



Rising to the Challenge of  
Sustainable Development Goals (SDGs)  
through Sustainable Highland Development:  
The Royal Project Model

## *Participants Announcement*



22-24 December 2019

Royal Park Rajapruek, Chiang Mai, Thailand



*“The Royal Project Foundation started with small activities which can unlikely be called a project itself. I visited remote hill tribe villages and realized the necessity to help those people in need through professional development programs. A broad range of experts, governmental agencies and individuals supported us in our mission to improve the livelihood of the hill tribe people. International cooperation with foreign experts and international organizations followed. This finally led to the formation of the Royal Project Foundation.”*

His Majesty the King's Royal speech at Chitralada Villa  
on Thursday, 24 February 1994

# Welcome Message

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Dear Delegates,

Alternative development is a critical component of a comprehensive drug control strategy. When farmers engage in illicit crop cultivation, they typically do so because of poverty and the need to meet basic needs. It is the absence of legal and sustainable income opportunities that forces them to engage in cultivation of illegal drugs causing a problem for the country, the region and the world. The slash-and-burn technique of clearing virgin forests as used by the indigenous hill tribe people living in Thailand's mountainous North also has an increasingly adverse effect on the environment, resulting in deforestation of vast watershed forests.



The Royal Project is the earliest and most innovative project initiated by His Majesty King Bhumibol Adulyadej The Great in the year 1969 aiming at addressing those problems for over 50 years, under the holistic model towards sustainable and effective approaches to alternative development, from the introduction of new cash crops to improve the quality of life of the highland people, the water and soil conservation, and the preservation of watershed forests. A wide variety of farm activities which yield larger profits than opium has been introduced to the hill farmers as well as providing assistance in the form of growing and marketing techniques.

His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua (King Rama X) has made firm commitments to nurture, conserve, and extend the work of the Royal Project Foundation to ensure its continued operation, offering the highland people with a better living while generating positive consequences to other countries regionally and globally.

The results can be seen clearly not only in tribal communities, but also in the supermarkets of big cities and in numerous new export products. The Royal Project's effectiveness has gained recognition worldwide for its success in eradicating opium poppies and improving the well-being of the people. The UNODC removed Thailand from the list of significant opium producing countries in 2003.

The International Conference on Rising to the Challenges of Sustainable Development Goals (SDGs) through Sustainable Highland Development: The Royal Project Model, held in Chiang Mai, Thailand during 22 – 24 December 2019 is intending to provide an important platform for portraying the experience of Royal Project's 50-year journey on highland alternative development shedding light on how the Royal Project Model can be a means to realizing the SDGs. It is also to promote an exchange of knowledge, experience, and best practices among different stakeholders to create a model that is sustainable and inclusive for the prosperity of the highlanders regionally and globally.

I take great pride in welcoming all the delegates to the Conference. I certainly believe that the Conference will bear fruitful results and lay the firm groundwork for future international partnership in employing alternative development approach to assist countries with persisting drug problems.

A handwritten signature in blue ink, appearing to be in Thai script, written over a white background.

Privy Councillor Dr. Jaranthada Karnasuta  
Chairman of the Boards of Directors  
Royal Project Foundation  
December 2019

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# 1. Conference Background and Objectives

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On the occasion of the Royal Project's 50th Anniversary, the Royal Project Foundation and its partner, Highland Research and Development Institute (Public Organization) (HRDI) consider it is timely to organize the International Conference on Rising to the Challenge of Sustainable Development Goals (SDGs) through Sustainable Highland Development: The Royal Project Model.

## 1.1 Background

The Royal Project Foundation (RPF) is based in the north of Thailand, founded by His Majesty King Bhumibol Adulyadej The Great (King Rama IX) in 1969, aiming to improve the quality of life of hill-tribe people by diminishing opium growing and reviving natural forests and water resources. For over five decades, a good number of national and international organizations have recognized the achievements of the Royal Project Foundation as the best practice in sustainable highland development.

His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua (King Rama X) has made firm commitments to nurture, conserve, and extend the work of the Royal Project Foundation to ensure its continued operation, offering the highland people with a better living while generating positive impact to other countries regionally and globally.

