal access to financial knowledge and planning resources.	3, 4, 8, 10	  

Project	Detail	Related SDGs	Photo
3. Assumption University and Tunghai University Launch Dual Master's Degree Program to Foster Global Academic Collaboration	On May 2, 2025, Assumption University (AU), represented by Rev. Bro. Dr. Sirichai Fonseka, President of AU, and Tunghai University (THU), represented by Dr. Kuo-En Chang, President of THU, proudly announced the launch of a dual master's degree program. The program combines AU's Master of Science in Business and Economics (MSBE) with THU's Executive MBA (EMBA) to provide students with a globally enriched educational experience. During the launch, Distinguished Contribution Awards were presented by Dr. Chainarong Rungruengarporn, Dean-Designate of MSME, to Dr. Kuo-En Chang and Mr. Sheng-Hsiung "Rock" Hsu, founder of Cal-Comp, in recognition of their visionary leadership in education and industry. This partnership signifies a major milestone in academic collaboration between Thailand and Taiwan, reflecting the shared commitment to academic excellence, internationalization, and cross-cultural talent development. Relevant SDGs: • SDG 4: Quality Education – promoting access to high-quality international education. • SDG 8: Decent Work and Economic Growth – equipping students with skills for global business leadership. • SDG 9: Industry, Innovation and Infrastructure – fostering collaboration between academic institutions and industry leaders. • SDG 17: Partnerships for the Goals – strengthening cross-border academic cooperation and institutional partnerships.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
4. MSME Business School Hosts Two-Day Training on Curriculum Leadership in the 21st Century	On April 29–30, 2025, the MSME Business School, Assumption University of Thailand (AU) successfully conducted a two-day training program titled “Curriculum Leadership in the 21st Century School Environment: Issues and Challenges from a Global Perspective.” The program featured insightful talks delivered by Assistant Professor Dr. Dhanoos Sutthipisal, Dean of MSME Business School, and Assistant Professor Dr. Vasa Buraphadeja, Director of the Center of Teaching and Learning Innovation, who shared expertise on contemporary challenges and leadership strategies in curriculum management. Special appreciation was also extended to Dr. Soonthorn Pibulcharoensit, University Registrar, and Quamrul Millat, Associate Director of AU Study Abroad, for organizing this meaningful event that enhanced participants’ understanding of global educational perspectives and effective school leadership practices. Relevant SDGs: • SDG 4: Quality Education – promoting effective leadership and innovation in education. • SDG 8: Decent Work and Economic Growth – preparing educational leaders to contribute to sustainable school management. • SDG 10: Reduced Inequalities – supporting inclusive curriculum practices across diverse learning environments. • SDG 17: Partnerships for the Goals – fostering collaboration among educators, administrators, and international partners to improve curriculum leadership.	4, 8, 10, 17	  

Project	Detail	Related SDGs	Photo
5. MSME Business School Empowers Graduating Students at MSME Last Orientation 2025	On February 20–21, 2025, MSME Business School, Assumption University of Thailand (AU) successfully hosted the MSME Last Orientation 2025, a two-day program designed to prepare graduating students for a smooth transition from university to the professional world. The event commenced at the John XXIII Conference Center, Suvarnabhumi Campus, featuring an inspiring opening speech by the Dean, a reflective sharing by a student representative, and a keynote address by Mr. Seksan Sapsubbsakul on “Growth Mindset in the Workplace: Thriving Beyond College.” Students participated in hands-on workshops, including: • Post-Graduation Pathways: Making Informed Decisions for Your Future by Mr. Kasipat Wongvitayajorn, University of Cambridge • Crafting Impactful Resumes and Defining Your Goals with AI Tools by Dr. Vasa Buraphadeja, Director, Center for Learning Innovation, Assumption University • Job Interview Preparation: Essential Tips and Mock Interview by Adecco Thailand On February 21, career-focused sessions continued with: • Job Application Strategies by Mr. Aniruth Nimiwattana, Managing Director, TalentUp Consulting Group • Cabin Crew Interview Prep by Kru P’ Nash, Fly High • From Campus to Career: Tips and Tricks for a Successful Interview by Mr. Terapat Prapapanich, Director, Unilever Professional Thailand The orientation provided students with practical knowledge, career planning strategies, and essential skills to excel in their professional journeys. MSME Business School extends its appreciation to all distinguished guest speakers and partners for their valuable contributions. Relevant SDGs:	4, 8, 10,	  

	• SDG 4: Quality Education – equipping students with career readiness skills and lifelong learning mindset • SDG 8: Decent Work and Economic Growth – fostering employability and professional development • SDG 10: Reduced Inequalities – supporting equal access to career preparation resources and opportunities		 

Project	Detail	Related SDGs	Photo
6. SBM Students Gain Insights on Sustainable Business at CPALL Company Visit	On February 13, 2025, the Department of Sustainable Business Management (SBM), MSME Business School, Assumption University of Thailand (AU) organized a company visit to CPALL Public Company Limited in Nonthaburi, providing over 100 SBM students with invaluable learning experiences and first-hand insights into corporate operations. A key highlight of the visit was an inspiring presentation and company tour led by CPALL management executives, who shared their expertise on sustainability and ESG (Environmental, Social, and Governance) initiatives, strategic planning, and the future development of 7-Eleven stores. This visit allowed students to connect theory with practice, observe real-world business operations, and understand the importance of sustainable business practices in a rapidly evolving market. The Department of SBM continues its commitment to fostering industry partnerships and equipping future business leaders with knowledge, experience, and professional networking opportunities. Relevant SDGs: • SDG 4: Quality Education – providing students with experiential learning opportunities • SDG 8: Decent Work and Economic Growth – understanding sustainable business operations and ethical management • SDG 9: Industry, Innovation, and Infrastructure – exposure to innovative business models and operational excellence • SDG 12: Responsible Consumption and Production – learning about corporate sustainability and ESG practices • SDG 17: Partnerships for the Goals – strengthening collaboration between academia and industry	4, 8, 9, , 12, 17	  

Project	Detail	Related SDGs	Photo
7. MSME Business School Strengthens Industry Collaboration through MOU Signing	MSME Business School, Assumption University, is pleased to announce the signing of a Memorandum of Understanding (MOU) with Central Retail, Evercomm, and Ascend Group, marking a significant step in promoting educational advancement and collaborative initiatives that benefit students, faculty, industry, and the broader community. The signing ceremony was warmly hosted by Asst. Prof. Dr. Dhanoos Sutthipisal, Dean of MSME Business School, and attended by distinguished delegates from the partner companies, including: • Central Retail: Ms. Wetisa Kanjankaew, Ms. Suwanna Panyawong-Udom, and Mr. Wattanachai Chaiwong • Evercomm: Mr. Wisut Kaewbangkapom and Mr. Saichon Sittikulwanich • Ascend Group: Ms. Natkarueta Srikasikorn, Ms. Salakchit Prompuay, and Mr. Anurak Chavalnarinthorn This collaboration aims to foster a conducive environment for learning and professional growth, enhance students' experiences, and prepare them for future challenges in the dynamic business world. The initiative will also strengthen industry-academia partnerships, promote practical skills development, and encourage innovative projects that benefit both the university and the wider community. Relevant SDGs: • SDG 4: Quality Education – fostering skills development, knowledge sharing, and experiential learning for students and faculty • SDG 8: Decent Work and Economic Growth – preparing students for employment and promoting sustainable business practices • SDG 9: Industry, Innovation, and Infrastructure – strengthening industry-academia collaboration to drive innovation and entrepreneurship • SDG 17: Partnerships for the Goals – building strong partnerships between education institutions and the corporate sector	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
8. ABLE Center Joins Startup Thailand League 2025	Assumption University of Thailand (AU) proudly participated in the Startup Thailand League 2025 Press Conference, represented by Asst. Prof. Dr. Uree Cheasakul, Vice President for Academic Affairs; Asst. Prof. Dr. Dhanoos Sutthipisal, Dean of the Martin de Tours School of Management and Economics; and Dr. Akechai Judkrue, Director of the ABLE Center. The Startup Thailand League is a national initiative aimed at fostering innovation and entrepreneurship among university students across Thailand. Now in its ninth year, the program has engaged over 55 universities, providing a platform for students to develop startup ideas, receive mentorship, and compete in pitching events. This initiative plays a pivotal role in strengthening Thailand's startup ecosystem and nurturing the next generation of entrepreneurs. AU's participation highlights its ongoing commitment to developing young entrepreneurs and promoting business innovation. Through ABLE Center's involvement, students gain access to mentorship, networking opportunities, and practical experience, reinforcing AU's mission to cultivate future leaders with innovative thinking and entrepreneurial skills. Relevant SDGs: • SDG 4: Quality Education – promoting experiential learning and entrepreneurial education • SDG 8: Decent Work and Economic Growth – encouraging innovation, business creation, and economic development • SDG 9: Industry, Innovation, and Infrastructure – supporting startups and technological entrepreneurship • SDG 17: Partnerships for the Goals – fostering collaboration between universities, industry, and government initiatives	4 , 8, 9, 17	  

Project	Detail	Related SDGs	Photo
9. Bangchak Executive Shares Insights on Business Strategies for Sustainable Growth	Mr. Bundit Hansapaiboon, Chief Operating Officer and Senior Executive Vice President of Refinery and Oil Trading Business Group, Bangchak Corporation Public Company Limited, delivered a lecture titled “Sustainability in Action: Strategies for a Resilient Future”. The session, organized by the Martin de Tours School of Management and Economics (MSME), Assumption University, was attended by MSME undergraduate students, faculty members, and undergraduates from various majors at Assumption University, Suvarnabhumi Campus. The lecture provided participants with valuable insights into sustainable business practices, corporate social responsibility, and resilience strategies in the energy sector. Students and faculty gained knowledge on integrating sustainability into business operations, fostering both economic growth and environmental stewardship. Relevant SDGs: • SDG 4: Quality Education – enhancing student learning and exposure to industry expertise • SDG 7: Affordable and Clean Energy – insights on sustainable energy management • SDG 8: Decent Work and Economic Growth – promoting sustainable business growth and corporate responsibility • SDG 12: Responsible Consumption and Production – understanding sustainable business operations • SDG 13: Climate Action – fostering awareness of environmental impact and mitigation strategies	4, 7, 8, 12, 13	  

Project	Detail	Related SDGs	Photo
10. MSME Business School, Assumption University Facilitates Global Business Discussions	The MSME Business School, Assumption University of Thailand, successfully hosted The 23rd International Business and Economy Conference (IBEC2025) during January 3–6, 2025, at Suvarnabhumi Campus. The conference provided a platform for scholars and practitioners to engage in intellectual discussions on strategic challenges in the global arena. The event featured in-person sessions across five specialized tracks: Finance and Economics, Management and Marketing, Accounting and Sustainability, Business Analytics, and Hospitality and Tourism. Participants attended presentations, panel discussions, and networking sessions tailored to these fields. The conference commenced with a welcome address by Assistant Professor Dr. Dhanoos Sutthiphisal, Dean of MSME Business School, followed by remarks from Assoc. Prof. Dr. Wei He, Conference Chair from IONA University. Rev. Bro. Dr. Sirichai Fonseka, President of Assumption University, delivered the inaugural address, emphasizing the importance of such forums in fostering academic and professional growth. A highlight of the opening day was the keynote speech by Assoc. Prof. Dr. Manapol Ekkayokkaya from Chulalongkorn University, who shared insights on emerging trends in the global business landscape, titled “Navigating Economic Turbulence: Financial Innovations and Strategies for Sustainable Growth Implications from M&As in Emerging Economies”. As the event concluded, organizers and attendees reflected on the invaluable knowledge and connections shared during the four days. The success of IBEC 2025 demonstrated the power of international academic collaboration in tackling global challenges and promoting innovation. Relevant SDGs: • SDG 4: Quality Education – fostering global learning and academic exchange • SDG 8: Decent Work and Economic Growth – discussing sustainable business and economic strategies	4, 8, 9, 12, 17	  

	• SDG 9: Industry, Innovation, and Infrastructure – sharing insights on innovation and sustainable industrial practices • SDG 12: Responsible Consumption and Production – promoting sustainability in accounting and business management • SDG 17: Partnerships for the Goals – strengthening international collaboration among universities		

Project	Detail	Related SDGs	Photo
11. MSME Business School Hosts Faculty and Staff Training Day 2025	On January 14, 2025, MSME Business School, Assumption University, organized a meaningful Training Day dedicated to enhancing professional development, safety awareness, and community spirit among faculty members and staff. The day featured four significant activities: MSME Blessing Ceremony A solemn blessing ceremony was held to mark the beginning of a prosperous and auspicious year, officiated by Rev. Bro. Dr. Amnuay Yoonprayong. Active Shooting Response and Violence Prevention Training Faculty members and staff participated in vital safety training, equipping them with strategies and actions to effectively respond to emergency incidents. The training was led by experts from the Tourist Police Bureau and the Patrol and Special Operation Division. MSME Family Recognition Day A heartfelt celebration honored the achievements and contributions of the MSME community. Awards for excellence in teaching, research, and service were presented to outstanding faculty and staff members: • Dr. Sasithorn Phonkaew • Ms. Suchira Phoorithewet • Ms. Supawan Rattanakom • Mr. Dhirachat Chayaporn	3, 4, 8, 16	 

	• Dr. Akechai Judkrue • Dr. Donyawan Chantokul • Asst. Prof. Dr. Bing Zhu • Dr. Jenette Bucog Villegas • Ms. Valai Vilaivarangkul MSME Gathering Party The Training Day concluded with a warm and joyful gathering, reinforcing the spirit of unity and collaboration within the MSME family. The success of this event reflects the School's commitment to fostering a safe, supportive, and inspiring working environment for its academic community. Relevant SDGs: • SDG 3: Good Health and Well-Being – promoting safety and violence prevention training • SDG 4: Quality Education – recognizing teaching and research excellence • SDG 8: Decent Work and Economic Growth – strengthening professional development of faculty and staff • SDG 16: Peace, Justice, and Strong Institutions – supporting safety awareness and violence prevention in education institutions		 

Project	Detail	Related SDGs	Photo
12. AU Students Turn Local Sugarcane into Sustainable Opportunities Through Youth Volunteer Project 2025	Assumption University of Thailand (AU) launched its Youth Volunteer Project 2025 with a field visit to the Chan Krung Community Enterprise on June 14, 2025, supported by the Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation. Under the theme "From Chan Krung Sugarcane to Creative Products: Adding Value and Building Sustainability," the initiative brought AU students and faculty members together with the local community to explore opportunities for transforming locally grown sugarcane into innovative, value-added, and market-ready products. The project aims to strengthen the potential of Chan Krung's local agricultural resources by applying knowledge in product development, branding, creativity, entrepreneurship, and marketing. Rather than focusing solely on the production of new products, the initiative seeks to establish a more sustainable community enterprise by creating economic opportunities, strengthening local identity, increasing the value of agricultural resources, and encouraging community members to develop products that can compete in wider markets. For AU students, the field visit provided an important experiential learning opportunity, allowing them to move beyond classroom learning and apply academic knowledge to a real community context. Through direct engagement with community members, students participated in understanding local needs, identifying challenges and opportunities, exchanging ideas, and exploring potential value-added products. This hands-on approach strengthened students' problem-solving, teamwork, communication, creative thinking, and entrepreneurial skills while encouraging them to become socially responsible contributors to community development. SDGs Alignment	4, 8, 9, 11, 12, 17	 

	• SDG 4: Quality Education – Provides students with experiential and community-based learning opportunities, enabling them to apply academic knowledge, develop practical skills, and learn collaboratively with local communities. • SDG 8: Decent Work and Economic Growth – Supports sustainable community enterprises, local entrepreneurship, value creation, and opportunities for sustainable livelihoods through the development of market-oriented local products. • SDG 9: Industry, Innovation and Infrastructure – Promotes innovation and value-added product development by transforming local agricultural resources into creative and marketable products. • SDG 11: Sustainable Cities and Communities – Strengthens local communities by promoting local identity, community resilience, sustainable livelihoods, and the development of community-based enterprises. • SDG 12: Responsible Consumption and Production – Encourages the efficient utilization and value enhancement of locally available agricultural resources through sustainable product development. • SDG 17: Partnerships for the Goals – Demonstrates collaboration among AU, government agencies, students, faculty members, and the Chan Krung Community Enterprise to jointly advance sustainable community development.		