This Conference will provide a platform for sharing to other organizations, both internally and internationally, successful endeavours, knowledge and experiences of the Royal Project on promotion of illicit crop replacement and support a holistic approach for sustainable highland development. Keynote speakers from international organizations will be invited to share their experiences on SDGs on highland development. Moreover, representatives from the countries that have followed the Royal Project model and those practicing their alternative development model will also be invited to facilitate knowledge sharing, lessons learnt, and good practices for sustainable highland development in the region and the world.





## 1.2 Objectives

- To commemorate the benevolence of His Majesty King Bhumibol Adulyadej The Great's profound wisdom and graciousness in bestowing the Royal Project for the benefit and happiness of the Thai highland people.
- To demonstrate deep gratitude and respect to His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua for his firm commitments to nurture, conserve, and extend the Royal Project Foundation for the happiness of his subjects.
- To disseminate successful outcomes of the Roal Project highland development model that align with the SDGs.
- To demonstrate the expansion of knowledge and experiences of the Royal Project to other highland areas of the country beyond the scope of the Royal Project Foundation by Highland Research and Development Institute (Public Organization).
- To promote an exchange of knowledge, experience, and best practices among different stakeholders to create a model that is sustainable and inclusive for the prosperity of the highlanders regionally and globally.

## 1.3 Expert Consultations

- To refine 50 years knowledge and experiences of the Royal Project alternative development approach as lesson learnt or best practices to be shared with other countries.
- To capture core elements gained from the Conference on the Royal Project alternative development approach that link and foster with those of Sustainable Development Goals (SDGs).
- To discuss possible future international partnership in employing alternative development approach to assist countries with persisting drug problems.

## 1.4 Expected Outputs

- Knowledge and experiences for over 50 years of the Royal Project on sustainable highland development will be shared, hoping to be contributive to other interested parties internally and internationally.
- Extensive exchanges of knowledge, views, and experiences will be offered among experts, professionals and participants from various international countries and organizations.
- Strong connections and networks between international organizations and other relevant stakeholders on sustainable highland development will be made, leading to the SDGs. In 2030.
- Establishment of Royal Project Learning Institute The Royal Project Wisdom of Alternative Development for the Highland Sustainability Development.



## 2. Conference Details

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### 2.1 Time and Venue

The Conference will take place in Chiang Mai, Thailand from 22 December to 24 December 2019.

The main venue for the Conference is the Royal Park Rajapruek, Chiang Mai.

#### **Address**

334 Moo. 3, Maehia, Muang Chalang Mai, Thailand 50100

Tel : +66 53 114110-5 <https://www.royalparkrajapruek.org>

### 2.2 Official Language

Thai and English are the official languages of the Conference. There will be simultaneous translation into English and Thai during the course of the day.



### 2.3 Field Visit

On the second day of the Conference, we are organizing three different alternative development areas operated by the Royal Project Foundation (RPF) and Highland Research and Development Institute (Public Organization) (HRDI). Each area is representing the 3 pillars of sustainable development: economic, social and environment.



## 2.4 Accommodation and Travel Arrangement



### **a) Accommodation and Catering** **Accommodation has been reserved at 3 hotels for the Conference delegates namely**

- 1) The Kantary Hills Hotel with the rate at 3,500 baht\* incl. breakfast
- 2) The Novotel Nimman Journeyhub Hotel with the rate at 2,400 baht\* incl. breakfast
- 3) The Chiang Mai Orchid Hotel with the rate at 1,200 baht\* incl. breakfast  
(\*The exchange rate at 30 November 2019 : US\$ 1 = 30 baht)



### **For sponsored delegates**

We have arranged you to stay at the Kantary Hills Hotel.

### **For other participants on your own account**

We strongly advise that you stay at one of these 3 hotels – it will be a high season during the Conference and other accommodation will be difficult to find.

### **b) Travel Arrangement for sponsored delegates**

We will cover airfare travel expenses (economy class) for the most direct route. Local transportation in Chiang Mai will be arranged for you according to the Conference programme.

### **For other participants on your own account**

We will arrange local transportation in Chiang Mai for you according to the Conference programme to and from the 3 hotels to the Conference venue.



### **c) Catering for all participants**

- Lunches and coffee breaks will be served as indicated in the Conference programme.
- A Reception Dinner will be held on Sunday 22 December 2019 at the Rajapruek Square, Royal Park Rajapruek during 18.00-20.00 hrs. in a northern style. All participants are invited (Dress Code: Casual).