Project	Detail	Related SDGs	Photo
13. Empathy in Action: AU Students Launch Social Impact Project at Camillian Home	Assumption University of Thailand (AU) continued its commitment to experiential learning and community engagement through the Youth Volunteer Project 2025, supported by the Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation. On June 20, 2025, AU students and faculty members visited the Camillian Home for Children Living with Disabilities, marking the beginning of a hands-on social impact initiative focused on inclusion, empowerment, and sustainable community development. Operated by the St. Camillus Foundation of Thailand, Camillian Home is a registered charitable organization dedicated to providing care, rehabilitation, education, and support to children living with disabilities. Its multidisciplinary team, including physical therapists, occupational therapists, teachers, and caregivers, works to create a supportive environment in which children can develop their abilities and reach their full potential. The AU field visit marked the first stage of a collaborative initiative in which students will work alongside the children and the Camillian Home community to co-design inclusive, market-oriented products and solutions. Applying the principles of the 4 Ps of Marketing—Product, Price, Place, and Promotion, students will explore ways to transform ideas and abilities into products that can generate value, create opportunities, and contribute to sustainable livelihoods. More than an academic assignment, the project provides students with an opportunity to apply classroom knowledge to a real-world social context. Through direct interaction with the community, students are encouraged to listen, understand individual needs and abilities, identify opportunities, and develop creative solutions together with the beneficiaries. This approach strengthens students' skills in communication, teamwork, problem-solving, marketing, creativity, and social entrepreneurship, while cultivating empathy and a deeper sense of social responsibility.	1, 4, 8, 10, 17	 

	The initiative also demonstrates the potential of education to become a catalyst for social inclusion and economic empowerment. By connecting academic knowledge with the capabilities and aspirations of children living with disabilities, the project seeks to create opportunities for participation, recognition, and value creation rather than viewing disability solely through the lens of care and support. The collaboration reflects Assumption University's commitment to experiential learning, youth leadership, social entrepreneurship, and inclusive community development. It provides students with an opportunity not only to serve communities but also to learn from them, reinforcing the understanding that meaningful social impact begins with empathy, listening, collaboration, and respect for human dignity. SDGs Alignment • SDG 1: No Poverty – Supports opportunities for vulnerable groups to participate in value creation and explore pathways toward greater economic empowerment and sustainable livelihoods. • SDG 4: Quality Education – Provides students with experiential, community-based learning while developing practical skills, empathy, creativity, and social responsibility. • SDG 8: Decent Work and Economic Growth – Promotes inclusive entrepreneurship, skills development, and opportunities for economic participation among persons with disabilities. • SDG 10: Reduced Inequalities – Advances social inclusion and equal participation by creating opportunities for children living with disabilities to contribute their ideas, abilities, and creativity. • SDG 17: Partnerships for the Goals – Strengthens collaboration among AU, the Camillian Home, community stakeholders, and government-supported youth development initiatives to create sustainable social impact.		

Project	Detail	Related SDGs	Photo
14. From Taichung to Thailand: Tunghai University Students Experience AU's Global Classroom	Assumption University of Thailand (AU), through the MSME Business School, welcomed a delegation of Tunghai University, Taiwan, for a two-week international study tour held from June 30 to July 13, 2025, under the theme "Intercultural Understanding and Communication." The delegation was led by Associate Professor Dr. Min-Hsun Liao, Chief International Officer, and Ms. April Tsai, Program Coordinator for European and Southeast Asia Affairs, and included 11 undergraduate students seeking to broaden their international perspectives and deepen their understanding of Thai culture. Co-organized by Tunghai University and MSME Business School, the study tour provided students with a diverse learning experience combining academic sessions, cultural activities, industry visits, and intercultural exchange. Participants had opportunities to explore Thai traditions and cultural practices, experience local cuisine, and engage with the Thai community, including a special cultural presentation by the AU Thai Dance Club. Beyond cultural tourism, the program emphasized the development of intercultural understanding, communication skills, global awareness, and the ability to engage respectfully with people from different cultural backgrounds. Through direct interaction and experiential learning, students were encouraged to examine their own perspectives, challenge assumptions, appreciate cultural diversity, and develop the global competencies increasingly required of future business leaders. The collaboration also strengthened academic and institutional connections between AU and Tunghai University, creating opportunities for knowledge exchange and relationship building across borders. The successful study tour demonstrates the role of international education in connecting students, institutions, and cultures while creating meaningful learning experiences that extend beyond the traditional classroom.	4, 8, 10, 17	  

	Through initiatives such as this, MSME Business School and Assumption University continue to advance internationalization and global learning, preparing students to become culturally aware, adaptable, and globally competent professionals who can contribute positively to an increasingly interconnected world. SDGs Alignment • SDG 4: Quality Education – Promotes international, experiential, and intercultural learning, enabling students to develop knowledge, communication skills, global competencies, and lifelong learning capabilities. • SDG 8: Decent Work and Economic Growth – Develops global competencies, adaptability, communication, and intercultural skills that are increasingly important for future employment and international business. • SDG 10: Reduced Inequalities – Promotes respect for cultural diversity and encourages meaningful interaction among people from different cultural and national backgrounds. • SDG 17: Partnerships for the Goals – Strengthens international academic collaboration and people-to-people connections between Assumption University and Tunghai University through education and cultural exchange.		

Project	Detail	Related SDGs	Photo
15. AU Strengthens SME Ecosystem Through Strategic Partnership to Advance Fundraising and Sustainable Growth	Assumption University of Thailand (AU), through the ABLE Incubator Center, MSME Business School, has joined forces with ShareInvestor (Thailand) and White Unicorn to establish a strategic partnership aimed at strengthening the fundraising capabilities and long-term sustainability of Small and Medium Enterprises (SMEs) in Thailand. The partnership was launched in Bangkok on July 2, 2025, with the shared goal of creating greater opportunities for Thai SMEs to access knowledge, capital, investor networks, and strategic business support. Under this collaboration, participating SMEs will gain access to capacity-building opportunities covering fundraising, capital investment, business development, and strategic growth, together with opportunities to connect with potential investors and relevant business networks. A key component is the DIPO (Drive up for Funding to IPO) Training Program, which is designed to help SMEs strengthen their business readiness, develop appropriate fundraising strategies, and build the capabilities required to scale their businesses in a sustainable manner. The partnership represents an important connection between higher education, business incubation, investment networks, and the private sector, creating an ecosystem in which academic knowledge and practical business expertise can be translated into opportunities for entrepreneurs. Through the collaboration, AU seeks to support SMEs not only in accessing funding but also in developing stronger business structures, strategic capabilities, and long-term competitiveness. The initiative reflects AU's commitment to entrepreneurship, innovation, knowledge transfer, and sustainable economic development. By connecting entrepreneurs with investors, mentors, academic institutions, and business networks, the partnership aims to contribute to a more resilient and inclusive SME ecosystem in Thailand and support businesses in creating sustainable value and employment.	4, 8, 9, 10, 17	  

	SDGs Alignment • SDG 4: Quality Education – Provides SMEs and entrepreneurs with training, knowledge, and capacity-building opportunities in fundraising, investment, business strategy, and sustainable business development. • SDG 8: Decent Work and Economic Growth – Supports SME growth, entrepreneurship, access to finance, productivity, and the creation of sustainable economic opportunities and employment. • SDG 9: Industry, Innovation and Infrastructure – Strengthens the entrepreneurial and innovation ecosystem by connecting SMEs with investment, business networks, knowledge, and strategic support. • SDG 10: Reduced Inequalities – Helps broaden SMEs' access to knowledge, investor networks, and fundraising opportunities, particularly for businesses seeking to overcome barriers to capital and growth. • SDG 17: Partnerships for the Goals – Demonstrates collaboration among AU, business incubators, investment-related organizations, and private-sector partners to strengthen Thailand's SME ecosystem and advance sustainable economic development.		

Project	Detail	Related SDGs	Photo
16. AU Students and Faculty Empower Local Enterprises Through Community-Based Innovation	As part of the Youth Volunteer Project 2025, supported by the Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation, a multidisciplinary team from Assumption University of Thailand (AU) conducted a field visit on 10–11 July 2025 to community enterprises in Pathum Thani Province and Lat Krabang District, Bangkok. Faculty and students from the Martin de Tours School of Management and Economics, the Albert Laurence School of Communication Arts, and the Theophane Venard School of Biotechnology worked with three community enterprises on initiatives focused on sustainability and local innovation: recycled-bottle broom products, the development of Mon community dessert identity, and the transformation of Chan Krung sugarcane into creative value-added products. The field visit focused on understanding community needs and providing practical support in product development, marketing, branding, and basic accounting. The collaboration aims to strengthen community enterprises, increase the value of local resources, generate income, and improve livelihoods while promoting sustainable practices. For AU students, the experience provided an opportunity to apply classroom knowledge to real-world challenges while developing skills in problem-solving, communication, planning, and interdisciplinary teamwork. Working directly with community members also deepened their understanding of local contexts and grassroots entrepreneurship. The initiative reflects AU's commitment to experiential learning, social responsibility, community empowerment, and sustainable development. By connecting academic knowledge with local expertise and community needs, AU continues to bridge education with real-world impact and contribute to stronger, more sustainable communities.	1, 4, 8, 9, 11, 12, 17	  

	SDGs Alignment • SDG 1: No Poverty – Supports community enterprises in generating income and strengthening local livelihoods. • SDG 4: Quality Education – Provides students with hands-on learning and opportunities to apply academic knowledge to real community challenges. • SDG 8: Decent Work and Economic Growth – Promotes entrepreneurship, community-based businesses, income generation, and local economic development. • SDG 9: Industry, Innovation and Infrastructure – Supports product innovation, value addition, branding, and the development of local enterprises. • SDG 11: Sustainable Cities and Communities – Strengthens local communities, livelihoods, and community-based economic development. • SDG 12: Responsible Consumption and Production – Encourages the responsible use of local resources and the transformation of recycled materials into value-added products. • SDG 17: Partnerships for the Goals – Builds collaboration among AU, government agencies, academic units, and community enterprises to support sustainable local development.		

Project	Detail	Related SDGs	Photo
17. AU and University of Malaya Strengthen Cross-Border Learning Through Integrated Real Estate Project	Assumption University of Thailand (AU), through the Martin de Tours School of Management and Economics (MSME), and the Faculty of Built Environment, University of Malaya (UM), Malaysia, launched the Integrated Real Estate Project following the signing of a Memorandum of Understanding (MoU) on August 13, 2025. Held from August 13–18, 2025, the program brought together UM and AU students and faculty for a week of academic workshops, expert lectures, industry discussions, and field visits to key real estate and urban development sites across Bangkok. Led by Dr. Suwaree Tantanawat, Chairperson of AU's Department of Real Estate, the program connected classroom learning with professional practice through corporate visits and engagement with government agencies. The initiative provided students with valuable insights into Thailand's real estate industry, urban development, and policy environment while strengthening academic and cultural connections between Thailand and Malaysia. It also demonstrated the shared commitment of AU and UM to industry-relevant education, innovation, international collaboration, and sustainable development in the built environment. SDGs Alignment • SDG 4: Quality Education – Provides experiential learning, professional knowledge, and international academic experiences that enhance students' skills and career readiness. • SDG 11: Sustainable Cities and Communities – Supports learning and collaboration related to urban development and the creation of sustainable and resilient cities. • SDG 17: Partnerships for the Goals – Strengthens institutional, academic, and cross-border collaboration between AU and the University of Malaya.	4, 11, 17	 

Project	Detail	Related SDGs	Photo
18. AU and University of Malaya Strengthen Academic Partnership in Management and the Built Environment	Assumption University of Thailand (AU), through the Martin de Tours School of Management and Economics (MSME), officially signed a Memorandum of Understanding (MoU) with the Faculty of Built Environment, University of Malaya (UM), Malaysia, on August 13, 2025, at the Cathedral of Learning, Suvarnabhumi Campus. The ceremony brought together representatives from both institutions to discuss opportunities for joint research, academic exchange, and curriculum development, with a shared focus on sustainable urban planning, smart infrastructure, and innovation in the built environment. Dr. Chainarong Rungraengporn, Dean of MSME, welcomed the delegation and highlighted the importance of strengthening regional academic collaboration. Professor Sr Ts. Dr. Azlan Shah Ali, Dean of the Faculty of Built Environment, University of Malaya, emphasized the potential of the partnership to create new opportunities for knowledge exchange and collaborative research. The formal signing marked an important step toward deeper academic cooperation between Thailand and Malaysia. SDGs Alignment • SDG 4: Quality Education – Promotes academic exchange, curriculum development, joint learning opportunities, and enhancement of educational quality. • SDG 9: Industry, Innovation and Infrastructure – Supports research and innovation in smart infrastructure and the built environment. • SDG 11: Sustainable Cities and Communities – Advances collaboration in sustainable urban planning and development. • SDG 17: Partnerships for the Goals – Strengthens international institutional and academic partnerships between Thailand and Malaysia.	4, 9, 11, 17	  

Project	Detail	Related SDGs	Photo
19. MSME Students Drive Sugarcane Innovation and Community Enterprise Development in Chan Krung	On August 24, 2025, students and faculty from the Martin de Tours School of Management and Economics (MSME), Assumption University of Thailand (AU) joined the Chan Krung Nawat Withee Community Enterprise in Lat Krabang, Bangkok, for a field visit under the Youth Volunteer Project 2025, supported by the Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation. Under the theme "From Chan Krung Sugarcane to Creative Products: Adding Value and Building Sustainability," AU students worked alongside community members to develop value-added sugarcane products that reflect local identity and market potential. The team also participated in a community-led cleaning activity in preparation for implementing Good Manufacturing Practice (GMP) standards to improve product quality and safety. Students contributed to the development of a new sugarcane with hog plum juice product, while also collecting and analyzing financial information to strengthen the community enterprise's accounting system. In addition, they supported the community's digital marketing through TikTok content creation, Facebook page improvement, and promotional materials. The collaboration provided students with valuable hands-on experience in product innovation, financial management, digital marketing, and business planning, while helping strengthen local enterprise capacity, improve product competitiveness, and promote sustainable community development. SDGs Alignment • SDG 4: Quality Education – Provides students with experiential learning and practical skills in entrepreneurship, finance, marketing, and product development.	4, 8, 9, 12, 17	 

	• SDG 8: Decent Work and Economic Growth – Strengthens local entrepreneurship, income-generating opportunities, and community enterprise development. • SDG 9: Industry, Innovation and Infrastructure – Promotes product innovation, quality improvement through GMP preparation, and digital business development. • SDG 12: Responsible Consumption and Production – Supports improved production practices and value-added use of local agricultural resources. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU, government, students, and the local community.		

Project	Detail	Related SDGs	Photo
20. MSME Students Turn Recycled Plastic Bottles into Sustainable Community Products	On August 23, 2025, students and faculty from the Martin de Tours School of Management and Economics (MSME), Assumption University of Thailand (AU) visited the Environmental Conservation Community Enterprise Group in Pathum Thani as part of the Youth Volunteer Project 2025, supported by the Office of the Permanent Secretary, Ministry of Higher Education, Science, Research and Innovation. Under the project "Development of Broom Products from Recycled Bottles," the initiative focuses on transforming used plastic bottles into useful and marketable cleaning products while generating income for the local community. During the visit, AU students worked closely with community members to identify development needs, particularly in public relations, branding, and online marketing. Students supported the community by developing promotional strategies for Facebook, Instagram, and TikTok, as well as creating brochures, an X-stand, and vinyl banners to strengthen the enterprise's brand identity and market visibility. The project provided students with valuable hands-on experience in sustainable entrepreneurship, marketing, communication, and community development, while helping the local enterprise increase the value of recycled materials and strengthen its economic potential. SDGs Alignment • SDG 4: Quality Education – Provides experiential learning and opportunities for students to apply academic knowledge to real-world community challenges. • SDG 8: Decent Work and Economic Growth – Supports local entrepreneurship, income generation, and the development of community-based enterprises.	4, 8, 11, 12, 17	  

	• SDG 11: Sustainable Cities and Communities – Promotes community-based environmental action and sustainable local development. • SDG 12: Responsible Consumption and Production – Directly supports the reuse and value creation of discarded plastic bottles, reducing waste and promoting more responsible resource use. • SDG 17: Partnerships for the Goals – Strengthens collaboration among the university, government sector, students, and local communities.		

Project	Detail	Related SDGs	Photo
21. AU and NTCUST Strengthen Academic and Research Collaboration	On August 26, 2025, Assumption University of Thailand (AU) and National Taichung University of Science and Technology (NTCUST), Taiwan, signed a Memorandum of Understanding (MoU) at AU's Suvarnabhumi Campus to strengthen academic exchange and research collaboration. The five-year agreement covers faculty and staff exchanges, undergraduate and graduate student mobility, joint research and publications, academic programs and conferences, knowledge sharing, and cultural exchange. The Offices of International Affairs of both institutions will coordinate the implementation of collaborative activities. The partnership reflects AU's commitment to expanding high-impact international partnerships and creating greater opportunities for students and faculty to engage in global academic and research activities. Initial activities will include academic exchanges and joint seminars, with further collaborative initiatives to follow. SDGs Alignment • SDG 4: Quality Education – Expands opportunities for student and faculty mobility, academic exchange, joint programs, and international learning. • SDG 9: Industry, Innovation and Infrastructure – Promotes joint research, knowledge sharing, and academic innovation. • SDG 17: Partnerships for the Goals – Directly strengthens international institutional partnerships and collaborative research between Thailand and Taiwan.	4, 9, 17	  

Project	Detail	Related SDGs	Photo
22. AU and CHARUSAT Strengthen Academic Partnership and Explore New Joint Initiatives	A senior delegation from Assumption University of Thailand (AU), led by Rev. Br. Sirichai Fonseka, F.S.G., Ph.D., President of AU, visited Charotar University of Science and Technology (CHARUSAT) to strengthen the universities' growing academic partnership and explore new opportunities for collaboration. The AU delegation included Dr. Chainarong Rungruengarporn, Dean of the Martin de Tours School of Management and Economics (MSME), and Dr. Bhumiphat Gilitwala, Program Director of the MBA & Smart MBA. CHARUSAT's senior academic leaders welcomed the delegation through leadership meetings, academic exchanges, and campus visits. Discussions focused on student mobility, faculty engagement, industry-aligned collaboration, and applied learning. The visit also included tours of academic facilities and laboratories, as well as program-level discussions with school heads and faculty members, laying the foundation for future joint initiatives and deeper academic cooperation. SDGs Alignment • SDG 4: Quality Education – Promotes student mobility, faculty engagement, applied learning, and international academic collaboration. • SDG 8: Decent Work and Economic Growth – Supports industry-aligned education and practical learning that prepares students for employment and future careers. • SDG 17: Partnerships for the Goals – Strengthens international university partnerships and creates opportunities for joint academic initiatives.	4, 8, 17	  

Project	Detail	Related SDGs	Photo
23. AU Strengthens Academic Partnerships with Rajagiri Institutions in India	Assumption University of Thailand (AU) advanced its international academic collaboration with official visits to Rajagiri College of Social Sciences and Rajagiri Business School in Kochi, India, from October 8–10, 2025. The AU delegation, led by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, together with Dr. Chainarong Rungruengarporn, Dean of the Martin de Tours School of Management and Economics (MSME), and Dr. Bhumiphat Gilitwala, Program Director of MBA & Smart MBA, met with senior administrators and academic leaders, exchanged perspectives, toured the campuses, and signed a Memorandum of Understanding (MoU) to strengthen future collaboration. The partnership will focus on faculty and student mobility, internships and exchange programs, summer courses, academic articulation, joint research, and industry collaboration. Both sides also agreed to develop an action plan to pilot and expand collaborative initiatives, creating stronger academic pathways between Thailand and India. This collaboration reflects AU's commitment to internationalization, experiential learning, research collaboration, and the development of globally competent graduates through meaningful partnerships across borders. SDGs Alignment • SDG 4: Quality Education – Expands opportunities for student and faculty exchange, internships, international learning, and joint academic programs. • SDG 8: Decent Work and Economic Growth – Supports internships, industry linkages, and career-oriented learning that enhance students' employability and professional skills. • SDG 17: Partnerships for the Goals – Strengthens long-term institutional collaboration between Thailand and India through mobility, research, and joint academic initiatives.	4, 8, 17	  

Project	Detail	Related SDGs	Photo
24. AU and Parul University Explore New Opportunities for Academic Collaboration in India	On October 7, 2025, Assumption University of Thailand (AU) began a new chapter of academic engagement in India with an inaugural visit to Parul University, led by Rev. Bro. Sirichai Fonseka, F.S.G., Ph.D., President of AU, together with Dr. Chainarong Rungruengarporn, Dean of the Martin de Tours School of Management and Economics (MSME), and Dr. Bhumiphat Gilitwala, Program Director of MBA & Smart MBA. Hosted by Parul University's Center for International Relations and Research, the meeting explored opportunities for student and faculty mobility, exchange programs, joint research, and summer courses. Both institutions shared a vision of connecting academic learning with real-world experience while expanding international opportunities for students and faculty. The two universities agreed to develop a practical roadmap covering short-term exchanges, co-supervised research and publications, summer programs in Thailand and India, and potential academic articulation pathways. The collaboration marks an important step toward strengthening international education, research, and graduate employability. SDGs Alignment • SDG 4: Quality Education – Expands international learning opportunities through student and faculty exchanges, summer programs, joint research, and academic pathways. • SDG 8: Decent Work and Economic Growth – Supports graduate employability by connecting academic programs with practical experience, research, and industry-oriented learning. • SDG 17: Partnerships for the Goals – Builds international institutional partnerships between Thailand and India through education, research, mobility, and knowledge exchange.	4, 8, 17	  

Project	Detail	Related SDGs	Photo
25. AU's DDI Showcase Inspires Future Digital Innovators and Entrepreneurs	On November 14, 2025, the Martin de Tours School of Management & Economics (MSME), Assumption University of Thailand (AU), hosted a showcase featuring innovative projects by students from the Design & Digital Innovation (DDI) program at the Suvarnabhumi Campus. The event provided students with an opportunity to present entrepreneurial prototypes, digital solutions, and minimum viable products (MVPs) across areas such as travel technology, sustainability applications, lifestyle UX, and digital services. Faculty members, industry mentors, and alumni entrepreneurs joined the showcase, providing feedback and guidance to help students further develop their ideas. The DDI program combines business knowledge, design thinking, and digital technology, enabling students to move beyond theoretical learning by designing, developing, testing, and presenting potential business solutions. The showcase demonstrated AU's commitment to experiential learning, innovation, entrepreneurship, and preparing students for the future digital economy. SDGs Alignment • SDG 4: Quality Education – Provides hands-on, multidisciplinary learning that develops digital, entrepreneurial, creative, and problem-solving skills. • SDG 8: Decent Work and Economic Growth – Encourages entrepreneurship, innovation, employability, and the development of future business creators. • SDG 9: Industry, Innovation and Infrastructure – Promotes digital innovation, technology-based solutions, and the development of innovative business models.	4, 8, 9	  

Project	Detail	Related SDGs	Photo
26. Thai Group Holdings and AU Launch “Legacy to Legend” Program to Strengthen Next-Generation Business Leadership	On November 18, 2025, Thai Group Holdings PCL and Assumption University of Thailand (AU) signed a Memorandum of Understanding (MoU) to strengthen academic and industry collaboration through the “L2L: Legacy to Legend” executive program. The signing ceremony was held at the Queen Sirikit National Convention Center, bringing together executives from Thai Group Holdings and AU. The partnership aims to develop future-ready leaders by strengthening leadership capabilities, family business management, succession planning, strategic management, and innovation. The L2L program is designed to support next-generation entrepreneurs and business leaders in managing organizational transformation and achieving sustainable growth across generations. The collaboration also strengthens AU’s BBA in Family Business Management and Innovation (FBMI) at the MSME Business School, providing students with practical knowledge, real-world case studies, experiential learning, and opportunities to engage with industry leaders. Through this partnership, AU and Thai Group Holdings seek to bridge academic knowledge with business practice and cultivate capable leaders who can drive sustainable growth in Thailand’s business sector. SDGs Alignment • SDG 4: Quality Education – Provides industry-linked executive education, experiential learning, and leadership development for students and next-generation business leaders. • SDG 8: Decent Work and Economic Growth – Supports entrepreneurship, business development, succession planning, and sustainable organizational growth. • SDG 9: Industry, Innovation and Infrastructure – Promotes innovation, strategic management, and stronger collaboration between higher education and the private sector. • SDG 17: Partnerships for the Goals – Establishes a long-term partnership between AU and Thai Group Holdings to connect education, industry expertise, and business development.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
27. MSME Strengthens Family Business Leadership Through Industry-Focused Training	The Martin de Tours School of Management, Economics and Business (MSME), Assumption University of Thailand (AU), strengthened its commitment to practical and industry-relevant business education through the Family Business Enterprise Leadership & Succession Program, conducted from December 2025 to February 2026 at the Queen Sirikit National Convention Center. Organized in partnership with Southeast Life Insurance Public Company Limited, the program equipped family-owned businesses with practical knowledge in leadership development, corporate governance, and succession planning. Expert-led workshops combined real-world case studies with strategic frameworks, helping participants address complex family business challenges and prepare their organizations for sustainable growth across generations. The initiative was further supported by MSME's Bachelor of Business Administration in Family Business Management and Innovation, which prepares the next generation of family business leaders through hands-on projects, industry mentorship, international exposure, and training in business transformation, AI and digital technologies, global expansion, and sustainable growth. SDGs Alignment • SDG 4: Quality Education – Provides practice-based professional training, leadership development, industry mentorship, and innovative learning opportunities. • SDG 8: Decent Work and Economic Growth – Strengthens family enterprises, entrepreneurship, business succession, and sustainable economic growth. • SDG 9: Industry, Innovation and Infrastructure – Promotes business innovation, digital transformation, AI adoption, and stronger university–industry collaboration. • SDG 17: Partnerships for the Goals – Demonstrates collaboration between AU/MSME and the private sector in developing business capabilities.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
28. Designing Well-Being: MSME Students Turn Wellness Challenges into Innovative Solutions	The Martin de Tours School of Management and Economics (MSME), Assumption University of Thailand (AU), organized a three-day Mockup Showcase from December 16–18, 2025, featuring innovative ideas and prototypes created by first-year students in the BBA1111 Business Essentials course. Under the theme "Wellness Designer," students explored contemporary challenges related to physical and mental well-being and developed human-centered solutions to promote healthier and more balanced lifestyles. Using the Design Thinking process—Empathize, Define, Ideate, Prototype, and Test—students transformed real-life needs into products, services, systems, and experiences. The projects were further developed using the Business Model Canvas (BMC), allowing students to connect creativity with practical business concepts. Through this hands-on learning experience, students strengthened their problem-solving, innovation, and entrepreneurial skills while exploring how business can contribute to individual and community well-being. SDGs Alignment • SDG 3: Good Health and Well-being – Directly promotes physical, mental, and social well-being through student-designed solutions addressing contemporary wellness challenges. • SDG 4: Quality Education – Provides experiential, student-centered learning through Design Thinking, prototyping, and business model development. • SDG 9: Industry, Innovation and Infrastructure – Encourages innovation, entrepreneurship, and the development of practical solutions to real-world challenges. • SDG 11: Sustainable Cities and Communities – Supports the development of healthier and more inclusive communities through accessible wellness solutions.	3, 4, 9, 11	  

Project	Detail	Related SDGs	Photo
29. AU and Vaxion Korea Strengthen Industry–Academia Collaboration for a Digital Future	On December 22, 2025, Assumption University of Thailand (AU), through the Martin de Tours School of Management and Economics (MSME), signed a Memorandum of Understanding (MoU) with Vaxion Korea Company Limited under the initiative "Assumption University of Thailand x Vaxion Campus Mission: Bridging Industry and Academia for Tomorrow." The partnership aims to bridge academic learning with real-world digital industry practices through creative learning platforms, digital applications, experiential learning, and project-based activities. Students will have opportunities to strengthen practical competencies in business thinking, teamwork, project design, and digital data management while applying classroom knowledge to industry-related challenges. Following the signing, Vaxion Korea also conducted hands-on demonstrations of selected digital platforms at the Black Box Studio, Albert Laurence School of Communication Arts, providing students and faculty with insights into current professional practices and creative digital workflows. SDGs Alignment • SDG 4: Quality Education – Promotes experiential, project-based, and industry-connected learning that develops students' practical and digital competencies. • SDG 8: Decent Work and Economic Growth – Enhances students' employability and prepares graduates to contribute to the evolving digital economy. • SDG 9: Industry, Innovation and Infrastructure – Encourages digital innovation and the application of technology through university–industry collaboration. • SDG 17: Partnerships for the Goals – Establishes a formal partnership between AU and Vaxion Korea to connect academic education with industry expertise.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
30. AU and SIAT Forge Strategic Alliance to Strengthen Finance and Investment Education	Assumption University of Thailand (AU), through the Martin de Tours School of Management and Economics (MSME Business School), has signed a Memorandum of Understanding (MoU) with the Securities Investors Association of Thailand (SIAT) to strengthen academic–industry collaboration in finance, investment, and capital markets education. The partnership aims to provide AU students with hands-on learning, industry engagement, internships, and mentorship from finance and investment professionals. It also emphasizes professional ethics, responsible investment, and practical knowledge of financial markets, helping students connect academic theory with real-world practice. Through this collaboration, AU and SIAT share a commitment to developing industry-ready and ethically responsible graduates who can contribute to Thailand's financial sector and support sustainable economic development. SDGs Alignment • SDG 4: Quality Education – Provides students with practical, industry-based learning, internships, mentorship, and professional skills development. • SDG 8: Decent Work and Economic Growth – Enhances students' employability and prepares future professionals to contribute to Thailand's financial and economic development. • SDG 16: Peace, Justice and Strong Institutions – Promotes professional ethics, responsible investment, transparency, and responsible practices in the financial sector. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU and the professional financial sector to bridge education and industry.	4, 8, 16, 17	  

Louis Nobiron School of Music

Project	Detail	Related SDGs	Photo
1. AU Hits the Right Note at 14th Music Training Camp!	March 24–26, 2025 — Assumption University Suvarnabhumi Campus The 14th ABAC Music Training Camp successfully wrapped up at Assumption University (AU), Suvarnabhumi Campus, drawing enthusiastic young musicians eager to explore both the spotlight and behind-the-scenes of Thailand's music industry. Organized by the Louis Nobiron School of Music and sponsored by AMBER, this year's camp offered a rich blend of workshops, performances, and professional insights. Special guest artists included Serious Bacon, Musketeers, GUZT, MYYU, iceirwd, Mini Aunrant, and BOXX Music's dynamic duo, who led workshops and electrifying performances that inspired participants to pursue their musical passions. Adding a unique dimension to the camp, Dr. Netchanok Singhha, a music therapist from the Department of Family Medicine, Ramathibodi Hospital, Mahidol University, shared her expertise in music therapy, highlighting the therapeutic and creative power of music. Participants also benefited from hands-on guidance by music camp leaders "P'Phol Kachapak" and "P'Tass Pongsachat", who shared real-world experiences in the music industry, alongside faculty from the ABAC School of Music, equipping students with valuable techniques and insights. Relevant SDGs: • SDG 3 – Good Health and Well-being: Promotes well-being through music therapy and creative expression. • SDG 4 – Quality Education: Enhances learning opportunities in music and arts education. • SDG 8 – Decent Work and Economic Growth: Prepares young musicians with skills for creative industry careers. • SDG 10 – Reduced Inequalities: Provides access to high-quality music training for diverse youth.	3, 4, 8, 10, 16	  

Project	Detail	Related SDGs	Photo
2. ABAC School of Music Open House 2025 – Inspiring the Next Generation of Music Entrepreneurs	Sunday, March 23, 2025 — Assumption University Hua Mak Campus The ABAC School of Music warmly welcomed aspiring musicians and future music entrepreneurs to its Open House 2025, showcasing the BA in Music Entrepreneurship—the first and only undergraduate program of its kind in Thailand. The event, held in Seminar Room, Building D, offered an immersive experience for students eager to explore the intersection of music, creativity, and business. Attendees had the opportunity to: • Learn about the newly revamped BA in Music Entrepreneurship curriculum. • Meet distinguished faculty members and industry experts providing insights on music innovation and entrepreneurship. • Experience hands-on activities and engaging demonstrations within the ABAC School of Music environment. • Explore “AMBER”, the student-run music label, which empowers students to create, produce, and release music on international streaming platforms. • Gain inspiration from special guest artists and industry professionals sharing their journeys and insights. Relevant SDGs: • SDG 4 – Quality Education: Promotes specialized higher education in music entrepreneurship. • SDG 8 – Decent Work and Economic Growth: Prepares students for creative careers and innovation in the music industry. • SDG 10 – Reduced Inequalities: Expands opportunities for young talent to access professional-level music education and production. • SDG 17 – Partnerships for the Goals: Encourages collaboration between students, faculty, and music industry professionals.	4, 8, 10, 17	  

Project	Detail	Related SDGs	Photo
3. ABAC School of Music Co-Hosts Charity Concert “Hear with Ears, Know with Heart” Vol. 3 — Empowering Vulnerable Groups through Music	The ABAC School of Music, Assumption University of Thailand, proudly co-hosted the 3rd charity concert “Hear with Ears, Know with Heart”, in collaboration with MBK Center and student groups from National Defence College Alumni (วปอ.บอ). The concert aimed to empower and support vulnerable groups in society, including persons with disabilities, the elderly, children, and youth from shelters and juvenile centers, by providing them with opportunities to showcase their musical talents, release original songs, and perform alongside some of Thailand’s leading artists. The event featured star-studded performances by renowned artists such as Tee Jetset’er, Ae Jirakorn, Playground, Potay Mean, Pause, Season Five, Lomosonic, The Parkinson, among many others. Their involvement not only created an unforgettable musical experience but also inspired and uplifted the participating youth, offering them a professional platform for artistic expression. The project originated from the aspiration to develop visually impaired students from the Bangkok School for the Blind into professional singers and musicians. Rather than focusing on sympathy, the initiative emphasized recognition, inclusion, and sustainable opportunities in society. Through workshops and mentorship, participants learned key skills such as singing, performing, songwriting, and music production with guidance from senior artists. In addition to the concert, students from the project successfully created five original songs, which are now available on ABAC School of Music’s YouTube channel and leading music streaming platforms. These works highlight the creativity and potential of young talents who, despite challenges, can thrive when given the right opportunities. Relevant SDGs: • SDG 4 – Quality Education: Provides access to learning and skill development in music and the arts.	4, 8, 10, 11, 17	  

	• SDG 8 – Decent Work and Economic Growth: Creates pathways for participants to pursue careers in the creative industry. • SDG 10 – Reduced Inequalities: Promotes inclusion by providing equal opportunities for vulnerable groups. • SDG 11 – Sustainable Cities and Communities: Strengthens cultural participation and social inclusion through community-based events. • SDG 17 – Partnerships for the Goals: Demonstrates collaboration among universities, private organizations, and artists to achieve shared social impact.		