#### **For sponsored delegates**

Other dinners apart from the one indicated in the programme will be at your own choice. If you prefer to dine at the hotel, please use the given coupon to identify yourself to the restaurant staff. We will be responsible for the cost.

## **2.6 Participants with Special Needs**

We will make every effort to accommodate participants with any kind of special needs for you to participate in our Conference successfully and happily. If you have special dietary requirements, or have some other special requirements, please indicate in the Field Trip Registration Form. We will try our best to accommodate your requests properly.



### 3. Conference Programme



Day 1 – Sunday 22 December 2019	
09.00-10.30	<p>Opening Ceremony</p> <p><b>Presided over by Her Royal Highness Princess Bajrakitiyabha Narendiradebyavati Kromluangrajasarinisiribajra Mahavajrarajadhita</b></p> <p><b>Report : Privy Councillor Dr. Jaranthada Karnasuta, Chairman of the Boards of Directors, Royal Project Foundation</b></p> <p>Opening Address: Her Royal Highness Princess Bajrakitiyabha Narendiradebyavati Kromluangrajasarinisiribajra Mahavajrarajadhita</p> <p><b>Multivision Media Presentation</b> : The Royal Project 50 Years of Experiences</p> <p><b>Keynote Addresses:</b></p> <ul style="list-style-type: none"> <li>• <b>Royal Project Alternative Development Model</b> <i>by Privy Councillor General Kampanat Ruddit, Chairman of the Executive Board, Royal Project Foundation</i></li> <li>• <b>Alternative Development and Its Role in Implementing the Sustainable Development Goals</b> <i>by Mr. Jorge Rios, Chief, Sustainable Livelihoods Unit, UNODC</i></li> </ul>
10.30 – 11.00	Coffee Break
11.00 – 12.00	<p><b>Keynote Addresses: International Perspectives on Sustainable Land Use and Food Security on Highland</b></p> <ul style="list-style-type: none"> <li>• <b>Towards Zero Hunger and Sustainability</b> <i>Dr. Xuan Li, Senior Policy Officer, FAO Regional Office for Asia and the Pacific</i></li> <li>• <b>Alternative Development for Sustainable Development on Mountainous Area</b> <i>Mr. Golam Rasul, Chief Economist of International Centre for Integrated Mountain Development (ICIMOD), Nepal</i></li> </ul>
12.00 – 13.00	Lunch
13.00 – 14.00 (60 mins.)	<p><b>Panel Discussion – Alternative Development: Voices from Farmers</b></p> <p><b>Panelists:</b> AD farmers from RPF and HRDI, Thailand, Myanmar and Lao PDR</p> <ol style="list-style-type: none"> <li>1. <i>Mr. Luechai Choechokchai, Thung Luang Royal Project Development Center</i></li> <li>2. <i>Mr. Surapon Klinkhajonklai, Farmer Leader, Mae Hae Luang Highland Development Project Using Royal Project System, Chiang Mai, Highland Research and Development Institute (Public Organization)</i></li> <li>3. <i>Mr. U Maung Khon, Beneficiary farmer of the AD Programme of UNODC in Shan State, Myanmar</i></li> <li>4. <i>Mr. Bounthan Thepmanyala, Huay Oun Village Headman, Oudomxay, Lao PDR</i></li> </ol> <p><b>Moderator:</b> <i>Mr. Wirat Prapthuk, Director, Highland Research and Development Institute</i></p>

14.00 – 15.30 (90 mins.)	<p><b>Panel Discussion – Socio-Economic and Marketing Sustainability under Alternative Development</b></p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <i>Dr. Anchan Chompupoung, Assistant Director, Royal Project Foundation Office, Chiang Mai : Marketing and Logistics Development</i></li> <li>2. <i>Mr. Suchat Ramarch, Senior Executive Vice President for Retail Marketing, PTT Oil and Retail Business Public Company Limited: Green Marketing Strategy</i></li> <li>3. <i>Prof. Emeritus Dr. Kraissid Tontisirin, Senator: Health Care and Malnutrition</i></li> <li>4. <i>Assist. Prof. Dr. Sapit Diloksumpun, Kasetsart University: Community Forest Conservation and Development</i></li> </ol> <p><b>Moderator:</b> <i>Assoc.Prof.Dr. Avorn Opatpatanakit, Vice President, Research and Academic Services, Chiang Mai University</i></p>
15.30 – 15.45	Coffee Break
15.45 – 17.30 (105 mins.)	<p><b>Panel Discussion –Experience on Alternative Development and Future Networking towards UN- SDGs</b></p> <p><b>Panelists:</b></p> <ol style="list-style-type: none"> <li>1. <i>Mr. Pithaya Jinawat, Member of National Narcotics Control Committee, Advisor, Office of Narcotic Control Board (ONCB), Thailand</i></li> <li>2. <i>Mr. Hagen E.W. Dirksen, Honorary Consul of Germany, Chiang Mai</i></li> <li>3. <i>Mr. Khaliq Mahjoob, Director of Alternative Livelihood, Ministry of Agriculture, Irrigation and Livestock (MAIL), Afghanistan</i></li> <li>4. <i>Mr. Wirat Prapthuk, Director, Highland Research and Development Institute</i></li> </ol> <p><b>Moderator:</b> <i>Prof. Dr. Pongsak Angkasith, RPF Executive Board Member</i></p>
17.30 – 18.30	<b>Visit Royal Project Fair 2019</b>
18.30 – 20.00	Reception Dinner at the Royal Park Rajapruek
<b>Day 2 –Monday 23 December 2019</b>	
07.30 – 12.00	<b>Field Visits</b>
	<p>Field visit to RPF and HRDI operation areas representing achieved sustainable solutions through holistic approach in economic, environmental and social dimensions</p> <ul style="list-style-type: none"> <li>• <b>Mae Hae</b> Royal Project Development Center</li> <li>• <b>Pa Mieng and Teen Tok</b> Royal Project Development Centers</li> <li>• <b>Pang Dang Nai</b> Highland Development Project Using Royal Project System</li> </ul>
12.00 – 13.00	Lunch on-site
13.00 – 16.00	<b>Group Discussion –Reflection towards International and Local Experiences (Lessons learnt from the field visits)</b>
16.00 – 18.00	Back to the hotel
19.00 – 20.00	Dinner at Hotel
<b>Day 3 – Tuesday 24 December 2019</b>	
09.00 – 11.30	<p><b>Group Presentation and Open Discussion</b></p> <p><i>Moderator: Assoc. Prof. Dr. Pittaya Sruamsiri, Research and Development Working Group, RPF</i></p>
11.30 – 11.50	<p><b>Conclusion and Summary Report</b></p> <p><i>by Prof. Dr. Pongsak Angkasith, RPF Executive Board Member</i></p>
11.50 – 12.00	<p><b>Closing Ceremony</b></p> <p><i>by Privy Councillor General Kampanat Ruddit, Chairman of the Executive Board, Royal Project Foundation</i></p>
12.00 – 13.00	Lunch



## 4. Field Visit Information

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### 4.1 Field Visit Programme

07.30 hrs.

Depart from the Kantary Hills Hotel, the Chiang Mai Orchid Hotel and the Novotel Chiang Mai Nimman Journeyhub.

*Please note: As we will arrange the participants to leave from only those three hotels above, any participants who stay in other different hotels will have to come to CMU Art Centre by your own arrangement at the set departure time.*

09.00 hrs.

Arrive at the site

09.00 – 12.00 hrs.

Briefing, visit the area and talk to the villagers

12.00 – 13.30 hrs.

Lunch on-site

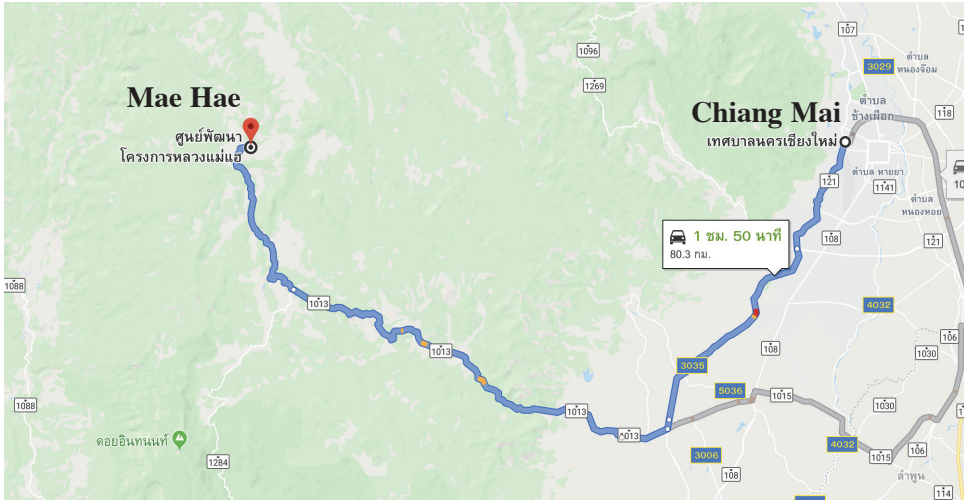
13.30 – 16.00 hrs.