Project	Detail	Related SDGs	Photo
4. AU Hits the Right Note with Music Boost Camp, Nurturing Thailand's Next Generation of Artists	Assumption University of Thailand (AU), through the Louis Nobiron School of Music, hosted the "Music Boost Camp" from July 30 to August 3, 2025, at the Suvarnabhumi Campus. The five-day program was organized in collaboration with the Office of Knowledge Management and Development (OKMD), Thai Audio-Visual and Music Content Association (THAACA), and the Subcommittee for Driving the Music Industry under the Prime Minister's Office, as part of the national Talent Everywhere initiative. Aligned with Thailand's One Family One Soft Power (OFOS) policy and National Soft Power Development Strategy, the camp aimed to discover, develop, and empower young musical talent from across the country. Emerging musicians participated in workshops, music theory classes, performance coaching, and sessions on the professional music industry, guided by AU faculty, student mentors, and experienced industry professionals. The camp also featured mentorship and special appearances by renowned Thai artists, including Yes'Sir Days, Jetset'er, and Pause, as well as insights from Mr. Wichian "Nick" Rerkpaisan, a member of the National Soft Power Strategy Committee for Music. These sessions gave participants valuable perspectives on artistic development and opportunities within Thailand's evolving music industry. The AU camp was one of 10 regional Music Boost Camps held nationwide, leading to the Talent Showcase, which will highlight 50 of Thailand's most promising young musicians. Through this initiative, AU contributes to the development of Thailand's creative workforce by providing young artists with knowledge, mentorship, professional networks, and opportunities to pursue careers in music. The project reflects AU's commitment to creative education, youth empowerment, cultural development, and industry collaboration,	4, 8, 9, 10, 17	  

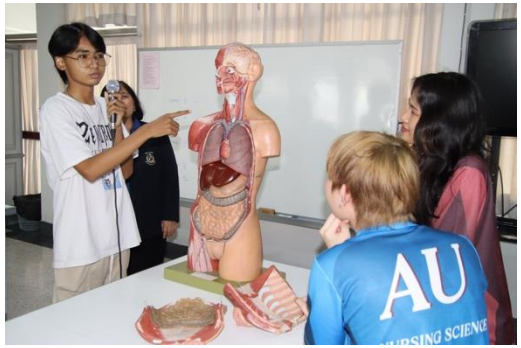
	while supporting the growth of Thailand's creative economy and strengthening the country's potential in the global music industry. SDGs Alignment • SDG 4: Quality Education – Provides young musicians with practical training, professional knowledge, mentorship, and opportunities for creative and career development. • SDG 8: Decent Work and Economic Growth – Supports pathways into the professional music industry, creative careers, entrepreneurship, and Thailand's creative economy. • SDG 9: Industry, Innovation and Infrastructure – Strengthens collaboration between education and the creative industry while supporting innovation in music and content development. • SDG 10: Reduced Inequalities – Expands opportunities for young musical talent from different regions of Thailand to access training, networks, and professional opportunities. • SDG 17: Partnerships for the Goals – Demonstrates collaboration among AU, government agencies, creative-industry organizations, artists, and industry professionals.		

Project	Detail	Related SDGs	Photo
5. AU Music Faculty Presents “Don’t Call Us Old, We Just Grew Up First” — Music, Culture and the Power of Intergenerational Connection	The Faculty of Music, Assumption University, in collaboration with the King Prajadhipok’s Institute and the Medical Council of Thailand, organized a special event entitled “Don’t Call Us Old, We Just Grew Up First” (อย่าเรียกว่าแก่ แค่โตมาก่อน) under the project “The Art of Sound, The Power of Encouragement” (ศาสตร์แห่งเสียง กำลังใจแห่งใจ). The event was part of a research and social development initiative entitled “Thai Culture-Based Innovative Music Therapy for Aging Society,” which explores the use of contemporary Thai music and cultural expression as innovative approaches to promoting the well-being of older adults. As part of the project, the Faculty of Music collaboratively created four original songs representing four regions of Thailand and four distinctive musical approaches, presenting stories, memories, experiences, and warmth from the perspectives of older people. Combining joyful rhythms, emotional melodies, and contemporary musical elements, the songs aim to promote positive emotions and happiness among older adults while fostering greater understanding, empathy, and meaningful relationships between generations. The “Don’t Call Us Old, We Just Grew Up First” concert was held on Saturday, August 17, 2025, at 3:30 p.m. at the Health & Wellness Activity Area, 3rd Floor, Paradise Park Shopping Center. The event featured leading Thai artists, including Tee from Jetset’er, Tik from Playground, Fen from Pause, and Pote from MEAN, together with special guest artists. In addition, the program featured a special session entitled “CULTUROVATION: From Culture to Caring Heart,” bringing together artists, experts, and academics working in the field of aging society to explore how arts and culture can inspire care, well-being, and quality of life. The four original songs are also available through AMBER Music Label on YouTube and major streaming platforms, including Spotify,	3, 4, 10, 11, 17	 

	Apple Music, Joox, and Tidal, allowing the project's message to reach a wider audience beyond the event itself. More than a concert for entertainment, the initiative demonstrates the potential of music, cultural creativity, and research to promote emotional well-being, strengthen intergenerational understanding, and create a more caring and inclusive society for older adults. Through collaboration among academia, healthcare professionals, cultural organizations, artists, and other stakeholders, Assumption University continues to contribute to innovative approaches that connect knowledge, creativity, and social impact. SDGs Alignment • SDG 3: Good Health and Well-being – Uses music and culturally based creative approaches to promote emotional well-being, happiness, mental health, and quality of life among older adults. • SDG 4: Quality Education – Connects research, creative learning, cultural knowledge, and interdisciplinary collaboration to generate and share knowledge on music, aging, and social well-being. • SDG 10: Reduced Inequalities – Promotes positive perceptions of older adults, challenges age-related stereotypes, and encourages greater inclusion and understanding across generations. • SDG 11: Sustainable Cities and Communities – Supports inclusive and age-friendly communities by using music and cultural activities to strengthen social connection and participation among older people. • SDG 17: Partnerships for the Goals – Demonstrates cross-sector collaboration among Assumption University, the King Prajadhipok's Institute, the Medical Council of Thailand, artists, academics, experts, and other stakeholders to address challenges associated with an aging society.		

Bernadette de Lourdes School of Nursing Science

Project	Detail	Related SDGs	Photo
1. Global Healthcare Exchange: Nursing Students from University of Stavanger Complete Internship at AU	The Bernadette de Lourdes School of Nursing Science , Assumption University of Thailand (AU) proudly welcomed two Public Health Nursing students from the University of Stavanger (UiS), Norway — Ms. Marie Balchen and Ms. Silje Tjosvoll — for a professional internship at the Bernadette de Lourdes School of Nursing from February 24 to March 21, 2025. During their internship, the students gained hands-on exposure to Thailand's healthcare system, with a special emphasis on health promotion and disease prevention. Their program included campus activities at AU as well as practical community engagement, notably delivering health education sessions at the Kee-Fa-Yah Children Care Center. This international collaboration provided a valuable platform for cross-cultural learning, professional exchange, and the strengthening of global healthcare education. The initiative not only enriched the students' academic journey but also fostered deeper mutual understanding between Thailand and Norway in the field of nursing and public health. Relevant SDGs: • SDG 3: Good Health and Well-Being – promoting health education and preventive care. • SDG 4: Quality Education – providing international learning opportunities for nursing students. • SDG 17: Partnerships for the Goals – fostering global academic collaboration in healthcare.	3, 4, 17	  

Project	Detail	Related SDGs	Photo
2. BLNS Open House 2025 Showcases Nursing Education at Assumption University	The Bernadette de Lourdes School of Nursing Science (BLNS) at Assumption University of Thailand (AU), in collaboration with the Student Development Committee and the Nursing Student Committee, successfully organized Open House 2025 on Saturday, February 22, 2025, at Salle d' Expo, Hua Mak Campus. The event was designed to introduce the faculty, its programs, and its unique learning environment to prospective students and interested participants. Through interactive sessions, presentations, and engagement activities, attendees gained valuable insights into the opportunities available at BLNS. The Open House served as an important platform to inspire the next generation of nursing professionals and to highlight AU's continued commitment to quality education in healthcare. The Faculty looks forward to welcoming new students who aspire to make a positive impact in the nursing profession and in society. Relevant SDGs: • SDG 3: Good Health and Well-Being – preparing future nurses to improve community health. • SDG 4: Quality Education – ensuring access to high-quality nursing education. • SDG 17: Partnerships for the Goals – fostering collaboration between faculty, students, and the wider community.	3, 4, 17	  

Project	Detail	Related SDGs	Photo
3. Assumption University Nursing Faculty Explores Academic Collaboration with Srinakharinwirot University	The Faculty of Nursing Science, Assumption University of Thailand (AU) had the privilege of visiting the Faculty of Social Sciences, Srinakharinwirot University (SWU) for an academic meeting dedicated to fostering collaboration and strengthening inter-institutional ties. The discussions, led by the Deans and administrative teams of both faculties, focused on three key areas: 1. Academic and Social Services – Exploring innovative strategies to extend services to the community and increase societal impact. 2. Research – Identifying opportunities for joint research projects addressing challenges in nursing, social sciences, and interdisciplinary fields. 3. Teaching and Learning Resources – Exchanging expertise, tools, and resources to enhance teaching quality and student learning experiences. This collaboration represents a significant step toward achieving shared goals in education, research, and community engagement. Both institutions reaffirmed their commitment to building sustainable academic partnerships that will generate meaningful contributions to society. Relevant SDGs: • SDG 3: Good Health and Well-Being – advancing research and services for better community health. • SDG 4: Quality Education – enhancing teaching and learning through academic exchange. • SDG 17: Partnerships for the Goals – fostering inter-university collaboration for sustainable impact.	3, 4, 17	  

Project	Detail	Related SDGs	Photo
4. AU Nursing Science and Thai Red Cross Join Hands to Support Public Health	On August 29, 2025, the Bernadette de Lourdes School of Nursing Science, Assumption University of Thailand (AU), in collaboration with the Thai Red Cross Society, organized a blood donation drive at the MSM Building, Suvarnabhumi Campus. The activity brought together AU students, faculty, and staff in support of Thailand's blood supply and patients in need. Beyond contributing to public health, the event provided nursing students with valuable experience in organizing community health activities and putting the values of care, empathy, responsibility, and service into practice. The successful initiative reflects AU's commitment to developing socially responsible graduates and demonstrates how education can extend beyond the classroom to create meaningful impact in society. SDGs Alignment • SDG 3: Good Health and Well-being – Directly supports public health by contributing to the national blood supply and helping patients who require blood transfusions. • SDG 4: Quality Education – Provides nursing students with experiential learning through participation in a real community health initiative. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU and the Thai Red Cross Society in advancing public health and community service.	3, 4, 17	  

Project	Detail	Related SDGs	Photo
5. AU Nursing Students Earn Honorable Award for Heatstroke First Aid Innovation	Assumption University of Thailand (AU) proudly congratulates Ms. Subharada Yoovathaworn and Ms. Intanila Pipitapan, first-year students from the Bernadette de Lourdes School of Nursing Science (BLNS), for receiving an Honorable Award at the "World First Aid and Climate Change 2025" Innovation Contest, organized by the First Aid and Healthcare Training Center, Thai Red Cross Society. Their innovative "Heatstroke First Aid Kit" was designed to provide rapid first-aid support for people experiencing heatstroke or heat-related emergencies. Under the guidance of Dr. Supa Pudkasam, the project was selected from 103 submissions as one of only 14 finalists, which presented their innovations at the final round on September 12, 2025, at Chulalongkorn Hospital. Held in conjunction with World First Aid Day 2025, the contest highlighted innovation and preparedness in responding to the impacts of climate change. The BLNS students' achievement demonstrates AU's commitment to developing healthcare innovation, practical skills, and social responsibility, empowering students to apply their knowledge to real-world challenges. SDGs Alignment • SDG 3: Good Health and Well-being – Promotes first aid, emergency preparedness, and innovative solutions to protect people from heatstroke and climate-related health risks. • SDG 4: Quality Education – Provides students with opportunities to apply nursing knowledge, creativity, problem-solving, and innovation to real-world challenges.	3, 4	  

Project	Detail	Related SDGs	Photo
6. BLNS Strengthens Community First Aid Skills in 40th Anniversary Project	On October 17, 2025, the Bernadette de Lourdes School of Nursing Science (BLNS), Assumption University of Thailand (AU), organized a First Aid Training Project in collaboration with the Institute for Research and Academic Services (IRAS) at AU's Hua Mak Campus. The activity formed part of BLNS's 40th Anniversary Celebration and reflected AU's commitment to community engagement and public health. The training brought together 30 primary school teachers from communities surrounding AU's Suvarnabhumi Campus, providing them with practical knowledge and hands-on skills for responding to common emergencies. Participants rotated through five training stations covering wound care and bandaging, safe patient transfer, choking management, hot–cold compresses, rational drug use, and cardiopulmonary resuscitation (CPR). The project equipped teachers with essential first aid skills that can help protect students and members of their communities during emergencies. Participants received certificates upon completion and expressed high satisfaction with the training. SDGs Alignment • SDG 3: Good Health and Well-being – Promotes first aid knowledge, emergency preparedness, CPR skills, and community health and safety. • SDG 4: Quality Education – Builds the capacity of teachers through practical, lifelong learning and skills development. • SDG 17: Partnerships for the Goals – Demonstrates collaboration between BLNS, IRAS, and local schools to strengthen community health capacity.	3, 4, 17	  

Project	Detail	Related SDGs	Photo
7. AU Strengthens Global Collaboration with Sichuan Integrative Medicine Hospital	On December 12, 2025, Assumption University of Thailand (AU) welcomed a delegation from the Sichuan Integrative Medicine Hospital – Sichuan International Exchange Center of Traditional Chinese Medicine, marking a new step in Thailand–China academic collaboration in integrative and traditional medicine. The delegation visited both AU's Hua Mak and Suvarnabhumi Campuses, where university leaders and faculty exchanged perspectives on health sciences, traditional medicine, technology, and opportunities for joint training. At the Hua Mak Campus, the visit included a tour of the Bernadette de Lourdes School of Nursing Science, followed by discussions that culminated in the signing of a Memorandum of Understanding (MoU) focusing on academic exchange, professional development, and collaborative health initiatives. The visit continued at the Suvarnabhumi Campus, where both sides explored opportunities for Traditional Chinese Medicine (TCM) exchange programs and future academic cooperation. The collaboration reflects AU's commitment to strengthening international partnerships, expanding learning and research opportunities, and promoting cross-cultural exchange in healthcare education. SDGs Alignment • SDG 3: Good Health and Well-being – Supports cooperation in health sciences, nursing education, traditional and integrative medicine, and healthcare-related initiatives. • SDG 4: Quality Education – Promotes academic exchange, professional development, joint training, and knowledge sharing in healthcare education. • SDG 17: Partnerships for the Goals – Strengthens international cooperation between Thai and Chinese institutions through academic and professional collaboration.	3, 4, 17	  

Graduate School of Business and Advanced Technology Management

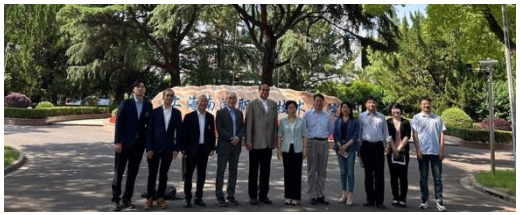
Project	Detail	Related SDGs	Photo
1. UNESCO Launches Thailand Workstation at AU to Lead Rural Innovation in Asia	May 18, 2025 — Assumption University of Thailand (AU) has officially been appointed as the host institution of the UNESCO International Workstation on Rural Creativity and Sustainable Development (Thailand). This marks a significant step in promoting rural innovation, cultural heritage preservation, and digital transformation in Asia. The announcement was made at Peking University during the academic workshop *"Rural Asia: Digital Creativity and Local Sustainable Development"*, which gathered more than 100 scholars, experts, and institutional leaders from across Asia and Europe. The forum explored how digital technology, local wisdom, and cultural resources can drive inclusive rural development. As a central platform, the new workstation in Thailand will foster cross-border collaboration through: • Research in AI and cultural innovation • International exchanges of scholars and students • Pilot projects combining digital technology and cultural practices in Thai rural communities The initiative also strengthens Sino-Thai academic cooperation and extends the impact of the UNESCO Chair on Rural Creativity and Sustainable Development. Prof. Xiang Yong of Peking University highlighted the project's vision: *"From local wisdom to global solutions, this initiative embodies the power of cultural creativity in shaping sustainable futures."* The project is supported by a diverse global network, including Renmin University of China, Beijing Normal University, Gyeongsang National University (South Korea), University of Paris VIII (France), Sichuan Fine Arts Institute, Jinan University, China Academy of Art, Shanghai University's Institute of Cultural New Economy, and several cultural and private-sector organizations.	4, 8, 9, 11, 17	  

	At the workshop, AU Vice President Asst. Prof. Dr. Kitti Phothikitti presented Thailand's contribution under the theme *"Digital Technology & Smart Innovation: Rural Thailand's Practices and AU's Mission."* AU President Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., further emphasized that the collaboration *"ignites the spark of rural sustainable development—uniting people, culture, and technology for a better shared future."* The event concluded with the adoption of the Beijing Initiative for Sustainable Rural Development in Asia, calling for stronger regional cooperation in policy-making, technology exchange, and cultural dialogue. Quoting HRH Princess Maha Chakri Sirindhorn of Thailand: *"Education is the spark that lights the future."* The Thailand workstation aspires to be that spark—harnessing digital intelligence to empower rural communities and connect cultures across Asia. Relevant SDGs: • SDG 4 – Quality Education (academic exchange and capacity building) • SDG 8 – Decent Work and Economic Growth (creative economy in rural areas) • SDG 9 – Industry, Innovation, and Infrastructure (digital transformation for development) • SDG 11 – Sustainable Cities and Communities (cultural preservation and rural revitalization) • SDG 17 – Partnerships for the Goals (cross-border institutional collaboration)		 

Project	Detail	Related SDGs	Photo
2. Driving Innovation: AU and SAIC Motor Gear Up for Green Automotive Future	May 14, 2025 — Assumption University of Thailand (AU) has reaffirmed its commitment to global academic collaboration with a strategic visit to the SAIC Motor Training Center in Shanghai. The focus of this visit was on advancing new energy vehicle (NEV) technology, intelligent connectivity, and talent development to support the transformation of the automotive sector in the region. The AU delegation was led by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, accompanied by Asst. Prof. Dr. Kitti Phothikitti, Vice President for Educational Innovation and Graduate Studies, and Dr. Gao Li, Assistant Vice President for Educational Innovation and Graduate Studies and Director of the Thai–Chinese International College. They were welcomed by Mr. Zhang Dongchi, Director of the SAIC Training Center, and Mr. Hua Guoqi, Dean of the Automotive College. The program included a tour of SAIC's Intelligent Connected Vehicle Training Base, where the AU delegation observed cutting-edge facilities in autonomous driving simulation and new energy battery maintenance. These advancements showcased China's rapid progress in intelligent and sustainable mobility solutions. Key discussions focused on integrating industrial expertise with educational innovation, particularly through joint curriculum development, faculty exchange, and technical training initiatives. Both institutions expressed strong interest in fostering academic–industry collaboration to address the evolving demands of the global automotive landscape. The visit concluded with an agreement to co-develop the Sino–Thai New Energy Vehicle Technician Joint Training Program, scheduled to launch in 2026. In addition, both parties explored the establishment of overseas training bases to strengthen long-term collaboration and workforce development. This forward-looking partnership is set to accelerate innovation, advance sustainability, and empower future leaders in Southeast Asia's automotive industry.	4, 7, 9, 13, 17	 

	Relevant SDGs: • SDG 4: Quality Education – advancing technical skills and innovative academic curricula. • SDG 7: Affordable and Clean Energy – promoting green automotive technologies. • SDG 9: Industry, Innovation and Infrastructure – fostering academic–industry collaboration for industrial advancement. • SDG 13: Climate Action – reducing carbon emissions through sustainable mobility solutions. • SDG 17: Partnerships for the Goals – strengthening international cooperation for sustainable development.		

Project	Detail	Related SDGs	Photo
3. When Numbers Speak: GS-BATM Students Master the Art of Data Storytelling	Students from the Financial Management class at the Graduate School of Business and Advanced Technology Management (GS-BATM), Assumption University of Thailand (AU) engaged in an intensive workshop on the art of data storytelling, led by Ajarn Wuthichai Choohasakulchoke (Ajarn Joop) from the Creative Communication Design (CCD), Albert Laurence School of Communication Arts. The workshop emphasized how data visualization can transform raw statistics into compelling narratives. Ajarn Joop introduced the fundamentals of visual storytelling, including effective chart selection, thoughtful layout design, and presentation strategies that capture attention, inform clearly, and persuade audiences. Students gained practical insights into design principles such as color psychology, typography, and spacing—all of which significantly enhance the impact of financial reports. Real-world case studies were presented to illustrate how visuals improve comprehension and decision-making. In the afternoon session, students benefited from individualized coaching, receiving tailored feedback and actionable recommendations to refine their presentations. The workshop not only strengthened students' technical and creative skills but also instilled a deeper appreciation for transforming numbers into powerful stories. It reflects GS-BATM's commitment to integrating business knowledge with communication excellence, preparing graduates to thrive in the global knowledge economy. Relevant SDGs: • SDG 4: Quality Education – fostering innovative teaching methods and practical learning experiences. • SDG 8: Decent Work and Economic Growth – equipping students with skills for effective business communication in financial and corporate settings. • SDG 9: Industry, Innovation, and Infrastructure – promoting the use of data visualization as an innovation tool for better decision-making.	1, 2, 4, 5, 8, 9, 10, 11, 12, 13, 17	  

Project	Detail	Related SDGs	Photo
4. Shanghai Partnership Signals Smart Future for AU Students	May 14, 2025 — Assumption University of Thailand (AU) has advanced its global collaboration by signing a landmark Memorandum of Understanding (MoU) with Shanghai Nanhu Vocational and Technical College during a strategic visit to China. The agreement, signed at Nanhu College's Cultural Center, establishes collaboration in three key areas: intelligent connected vehicles, healthcare training, and metaverse-based education. The AU delegation, led by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, was warmly received by Prof. Jianliu Zhu, Deputy Party Secretary and President of Nanhu College, together with Vice President Zhou Yifeng. Nanhu College is organized into five major academic groups—finance and commerce, tourism services, information technology, transportation, and culture and art—and hosts several nationally recognized training facilities such as the Shanghai Vocational Education International Business Open Training Center, the Auto Repair Open Training Center, and the International Cruise Teaching Base. As part of the visit, the AU delegation toured cutting-edge facilities including the 5G Digital Creativity Training Center, the International Cruise Training Base, and the New Energy Vehicle Smart Connectivity Center—all integrated within Nanhu's Metaverse Digital Interactive Space. These facilities highlight Nanhu's innovative approach in merging immersive technologies with vocational education. The partnership also includes the establishment of a Sino-Thai Intelligent Connected Vehicle Joint Laboratory, focusing on curriculum development tailored to the ASEAN market. In addition, both institutions will collaborate on metaverse-based immersive nursing training, integrating healthcare education with advanced digital technology. Over the next three years, Nanhu College will welcome 50 Thai exchange students and dispatch faculty to Thailand for co-developing localized academic content—reinforcing the institutions' shared vision of fostering international collaboration and preparing students for the future of work.	4, 7, 8, 9, 10, 17	  

	Relevant SDGs: • SDG 4: Quality Education – Promoting curriculum development, student and faculty exchanges, and future-ready learning opportunities. • SDG 7: Affordable and Clean Energy – Supporting the development of new energy vehicle technology and sustainable mobility solutions. • SDG 8: Decent Work and Economic Growth – Equipping students with industry-relevant skills in smart vehicles, digital healthcare, and emerging technologies. • SDG 9: Industry, Innovation, and Infrastructure – Advancing innovation through intelligent connected vehicles and metaverse-based education. • SDG 10: Reduced Inequalities – Providing Thai students access to international training and high-quality educational resources. • SDG 17: Partnerships for the Goals – Strengthening global academic collaboration between Thailand and China to achieve shared development goals.		

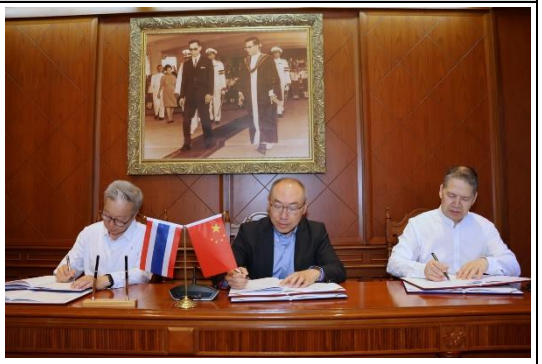
Project	Detail	Related SDGs	Photo
5. The Digital Silk Road Begins: Culture and Innovation Aligned in Beijing Declaration	May 18, 2025 — Assumption University of Thailand (AU), together with the School of Arts and the Institute for Cultural Industries at Peking University, the UNESCO Chair on Rural Creativity and Sustainable Development, and a consortium of leading universities, enterprises, and cultural institutions, jointly launched the Global Alliance for Innovative Development in Culture and Technology Integration through a roundtable conference in Beijing. Themed *"Regional Collaboration and Educational Innovation: Building a Talent Ecosystem for Culture and Technology Integration through Sino-Thai Cooperation,"* the conference aimed to promote innovative practices in combining global culture and technology through interdisciplinary and cross-cultural collaboration. At the event, the Beijing Declaration of the Global Alliance for Innovative Development in Culture and Technology Integration was officially released. It highlighted the core philosophy of *"connection, empowerment, and symbiosis"*—with the vision of creating an ecosystem where culture and technology reinforce each other. Alliance members pledged to build a multi-stakeholder platform integrating government, industry, academia, research, application, and finance. Key initiatives announced include: • Leadership Development Program – cultivating leaders with cross-cultural and cross-technological competencies • Innovation Laboratory Program – establishing collaborative labs for AI, XR interaction, and digital villages • Thousand Sails Overseas Program – supporting international talent exchange and applied innovation Prof. Xiang Yong, Dean of the Institute for Cultural Industries at Peking University, emphasized that the alliance represents *"a new phase of collaborative creation in the global integration of culture and technology"* by sharing resources and exploring sustainable development pathways with international impact. Roundtable discussions engaged representatives from China, Thailand, South Korea, France, and other regions. AU's Asst. Prof.	4, 8, 9, 10, 11, 17	  

	Dr. Narong Aphiratsakun, Dean of the Vincent Mary School of Engineering, Science and Technology, underscored the importance of the Sino-Thai Credit Transfer Program and Cross-border Internship Platform in preparing future talents. Industry leaders, including Wang Yuyun, Chairman of Perfect World Holdings, also proposed collaborative laboratories, while Renmin University highlighted a Dual-Mentor System for bridging academia and industry. The meeting further announced the Sino-Thai Talent Program for Culture-Technology Integration, which will establish scholarships, joint research centers, and annual international summits over the next three years to strengthen knowledge transfer and talent mobility. Looking forward, the Alliance envisions creating a global "innovation field" for culture-technology integration through joint labs, digital cultural exhibitions, and international academic exchanges—facilitating the global circulation of technology, creativity, and capital. Relevant SDGs: • SDG 4: Quality Education – Promoting interdisciplinary education, talent mobility, and cross-border academic exchanges. • SDG 8: Decent Work and Economic Growth – Cultivating future-ready professionals equipped with technological and creative competencies. • SDG 9: Industry, Innovation, and Infrastructure – Advancing innovation through the integration of culture and technology in industrial and academic applications. • SDG 10: Reduced Inequalities – Providing equitable opportunities for students and researchers across countries and institutions. • SDG 11: Sustainable Cities and Communities – Supporting digital village initiatives and culturally sustainable development. • SDG 17: Partnerships for the Goals – Strengthening global collaboration between governments, academia, industry, and social organizations.		 

Project	Detail	Related SDGs	Photo
6. Learning Beyond the Classroom: MBA-HTM Timor Leste Group Field Visit	May 2, 2025 — On Friday afternoon, MBA students from the Hospitality and Tourism Management (MBA-HTM) program at Assumption University of Thailand (AU) had the opportunity to participate in a field visit to Double B Hostel, a 21-room sustainable boutique hostel owned and managed by AU alumna, Khun Benz. Khun Benz welcomed the group warmly and shared her inspiring vision behind the hostel, emphasizing sustainable design, energy-efficient cooling systems, solar-powered rooftops, and water-saving innovations. Students actively engaged with the host, asking insightful questions about managing diverse tourist segments while navigating regulatory and operational challenges. The visit included a tour of the hostel's restaurant, Bite and Bond, where participants enjoyed snacks and drinks, followed by a guided walkthrough of the hostel's three floors, highlighting various room types and thoughtfully designed facilities. The session concluded with a memorable group photo to commemorate the experience. This field visit exemplifies practical learning beyond the classroom, enabling students to observe sustainable hospitality practices firsthand and to reflect on how innovative operations contribute to the broader goals of responsible tourism. Location: 35 Trok Nava Alley, Sao Chingcha, Phra Nakhon, Bangkok Relevant SDGs: • SDG 4: Quality Education – Experiential learning and real-world application for hospitality students. • SDG 7: Affordable and Clean Energy – Exposure to solar-powered and energy-efficient building systems. • SDG 8: Decent Work and Economic Growth – Insights into responsible entrepreneurship and sustainable business operations. • SDG 12: Responsible Consumption and Production – Emphasis on water-saving, energy efficiency, and sustainable design in hospitality management. • SDG 13: Climate Action – Encouraging climate-conscious business practices in the tourism sector.	4, 7, 8, 12, 13	  

Project	Detail	Related SDGs	Photo
7. AU Graduate Students Explore Innovation & Sustainability at Decathlon Bangna	February 28, 2025 — Graduate students from the Graduate School of Business & Advanced Technology Management (GS-BATM) at Assumption University of Thailand (AU) had the opportunity to participate in an exclusive behind-the-scenes visit to Decathlon Bangna, one of the world's leading sports retailers. The session was led by Tharit Chanthasorot (HRBP Supply & Warehouse, Bangkok Area), Suwit Praphansri (Bangna Store Leader), and Janejira Jittham (Business Developer, Schools & Hotels). Students were introduced to Decathlon's history, product development processes, and community initiatives, including free sports events and educational workshops. Participants explored Decathlon's eco-friendly, high-performance, and affordable product lines, gaining insights into the company's global expansion and its mission to "move the people." The experience provided a practical understanding of integrating innovation, sustainability, and entrepreneurship in a global business context. This field visit exemplifies experiential learning, fostering students' ability to apply sustainable business strategies and innovative practices in their future careers. Relevant SDGs: • SDG 4: Quality Education – Practical learning experience bridging academic knowledge and real-world business operations. • SDG 8: Decent Work and Economic Growth – Exposure to responsible business practices and entrepreneurship. • SDG 9: Industry, Innovation and Infrastructure – Insights into Decathlon's innovative product development and business strategies. • SDG 12: Responsible Consumption and Production – Learning about eco-friendly products and sustainable business initiatives. • SDG 13: Climate Action – Emphasis on sustainability practices in the global retail sector.	4, 8, 9, 12, 13	  

Project	Detail	Related SDGs	Photo
8. Experiential Learning with the Strategy Team at P.S.P Specialties PCL (PSP)	Bangkok, Thailand — February 25, 2025 — Students from Assumption University of Thailand's (AU) Financial Management class participated in an immersive experiential learning visit at P.S.P Specialties PCL (PSP). The visit was designed to bridge the gap between academic theory and real-world practice in finance and corporate strategy. During the visit, students had the opportunity to present their investment proposals to the Strategy Team, receiving constructive feedback and practical insights to enhance their decision-making and analytical skills. PSP's team also shared expertise on corporate investment frameworks, ESG investing, and strategic stakeholder communication, providing students with a comprehensive understanding of contemporary financial management practices. This enriching experience was made possible by the generous support of Khun Chotdhanin Temsiripong, Corporate Strategy Director at PSP, and his dedicated team, who contributed valuable guidance on course structure, simulation exercises, and industry engagement initiatives. The visit exemplifies AU's commitment to hands-on learning, industry exposure, and the development of future-ready financial professionals. Relevant SDGs: • SDG 4: Quality Education – Experiential learning that integrates academic theory with practical industry experience. • SDG 8: Decent Work and Economic Growth – Preparing students with skills for informed financial decision-making and responsible investment. • SDG 9: Industry, Innovation, and Infrastructure – Exposure to corporate investment frameworks, strategic planning, and innovative financial management. • SDG 12: Responsible Consumption and Production – Emphasis on ESG investing and sustainable business practices.	4, 8, 9, 12	  

Project	Detail	Related SDGs	Photo
9. AU Advances Global Sustainability through the World Academy of Sustainable Development	On June 13, 2025, Assumption University of Thailand (AU) welcomed a distinguished delegation from the World Academy of Sustainable Development and the China Biodiversity Conservation and Green Development Foundation (CBCGDF) at its Suvarnabhumi Campus, marking an important milestone in AU's commitment to sustainable development and international cooperation. During the visit, the World Academy of Sustainable Development Science at Assumption University was officially inaugurated as a new platform for advancing the United Nations Sustainable Development Goals (SDGs) through interdisciplinary research, sustainability education, capacity building, and international academic exchange. The initiative strengthens AU's role as a regional hub for sustainability education and research in Southeast Asia. The three organizations subsequently signed a formal cooperation agreement covering sustainability education, research, green development, talent development, and international exchange. The partnership will explore international master's and doctoral programs in sustainability-related fields and create opportunities for advanced research through academic networks involving leading Chinese institutions, including Peking University, Tsinghua University, and the Chinese Academy of Social Sciences. The collaboration will also support the proposed establishment of an SDG-based Model United Nations student association, providing students with opportunities to develop global citizenship, leadership, critical thinking, diplomacy, and a deeper understanding of international sustainability challenges. By combining AU's academic expertise and international orientation with CBCGDF's experience in biodiversity conservation and green economic development and the World Academy's sustainability expertise, the partnership aims to connect education, research, innovation,	4, 9, 13, 15, 16, 17	  

	talent development, and practical application to accelerate sustainable development. SDGs Alignment • SDG 4: Quality Education – Advances sustainability education, interdisciplinary learning, postgraduate programs, capacity building, and international academic exchange. • SDG 9: Industry, Innovation and Infrastructure – Promotes green technology, research, innovation, knowledge transfer, and the application of academic knowledge to sustainable development. • SDG 13: Climate Action – Supports environmental action through sustainability research, green development, ecological conservation, and education on environmental challenges. • SDG 15: Life on Land – Contributes to biodiversity conservation, ecosystem protection, and sustainable green development. • SDG 16: Peace, Justice and Strong Institutions – Develops global citizenship, leadership, diplomacy, and international understanding through initiatives such as the proposed SDG-based Model United Nations. • SDG 17: Partnerships for the Goals – Establishes a strategic international partnership connecting education, research, innovation, and capacity building for sustainable development.		

Project	Detail	Related SDGs	Photo
10. GSB-ATM Advances Global Business Education Through International Teaching Week at Rajagiri Business School	The Graduate School of Business and Advanced Technology Management (GSB-ATM), Assumption University of Thailand (AU), strengthened its international academic engagement through participation in the annual International Teaching Week hosted by Rajagiri Business School (RCBS) in Kochi, India. Representing AU, Dr. Bhumiphat Gilitwala was invited as an international academic speaker and delivered an insightful session on artificial intelligence (AI)-driven decision-making and its transformative impact on competitive strategy across industries. Dr. Gilitwala's session explored how AI is moving beyond its traditional role in data analytics to fundamentally reshape the way organizations forecast trends, formulate strategies, make decisions, and respond to competition in an increasingly data-driven global economy. The presentation generated engaging discussions among Rajagiri Business School students and faculty members, highlighting the growing importance of integrating technology, strategic thinking, and leadership capabilities in contemporary business education. The International Teaching Week also provided a valuable platform for further academic engagement between GSB-ATM and Rajagiri Business School. Representatives from both institutions explored opportunities for strengthening future collaboration, including faculty exchange, joint research, academic cooperation, and potential dual-degree programs. These discussions reflect the institutions' shared commitment to expanding international academic networks and creating greater opportunities for students and faculty to engage in cross-cultural and interdisciplinary learning. The collaboration demonstrates Assumption University's commitment to advancing internationalization, technology-oriented education, research collaboration, and the development of globally competent business leaders. By connecting academic expertise across countries and disciplines, GSB-ATM continues to provide opportunities for	4, 8, 9, 17	  

	students and faculty to engage with emerging technologies and global business challenges while promoting ethical and responsible leadership for the future. SDGs Alignment • SDG 4: Quality Education – Promotes international academic exchange, knowledge sharing, technology-enhanced learning, and the development of advanced business and leadership competencies. • SDG 8: Decent Work and Economic Growth – Strengthens students' and academics' understanding of AI, strategic management, innovation, and emerging technologies relevant to the future of work and economic growth. • SDG 9: Industry, Innovation and Infrastructure – Advances knowledge and innovation in artificial intelligence and technology-driven business strategy while connecting academia with emerging industry trends. • SDG 17: Partnerships for the Goals – Strengthens international institutional partnerships through faculty exchange, joint research, academic collaboration, and potential dual-degree initiatives between AU and Rajagiri Business School.		

Project	Detail	Related SDGs	Photo
11. AU and MG–SAIC Drive Innovation and Talent Development for Thailand's New Energy Vehicle Future	On July 21, 2025, Assumption University of Thailand (AU), in collaboration with SAIC Motor and MG, hosted the "[AU. MG. SAIC] Innovation Workshop — New Energy Vehicle Campus Interactive Day" at the Suvarnabhumi Campus. The event brought together representatives from academia, industry, and international organizations to exchange knowledge and explore opportunities for talent development and industry–education integration in Thailand's New Energy Vehicle (NEV) sector. During the event, Dr. Huarunqi, Dean of the SAIC Automotive Institute, and representatives from MG Thailand shared insights into the development and future prospects of Thailand's NEV industry. Asst. Prof. Dr. Kitti Phothikitti, Vice President for Educational Innovation and Graduate Studies at AU, highlighted the importance of technological innovation and international cooperation in preparing skilled talent for the rapidly evolving automotive industry. A key highlight was the signing of several cooperation agreements. AU signed an international education cooperation agreement with Shanghai Nanhu Vocational and Technical College and established collaborations with NS Aviation Academy and Hanyuan Aviation to expand international vocational education and joint training opportunities. The event also featured a scholarship award ceremony for outstanding students in the AU–Xihua University "3+1" dual-degree program, as well as an NEV exhibition and test-drive experience. The workshop demonstrated the potential of collaboration among universities, industry partners, and international organizations to develop future-ready talent and support Thailand's transition toward cleaner and more sustainable transportation. It also reinforced AU's role in connecting education, innovation, and industry to advance green development and international cooperation.	4, 7, 8, 9 ,11, 13, 17	  

	SDGs Alignment • SDG 4: Quality Education – Promotes industry-integrated education, vocational training, scholarships, dual-degree programs, and skills development for future professionals. • SDG 7: Affordable and Clean Energy – Supports awareness and development of New Energy Vehicle technologies that contribute to the transition toward cleaner energy and transportation. • SDG 8: Decent Work and Economic Growth – Develops high-level technical talent and strengthens industry–education collaboration to support future employment and economic growth. • SDG 9: Industry, Innovation and Infrastructure – Advances technological innovation, NEV development, research, and industry–academic cooperation. • SDG 11: Sustainable Cities and Communities – Supports the development of cleaner and more sustainable urban transportation systems through NEV technology. • SDG 13: Climate Action – Contributes to climate action by promoting technologies and skills associated with the transition to lower-emission transportation. • SDG 17: Partnerships for the Goals – Strengthens international partnerships among AU, Chinese and Thai universities, industry, and vocational education institutions.		

Project	Detail	Related SDGs	Photo
12. GS-BATM Equips Future Business Leaders with Essential Skills for the 21st Century	The Graduate School of Business and Advanced Technology Management (GS-BATM), Assumption University of Thailand (AU), successfully hosted the “MBA and Beyond” Workshop on August 17, 2025, at Salle d’ Expo, Hua Mak Campus. The workshop, themed “Manners and Characters of Businesspeople in the 21st Century,” provided participants with an engaging learning experience through expert talks, interactive quizzes, and practical activities. The session focused on professional etiquette, interpersonal skills, character development, and essential soft skills needed to succeed in today’s competitive business environment. The event also created opportunities for participants to exchange ideas, build professional networks, and reflect on the importance of personal qualities alongside academic knowledge. Through this holistic approach, GS-BATM continues to prepare students and professionals to become confident, ethical, and future-ready business leaders capable of working effectively in a global environment. SDGs Alignment • SDG 4: Quality Education – Develops professional knowledge, soft skills, leadership capabilities, and lifelong learning through practical education. • SDG 8: Decent Work and Economic Growth – Enhances employability, professional competencies, and readiness for the changing global workplace. • SDG 9: Industry, Innovation and Infrastructure – Supports the development of future business leaders equipped to contribute to innovation and technology-driven industries. • SDG 17: Partnerships for the Goals – Supports knowledge exchange and professional networking that strengthen connections within the business and education community.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
13. Peking University and AU Launch Arts and Technology Development Project to Drive Innovation and Sustainable Development	Peking University and Assumption University of Thailand (AU) officially launched the Arts and Technology Development Project through a signing ceremony at AU, marking a new milestone in academic cooperation between China and Thailand. Led jointly by the Institute for Cultural Industries at Peking University and AU under the Peking University Education Foundation, the project will promote interdisciplinary collaboration in areas including digital creativity, artificial intelligence, and sustainable rural development. Planned activities include joint training programs, academic exchanges, international workshops, academic forums, exhibitions, cultural exchange activities, rural studies, and summer schools supported by the UNESCO Chair on Creativity and Sustainable Development in Rural Areas. The initiative aims to strengthen knowledge exchange, develop future-ready talent, and connect academic research with industry and community development. Assoc. Prof. Dr. Chanintorn Jittawiriyanukoon, Vice President for Research and Academic Services, highlighted the importance of the partnership in advancing international academic exchange, talent development, and innovation. The launch represents a significant step in Sino–Thai higher education cooperation, creating new opportunities for interdisciplinary research, creative innovation, and sustainable development while strengthening the role of universities in addressing regional and global challenges. SDGs Alignment • SDG 4: Quality Education – Promotes joint training, academic exchange, international workshops, and interdisciplinary learning opportunities.	4, 8, 9, 11, 17	  

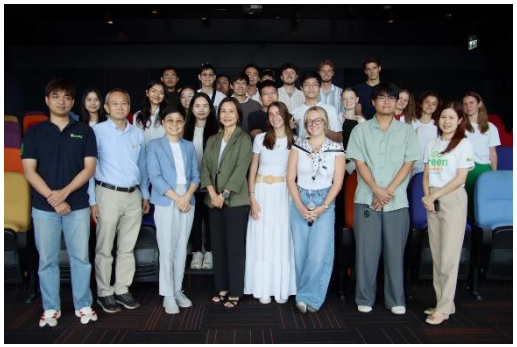
	• SDG 8: Decent Work and Economic Growth – Supports talent development, innovation, and stronger connections between education, industry, and emerging creative economies. • SDG 9: Industry, Innovation and Infrastructure – Advances research and innovation in digital creativity and artificial intelligence while strengthening university–industry collaboration. • SDG 11: Sustainable Cities and Communities – Promotes sustainable rural development, community innovation, and creative approaches to rural development. • SDG 17: Partnerships for the Goals – Strengthens international academic cooperation and knowledge-sharing between China and Thailand.		

Project	Detail	Related SDGs	Photo
14. AU and Peking University Advance Cultural Innovation Through UNESCO Chair Initiative	From August 19–22, 2025, the UNESCO Chair on Rural Creativity and Sustainable Development International Work Station (Thailand) at Assumption University of Thailand (AU) hosted a series of academic seminars, cultural field studies, and regional exchanges led by Professor Xiang Yong, Director of the Institute of Cultural Industries at Peking University. The activities marked an important step in strengthening academic and cultural cooperation between Thailand and China. Professor Xiang delivered open lectures on "Innovative Technologies in Cultural Management," sharing perspectives on digital creativity, cultural heritage innovation, and the application of intelligent technologies in traditional culture. The sessions engaged AU doctoral students and contributed new perspectives to doctoral education and the development of future talent in cultural and creative industries. The program also included a field study at Koh Kret, where AU doctoral students explored Mon cultural heritage, traditional pottery, historic sites, and local creative enterprises. The experience highlighted how traditional crafts can preserve cultural identity while creating opportunities for sustainable community development. The final day featured cultural and academic exchanges in Sriracha, including visits related to traditional fish sauce production, cultural resource management, and future educational collaboration. Together, these activities demonstrate AU's commitment to connecting culture, technology, education, research, and community development while expanding international cooperation through the UNESCO Chair initiative. SDGs Alignment	4, 8, 9, 11, 17	  

	• SDG 4: Quality Education – Strengthens doctoral education, academic seminars, field-based learning, and international knowledge exchange. • SDG 8: Decent Work and Economic Growth – Promotes cultural and creative industries and explores opportunities to generate sustainable economic value from local cultural resources. • SDG 9: Industry, Innovation and Infrastructure – Encourages the application of digital and intelligent technologies to cultural management and traditional heritage. • SDG 11: Sustainable Cities and Communities – Supports the preservation of cultural heritage, traditional crafts, and local community identity. • SDG 17: Partnerships for the Goals – Deepens academic and cultural cooperation between AU and Peking University and expands international collaboration through the UNESCO Chair.		

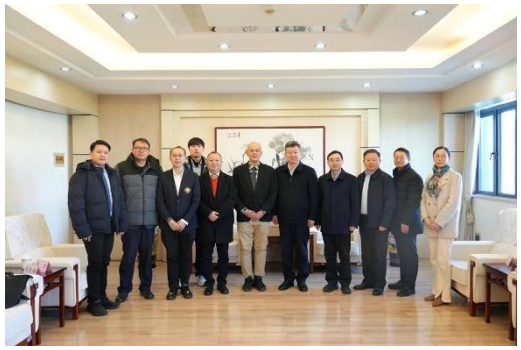
Project	Detail	Related SDGs	Photo
15. AU Graduate School Strengthens Academic Partnership with NEOMA Business School in France	To commemorate the 40th Anniversary of the Graduate School, Assumption University of Thailand (AU) organized an official academic visit to NEOMA Business School, Reims Campus, France, led by senior academic leaders from AU's graduate schools. The delegation was headed by Assoc. Prof. Dr. Chanintorn J. Nukoon, Vice President for Research and Dean of the Graduate School of Business and Advanced Technology Management, together with Dr. Satha Pongsatha, Dean of the Graduate School of Human Sciences, and Assoc. Prof. Dr. Rawin Vongurai, Associate Dean of the Graduate School of BATM, accompanied by Master's and Doctoral students. The visit focused on strengthening academic cooperation, joint research, student and faculty exchanges, and cross-cultural academic engagement. The meeting also provided an important platform for exploring future collaborative opportunities between the two institutions. The visit marked a meaningful milestone in AU's four decades of graduate education and reaffirmed its commitment to internationalization, research excellence, knowledge exchange, and global academic partnerships. SDGs Alignment • SDG 4: Quality Education – Promotes international academic exchange, advanced graduate education, research-based learning, and faculty and student development. • SDG 17: Partnerships for the Goals – Strengthens international institutional partnerships, joint research, academic mobility, and knowledge exchange.	4, 17	  

Project	Detail	Related SDGs	Photo
16. AU's Thai Fun Class Connects International Students with Thai Language and Culture	On September 16, 2025, international students at the Graduate School of Business and Advanced Technology Management (GS-BATM), Assumption University of Thailand (AU) participated in the Thai Fun Class, a free program designed to introduce students to Thai language, culture, and everyday life at the Hua Mak Campus. Through 15 hours of interactive learning, students practiced practical Thai for everyday situations, including greetings and ordering food, while also learning basic Thai consonants, manners, etiquette, and cultural traditions. Games, traditional Thai songs, and interactive activities created a relaxed and engaging learning environment, supported by small class sizes and digital learning materials for continued practice. The program goes beyond language learning by encouraging cross-cultural understanding and meaningful connections between international students and Thai society, helping participants feel more confident and connected during their time in Thailand. SDGs Alignment • SDG 4: Quality Education – Provides accessible, practical, and inclusive language and cultural learning opportunities for international students. • SDG 10: Reduced Inequalities – Promotes inclusion, cultural understanding, and participation among students from diverse national and cultural backgrounds.	4, 10	  

Project	Detail	Related SDGs	Photo
17. AU Students Explore Thailand's Renewable Energy Future at BCPG Solar Farm	In September 2025, a group of students from Assumption University of Thailand (AU)—Anaïs Vieille, Nathan Roussel, Cyriaque Hellot, and Timothée Lafeuille—visited BCPG's solar farm in Ayutthaya to gain first-hand insights into renewable energy and Thailand's transition toward a low-carbon future. During the visit, the students learned about solar power generation and explored innovative approaches to decentralized renewable energy. They were particularly interested in BCPG's rooftop solar program, which enables households and businesses to access solar energy with reduced upfront costs, lower electricity expenses, and opportunities to sell surplus electricity back to the grid. The experience encouraged students to reflect on how renewable energy can contribute to energy accessibility, grid resilience, environmental sustainability, and business competitiveness. The visit provided valuable hands-on learning and strengthened students' understanding of how technological innovation can support sustainable development. SDGs Alignment • SDG 7: Affordable and Clean Energy – Promotes understanding and adoption of renewable energy, particularly solar power, and supports wider access to clean energy. • SDG 9: Industry, Innovation and Infrastructure – Exposes students to innovative renewable energy technologies and emerging energy systems. • SDG 13: Climate Action – Builds awareness of low-carbon energy solutions and the role of renewable energy in addressing climate change. • SDG 4: Quality Education – Provides experiential learning that connects academic knowledge with real-world sustainability challenges.	4, 7, 9, 13	  

Project	Detail	Related SDGs	Photo
18. AU's "MBA and Beyond" Workshop Develops Future-Ready Business Leaders	The Graduate School of Business and Advanced Technology Management (GSBATM), Assumption University of Thailand (AU) successfully hosted the "MBA and Beyond" workshop on October 5, 2025, at Salle d' Expo, Hua Mak Campus. Under the theme "Manners and Characters of Businesspeople in the 21st Century," the half-day workshop brought together MBA students and candidates to explore professional etiquette, character development, adaptability, and essential qualities for success in today's changing business environment. Through expert talks, interactive quizzes, team activities, and networking opportunities, participants strengthened both their professional and interpersonal skills. The workshop also served as a prerequisite for the afternoon oral comprehensive examination, linking professional development with academic preparation. The event reaffirmed GSBATM's commitment to developing ethical, professional, adaptable, and globally minded business leaders equipped to meet the challenges of the 21st-century workplace. SDGs Alignment • SDG 4: Quality Education – Enhances students' professional, interpersonal, and lifelong learning skills through experiential and career-oriented education. • SDG 8: Decent Work and Economic Growth – Prepares future professionals with the skills, professionalism, adaptability, and ethical mindset needed for the changing world of work. • SDG 16: Peace, Justice and Strong Institutions – Promotes ethical values, professionalism, responsibility, and integrity among future business leaders.	4, 8, 16	  

Project	Detail	Related SDGs	Photo
19. Peking University and AU Strengthen Academic Partnership in Arts and Technology	Assumption University of Thailand (AU) and Peking University (PKU) strengthened their academic partnership through the first Arts & Technology Development Fund Committee Meeting, held in Beijing. The meeting focused on advancing collaboration in cultural innovation, creative industries, technology, and social innovation. The committee reviewed the first year of fund utilization and set strategic directions for 2025–2026, focusing on four key areas: talent development, joint academic research, international academic exchange, and collaborative project development. Planned initiatives include joint publications, academic forums and workshops, as well as creative projects such as exhibitions and international entrepreneurship initiatives. Representatives from AU and PKU shared a common vision of connecting arts, technology, and cultural exchange to create new opportunities for students, researchers, and creative professionals. The meeting laid an important foundation for expanding joint academic activities and innovative projects between Thailand and China. SDGs Alignment • SDG 4: Quality Education – Supports joint education, talent development, academic exchange, and opportunities for students to develop knowledge and skills in arts, technology, and social innovation. • SDG 8: Decent Work and Economic Growth – Promotes creative industries, entrepreneurship, cultural innovation, and the development of new economic opportunities. • SDG 9: Industry, Innovation and Infrastructure – Encourages interdisciplinary innovation by connecting arts, technology, research, and creative industries. • SDG 17: Partnerships for the Goals – Strengthens international academic collaboration between AU and PKU and supports joint research, knowledge exchange, and collaborative projects.	4, 8, 9, 17	  

Project	Detail	Related SDGs	Photo
20. AU Strengthens Sino–Foreign Education Partnership with Chuzhou University	On November 18, 2025, Assumption University of Thailand (AU) advanced its academic partnership with Chuzhou University, China, focusing on strengthening Sino–foreign joint education programs and expanding opportunities for international academic collaboration. The AU delegation, led by Assoc. Prof. Dr. Chanintorn Jittawiriyanukoon, Vice President for Research and Academic Services, and Dr. Gao Li, Assistant Vice President for Educational Innovation and Graduate Studies, met with the senior leadership of Chuzhou University to discuss ways to enhance existing joint programs through stronger academic quality assurance, distinctive curricula, overseas learning pathways, student support, and academic mobility. Both institutions agreed to develop a more structured and innovative cooperation model, with particular opportunities in engineering, applied sciences, and industry-related fields. The AU delegation also visited key research facilities, including laboratories in geographic industry and electrical engineering, gaining insights into Chuzhou University's research strengths and identifying opportunities for future collaboration. The visit reaffirmed AU's commitment to international education, student mobility, academic excellence, and strategic global partnerships, with both universities placing student development at the center of their continued cooperation. SDGs Alignment • SDG 4: Quality Education – Enhances joint academic programs, curriculum quality, international learning opportunities, student support, and academic mobility. • SDG 9: Industry, Innovation and Infrastructure – Promotes collaboration in engineering, applied sciences, research, and innovation. • SDG 17: Partnerships for the Goals – Strengthens long-term international cooperation between Thai and Chinese higher education institutions through joint programs, exchanges, and research collaboration.	4, 9, 17	  

Project	Detail	Related SDGs	Photo
21. AU Strengthens Strategic Academic Partnership with SWUFE in China	A senior delegation from Assumption University of Thailand (AU), led by Assoc. Prof. Dr. Chanintorn Jittawiriyanukoon, Vice President for Research and Academic Services, recently visited Southwestern University of Finance and Economics (SWUFE) in Chengdu, China, to strengthen long-standing academic ties and explore new opportunities for collaboration. During the visit, AU and SWUFE discussed expanding cooperation in research, academic services, and student and faculty exchanges. Leaders from both institutions also exchanged perspectives on global higher-education trends and explored opportunities to develop cross-cultural and interdisciplinary talent. The discussions resulted in a shared commitment to establish closer communication mechanisms and identify new areas of cooperation. The visit further strengthened the foundation for Sino–Thai academic collaboration and reinforced AU's commitment to building high-quality international partnerships that create meaningful opportunities for students, faculty, and researchers. SDGs Alignment • SDG 4: Quality Education – Promotes international academic exchange, talent development, and cross-cultural learning opportunities. • SDG 17: Partnerships for the Goals – Strengthens long-term cooperation between AU and SWUFE through research, academic services, and student and faculty mobility.	4, 17	  

Project	Detail	Related SDGs	Photo
22. AU Graduate School Explores Global Collaboration with IIM Jammu	On December 2, 2025, the Graduate School of Business and Advanced Technology Management (GS-BATM), Assumption University of Thailand (AU), welcomed Dr. B. S. Sahay, Director of the Indian Institute of Management (IIM) Jammu, India, for a high-level meeting at AU's Hua Mak Campus. The meeting was attended by Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, Assoc. Prof. Dr. Chanintorn Jittawiriyanukoon, Vice President for Research and Academic Services and Dean of GS-BATM, and graduate program directors. The discussion focused on opportunities to strengthen cooperation in graduate business education, student exchanges, faculty collaboration, joint academic activities, and research. Both institutions also exchanged perspectives on emerging trends in global business education and the skills needed to prepare future leaders for an increasingly interconnected world. The meeting marked an important step toward building a long-term international partnership that expands students' global exposure, encourages collaborative research, and promotes innovation in teaching and learning. Through this collaboration, AU and IIM Jammu aim to "build bridges without borders" and create meaningful academic opportunities with lasting global impact. SDGs Alignment • SDG 4: Quality Education – Promotes international learning, academic exchange, innovative teaching, and the development of future-ready business leaders. • SDG 8: Decent Work and Economic Growth – Develops advanced business and management capabilities that support employability, entrepreneurship, and sustainable economic development. • SDG 17: Partnerships for the Goals – Strengthens international cooperation through student exchange, faculty collaboration, joint academic activities, and research.	4, 8, 17	  

Graduate School of Human Sciences

Project	Detail	Related SDGs	Photo
1. Art is My Therapy Workshop: Promoting Mental Well-being Through Creative Expression	February 3, 2025 — Counseling Psychology candidates at Assumption University of Thailand (AU) organized the 'Art is My Therapy' workshop at Room CL0505, 5th Floor, Suvarnabhumi Campus. This workshop provided participants with an immersive opportunity to explore the therapeutic benefits of art, aiming to alleviate stress and anxiety, enhance self-awareness, foster social connections, and support emotional regulation. The event welcomed a diverse group of Burmese and Chinese participants, who engaged in a series of activities focused on reflection, mindfulness, and artistic exploration. Workshop Highlights • Interactive Icebreaker: Participants paired up to share "3 Facts About a Friend," promoting communication, connection, and inclusivity with bilingual support from a Chinese co-facilitator. • Guided Body Scan Meditation: Introduced mindfulness practices to tune into physical and emotional states, setting a calm and introspective tone. • Art Therapy Introduction: Facilitators explained how creative practices foster emotional expression, resilience, self-esteem, and positive relationships. • Painting Therapy: Participants explored colors and brushstrokes as a medium for self-exploration, stress relief, and emotional regulation. • Abstract Emotion Painting: Encouraged participants to express emotions freely through abstract art, followed by group discussions to deepen self-awareness and empathy. • Snowball Exercise: Concluding activity where participants shared positive affirmations, reinforcing self-worth, social connection, and positivity.	3, 4, 10, 16	  

	The workshop provided a safe and creative space for emotional growth, stress management, and community building, highlighting the transformative power of art in supporting mental well-being. Relevant SDGs: • SDG 3: Good Health and Well-being – Promoting mental health, emotional resilience, and stress management through art therapy. • SDG 4: Quality Education – Offering experiential learning in counseling psychology and therapeutic techniques. • SDG 10: Reduced Inequalities – Inclusive participation of Burmese and Chinese attendees, promoting diversity and social cohesion. • SDG 16: Peace, Justice, and Strong Institutions – Supporting social connections, empathy, and positive interpersonal relationships within communities.		

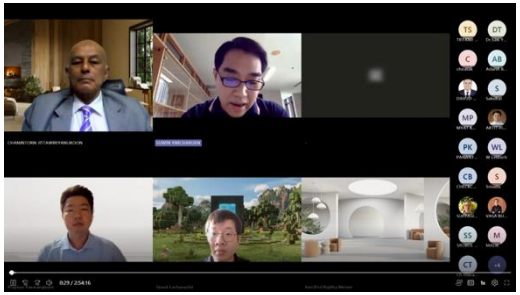
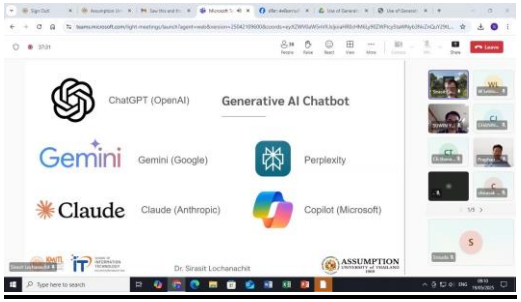
Project	Detail	Related SDGs	Photo
2. Workshop on Treatment of Post Traumatic Stress Disorder Using Prolonged Exposure Therapy by Dr. Jon Blaw	On Monday, July 15, 2025, Assumption University of Thailand (AU) hosted a specialized workshop on the treatment of Post Traumatic Stress Disorder (PTSD) using Prolonged Exposure Therapy, led by Dr. Jon Blaw. The workshop was held at the Hua Mak Campus, in D Building, Room D41. Dr. Blaw introduced participants to the foundations of exposure therapy, underlining its proven effectiveness in treating trauma. He clarified the distinctions between trauma and acute stress, highlighting the necessity of proper diagnosis and timely treatment. The session's core focus was on Prolonged Exposure Therapy, particularly two major approaches: *in vivo exposure*—where clients face real-life anxiety-inducing situations—and *imaginal exposure*—in which clients are guided to revisit and reprocess their traumatic experiences in a safe therapeutic setting. To monitor progress, Dr. Blaw emphasized the use of the Subjective Units of Distress Scale (SUDS), allowing practitioners to gradually and systematically increase clients' tolerance levels through step-by-step exposure. The workshop concluded with case examples demonstrating the positive outcomes of Prolonged Exposure Therapy, reinforcing its effectiveness in supporting trauma recovery. Students and participants highly valued the session for its practical insights and professional relevance, especially in the field of clinical psychology. This initiative reflects AU's dedication to advancing student learning and professional development by providing access to internationally recognized expertise. Relevant SDGs: • SDG 3: Good Health and Well-Being – Promoting mental health and access to effective psychological treatment. • SDG 4: Quality Education – Enhancing knowledge and professional skills through expert-led workshops. • SDG 17: Partnerships for the Goals – Strengthening collaboration with international experts in advancing education and health.	3, 4, 17	  

Project	Detail	Related SDGs	Photo
3. AU Education Students Engage in Global Dialogue on Equity and Inclusion	Students from the Graduate School of Human Sciences, Assumption University of Thailand (AU) participated in the CU-KU International Symposium in Education 2025, held on July 8, 2025, at Chulalongkorn University, under the theme “Inclusive Society: Innovating for an Inclusive and Equitable Future.” The symposium brought together educators, scholars, and students from across the region to exchange ideas on how education can promote inclusion, equity, and stronger communities. AU was represented by students from the Educational Administration and Leadership (EAL), Curriculum and Instruction (CI), and English Language Teaching (ELT) programs. Accompanied by Assistant Professor Dr. Poonpilas Asavisanu, Program Director of the M.Ed. in Curriculum and Instruction, and Dr. Nathara Mhunpiew, the students actively participated in discussions, exchanged perspectives, and learned from educators and scholars from different backgrounds. The symposium provided AU students with an opportunity to connect academic knowledge with real-world educational challenges, particularly issues related to inclusive policies, equal opportunities, and equitable learning environments. The experience also strengthened their understanding of the role of educators and educational leaders in driving positive social change. Through participation in international academic forums, AU continues to prepare future educators with the knowledge, global perspectives, and commitment needed to contribute to more inclusive, equitable, and sustainable societies. SDGs Alignment • SDG 4: Quality Education – Promotes inclusive and equitable education and provides opportunities for international academic exchange and professional development.	4, 5, 10, 16, 17	

	• SDG 5: Gender Equality – Supports awareness of equal opportunities and inclusive learning environments regardless of gender. • SDG 10: Reduced Inequalities – Addresses inclusion, equity, equal opportunities, and reducing barriers in education and society. • SDG 16: Peace, Justice and Strong Institutions – Promotes inclusive policies, responsible leadership, and institutions that support participation and equality. • SDG 17: Partnerships for the Goals – Strengthens academic collaboration and knowledge exchange among universities, educators, and scholars.		

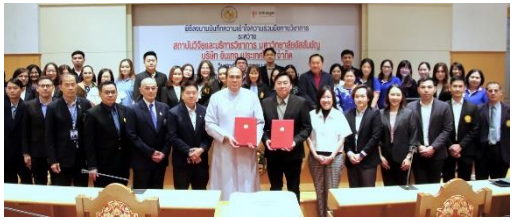
Project	Detail	Related SDGs	Photo
4. AU Workshop Promotes Self-Awareness and Well-being Through MBTI	The Graduate School of Human Sciences, Assumption University of Thailand (AU) hosted the workshop "Understanding MBTI for Your Mental Health" on September 17, 2025, at the Hua Mak Campus. The event brought together AU students, faculty, and staff to explore how personality awareness can support well-being, personal growth, and positive relationships. The workshop was led by Ms. Sally Tan, a personal development and mental health education specialist from Brighton Academy, Singapore. Through a combination of theory and practical activities, participants explored how understanding personality preferences can contribute to stress management, communication, resilience, and self-awareness. The workshop reflected AU's commitment to holistic education, recognizing that student development extends beyond academic achievement to include emotional well-being, interpersonal skills, and respect for individual differences. SDGs Alignment • SDG 3: Good Health and Well-being – Promotes mental health awareness, emotional well-being, resilience, and healthy coping strategies. • SDG 4: Quality Education – Supports holistic education by developing self-awareness, communication, and personal development skills alongside academic learning. • SDG 10: Reduced Inequalities – Encourages respect for individual differences and appreciation of diverse personalities and perspectives.	3, 4, 10	  

Institute for Research and Academic Services

Project	Detail	Related SDGs	Photo
1. IRAS Hosts Research Training Seminar on Generative AI for Academic Writing	The Institute for Research and Academic Services (IRAS), Assumption University of Thailand, has organized the Research Training Seminar on "Utilizing Generative AI for Research Article Writing: Practices and Ethical Considerations" on May 19, 2025, from 09.00 to 12.00 hrs., conducted online via Microsoft Teams. The seminar was delivered by Asst. Prof. Dr. Praphan Pavarangkoon from the School of Information Technology, King Mongkut's Institute of Technology Ladkrabang. This academic training aimed to provide faculty members, researchers, and graduate students with in-depth knowledge of how generative AI can be applied to academic writing, while also addressing essential ethical issues such as originality, plagiarism prevention, and the responsible use of AI tools. Relevant SDGs: • SDG 4 – Quality Education: Enhancing academic and research capacity. • SDG 9 – Industry, Innovation, and Infrastructure: Encouraging the responsible adoption of innovative technologies in research. • SDG 16 – Peace, Justice, and Strong Institutions: Promoting ethics and integrity in academic practices. • SDG 17 – Partnerships for the Goals: Strengthening collaboration among universities and researchers.	4, 9, 16, 17	  

Project	Detail	Related SDGs	Photo
2. AU Earth Hero Inspires Young Conservationists Through Hands-On Learning	Assumption University of Thailand (AU), through the Institute for Research and Academic Services (IRAS), Albert Laurence School of Communication Arts, and Student Affairs, collaborated with Pag Klong Chuad Yai School to organize "AU Earth Hero," an engaging program promoting energy conservation and environmental responsibility among young students. The activity introduced students to the principles of the 3Rs—Reduce, Reuse, Recycle—and encouraged simple energy-saving and waste-reduction practices through interactive learning. A highlight was the "3R Adventure Station – Trash-Cutting Quest," where students worked in teams to apply environmental knowledge through games, problem-solving, and hands-on activities. To encourage continued action beyond the event, AU provided the school with energy conservation campaign materials and related equipment. The initiative reflects AU's commitment to environmental education, community engagement, and empowering young people to become responsible stewards of the environment. SDGs Alignment • SDG 4: Quality Education – Provides experiential environmental education and develops students' knowledge, skills, and awareness of sustainability. • SDG 7: Affordable and Clean Energy – Promotes energy conservation and energy-saving behaviors among young learners. • SDG 11: Sustainable Cities and Communities – Encourages community participation and responsible environmental practices. • SDG 12: Responsible Consumption and Production – Promotes the 3Rs and responsible waste management.	4, 7, 11, 12, 13, 17	  

	• SDG 13: Climate Action – Builds awareness and practical behaviors that contribute to reducing environmental impacts and addressing climate change. • SDG 17: Partnerships for the Goals – Strengthens collaboration between Assumption University and Pag Klong Chuad Yai School, bringing together academic expertise, educational resources, and community participation to advance environmental sustainability.		

Project	Detail	Related SDGs	Photo
3. AU and Intage Thailand Strengthen Academic–Industry Collaboration in Research and Innovation	On October 3, 2025, Assumption University of Thailand (AU), through the Institute for Research and Academic Services (IRAS), signed a Memorandum of Understanding (MoU) with Intage (Thailand) Co., Ltd. at The Cathedral of Learning, Suvarnabhumi Campus. The partnership aims to strengthen cooperation in joint research, academic services, training, and knowledge exchange, while connecting AU's academic expertise with Intage Thailand's capabilities in market research, consumer insights, and strategic analysis. The collaboration will support data-driven research and innovation while creating opportunities for students, researchers, and industry professionals to exchange knowledge and develop practical solutions. The signing ceremony was attended by AU and Intage executives, including Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of AU, and Mr. Palasai Sookthis, Managing Director of Intage (Thailand) Co., Ltd. The event concluded with a souvenir exchange, group photo, and campus tour, marking a new chapter in AU's academic–industry engagement. SDGs Alignment • SDG 4: Quality Education – Provides opportunities for training, knowledge exchange, and practical learning through collaboration with industry. • SDG 9: Industry, Innovation and Infrastructure – Promotes research, innovation, data-driven solutions, and stronger links between academic knowledge and industry practice. • SDG 17: Partnerships for the Goals – Establishes a formal academic–industry partnership for joint research, academic services, training, and knowledge exchange.	4, 9, 17	  

Project	Detail	Related SDGs	Photo
4. Rethink, Reuse, Reward: AU Inspires Young Innovators to Turn Waste into Opportunity	Assumption University of Thailand (AU), through the Institute for Research and Academic Services (IRAS), Albert Laurence School of Communication Arts, and Central Library, organized a Recycled Materials Invention Contest at Pak Klong Chuad Yai School as part of its community engagement efforts promoting energy conservation and environmental sustainability. The activity encouraged young students to transform leftover and recyclable materials into creative and practical inventions. Through hands-on learning, participants developed creativity, problem-solving skills, and greater awareness of responsible resource use and sustainable practices. Students presented their inventions to a judging panel from AU, with awards given in two age categories based on creativity, functionality, and effective use of recycled materials. The activity demonstrated AU's commitment to working with local schools to foster environmental responsibility and empower young people to become creative agents of sustainable change. SDGs Alignment • SDG 4: Quality Education – Promotes experiential learning, creativity, innovation, and problem-solving skills among young learners. • SDG 12: Responsible Consumption and Production – Encourages reuse and recycling of materials and raises awareness of responsible resource consumption. • SDG 13: Climate Action – Builds environmental awareness and encourages sustainable behaviors that can contribute to reducing environmental impacts. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU and local schools in advancing sustainability education.	4, 12, 13, 17	  

the Office of the Vice President for Legal and Privilege Affairs

Project	Detail	Related SDGs	Photo
1. AU Strengthens Campus Food Safety with "SAN Certified" Recognition	On December 3, 2025, the Office of the Vice President for Legal and Privilege Affairs, Assumption University of Thailand (AU), in collaboration with the Bang Sao Thong Subdistrict Administrative Organization (SAO), held the "SAN Certified" Award Ceremony at the Suvarnabhumi Campus. The ceremony recognized 48 food vendors that successfully passed rigorous hygiene assessments under the "New Normal" food safety standards. The assessment covered key areas including food preparation environments, food quality, utensils, personnel hygiene, and pest control, with evaluations conducted by AU and public health experts from Bang Sao Thong SAO. The SAN standard emphasizes Sanitation, Accountability, and Network, highlighting the importance of clean food environments, responsible risk management, regular inspections, and cooperation between authorities and food operators. The initiative reflects AU's commitment to protecting the health, safety, and well-being of students, faculty, and staff while strengthening cooperation with local government authorities. By promoting consistent food safety standards across campus food outlets, AU continues to build a healthy, safe, and supportive learning environment. SDGs Alignment • SDG 3: Good Health and Well-being – Promotes food hygiene and sanitation to protect the health and well-being of students, faculty, staff, and campus visitors. • SDG 6: Clean Water and Sanitation – Supports improved sanitation and hygienic practices in food preparation and campus facilities. • SDG 12: Responsible Consumption and Production – Encourages responsible food-service practices, risk management, and improved standards among campus vendors. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU, local government, public health authorities, and food vendors.	3, 6, 12, 17	  

Student Affairs

Project	Detail	Related SDGs	Photo
1. Assumption University Prepares to Host the 10th Art and Cultural Excursion, Empowering Youth Through Thai Heritage	Assumption University of Thailand (AU) continues its commitment to preserving Thai arts and culture while empowering young people through education and cultural engagement. On June 18, 2025, Rev. Bro. Sirichai Fonseka, f.s.g., Ph.D., President of Assumption University, chaired a preparation meeting for the upcoming 10th Art and Cultural Excursion of the Ruamchit Normklao Foundation for Youth under the Royal Patronage. The meeting was held at the Public Relations Department Meeting Hall and brought together representatives from relevant organizations and partner agencies to coordinate preparations for this significant national youth development initiative. Established in 1994, the Art and Cultural Excursion has become an important national initiative dedicated to promoting cultural pride, youth development, and the preservation of Thailand's cultural heritage. The 10th Art and Cultural Excursion 2025, scheduled for October 21–25, 2025, is being organized through collaboration among Assumption University, the Ruamchit Normklao Foundation for Youth under the Royal Patronage, and government and private-sector partners. As part of the initiative, scholarship recipients and youth representatives from all 77 provinces of Thailand will be selected to participate in an educational and cultural journey designed to deepen their understanding and appreciation of Thai traditions, values, history, arts, and cultural identity. Through direct experiences and cultural activities, the program seeks to strengthen young people's sense of belonging and responsibility toward the preservation and continuation of Thailand's cultural heritage. As the host university, AU has entrusted its Office of Thai Arts and Culture under Student Affairs with leading the coordination and implementation of the event. This role reflects AU's commitment to integrating cultural education, youth development, and community	4, 10, 11, 17	  

	engagement while providing young people with meaningful opportunities to learn from Thailand's rich cultural heritage. The Ruamchit Normklao Foundation for Youth under the Royal Patronage, established in 1982 to commemorate the 200th anniversary of Rattanakosin, was initiated by Her Royal Highness Princess Galyani Vadhana and Mom Ngamchit Burachat, with support from ten leading national organizations. Over the years, the Foundation has awarded more than 35,000 scholarships, with a total value exceeding 287 million baht, helping students from disadvantaged backgrounds access education at various levels. Through its partnership with the Foundation and participating organizations, Assumption University is proud to contribute to an initiative that brings together education, cultural preservation, youth empowerment, and social opportunity. The 10th Art and Cultural Excursion represents not only an opportunity for young people to experience and appreciate Thailand's cultural heritage, but also a platform for passing cultural knowledge and values from one generation to the next. SDGs Alignment • SDG 4: Quality Education – Provides young people with experiential and cultural learning opportunities that complement formal education and develop knowledge, values, and social responsibility. • SDG 10: Reduced Inequalities – Supports educational opportunities for students from disadvantaged backgrounds through scholarships and inclusive youth development initiatives. • SDG 11: Sustainable Cities and Communities – Contributes to the preservation and promotion of Thailand's cultural heritage, traditions, and identity as an integral part of sustainable and inclusive communities. • SDG 17: Partnerships for the Goals – Demonstrates collaboration among AU, the Ruamchit Normklao Foundation, government agencies, private-sector organizations, and other partners to advance youth development, education, and cultural preservation.		

Project	Detail	Related SDGs	Photo
2. AU Partners with Ruamchit-Normklao Foundation to Empower Youth and Preserve Thai Cultural Heritage	Assumption University of Thailand (AU) proudly partnered with the Ruamchit-Normklao Foundation for Youth under Royal Patronage to host the 10th Thai Art and Culture Promotion Program from October 21–25, 2025. The program welcomed scholarship recipients from all 77 provinces to AU's Suvarnabhumi Campus and important cultural and historical sites in Bangkok and surrounding areas. Throughout the program, young participants explored Thailand's rich heritage through visits to major landmarks, museums, and cultural institutions, including the Grand Palace, Wat Phra Kaew, Wat Arun, Ancient City (Muang Boran), Museum Siam, and other significant sites. These experiences provided opportunities to learn about Thai history, traditions, and cultural identity beyond the classroom. In addition to cultural excursions, AU organized learning and reflection activities that encouraged teamwork, critical thinking, youth leadership, and appreciation of Thai values. The program concluded with participants sharing experiences, building new friendships, and gaining renewed inspiration to preserve and promote Thailand's cultural heritage for future generations. SDGs Alignment • SDG 4: Quality Education – Provides experiential and cultural learning opportunities that develop knowledge, critical thinking, teamwork, and youth leadership. • SDG 10: Reduced Inequalities – Supports scholarship recipients from all 77 provinces and provides opportunities for youth from diverse backgrounds to access enriching educational and cultural experiences. • SDG 11: Sustainable Cities and Communities – Contributes to the preservation, appreciation, and transmission of Thailand's cultural heritage to younger generations. • SDG 17: Partnerships for the Goals – Strengthens collaboration between AU and the Ruamchit-Normklao Foundation to promote youth development and cultural preservation.	4, 10, 11, 17	  

Project	Detail	Related SDGs	Photo
3. AU Strengthens Sports Services through Volleyball Officiating Training	The Center for Sports and Physical Fitness, under Student Affairs at Assumption University of Thailand (AU), strengthened its readiness for the 2026 academic year through an in-house training program on volleyball officiating. The program aimed to enhance staff skills, improve sports event management, and support quality athletic activities for AU students and staff. The training featured Mr. Jirasak Pumduang, an international volleyball referee from the Fédération Internationale de Volleyball, as guest speaker. Drawing on his international officiating experience, he shared practical knowledge, techniques, and professional standards for volleyball competition management. The program was presided over by Acting Sub Lt. Dr. Yutthana Suwannatarn, Vice President for Student Affairs, who encouraged participants to continue developing their professional skills and service capabilities. Participants received certificates upon completion, recognizing their commitment to strengthening the quality of sports services at AU. The initiative reflects AU's commitment to continuous professional development and the provision of well-organized sports activities that contribute to an active, healthy, and engaging campus environment. SDG Alignment • SDG 3: Good Health and Well-being – Supports quality sports and physical activity programs that promote health and well-being among students and staff. • SDG 4: Quality Education – Provides professional development and practical learning opportunities for university personnel. • SDG 8: Decent Work and Economic Growth – Strengthens staff competencies, professional standards, and workplace development.	3, 4, 8	  