Discussion and preparation for group presentation on the following day

16.00 – 17.30 hrs.

Return to the hotel in Chiang Mai  
Dinner at your preferences

## 4.2 Visiting Area Information



### Route I : Mae Hae Royal Project Development Center, Chiang Mai Province

#### Main focus : Economic aspect

Mae Hae is a Hmong and Karen village with 750 households. Mae Hae used to be an opium village where a slash-and-burn was generally practiced by the villagers. The whole of Mae Hae sits on a high areas surrounded by high mountain ranges with peaks of 900 – 1,200 meters above sea level.

The Royal Project Development Center, Mae Hae was established by His Majesty King Rama IX in 1978 to help hill-tribes grow alternative crops mainly temperate vegetables and fruits as replacement crops for opium and develop sustainable cultivation methods instead of the destructive slash-and-burn farming, to enable

the farmers to increase their earnings, to improve their living standard and to promote reforestation. The Center works closely with farmers to establish farm produce with Food Safety Standards: Good Agricultural Practices (GAP) and McDonald G.A.P.

In the year 2018, 586 farmers under the responsibility of Mae Hae Royal Project Development Center produced about 3,500 tons of farm produces generating the value through the Royal Project markets at about 3 million US dollars and another 6 million US dollars through local market.



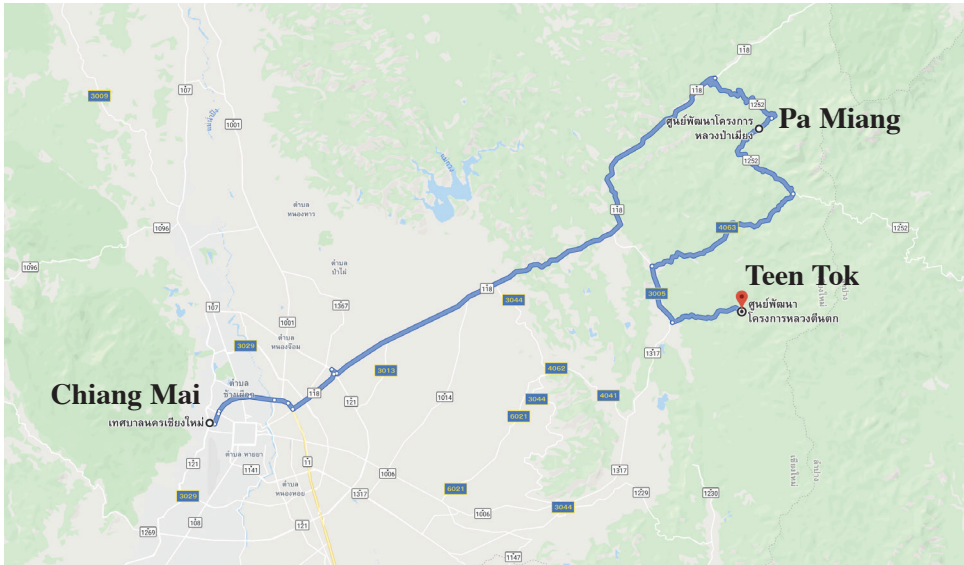
*Past*

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*Present*

Mae Hae Royal Project Development Center,  
Chiang Mai Province



## Route II : Pa Miang and Teen Tok Royal Project Development Centers, Chiang Mai Province

### Main focus : Environmental aspect

Pa Miang and Teen Tok Villages are close to each other about 30 kms. The villagers in these areas were formerly local tea growers with environmental protection. More than 40 years ago, they faced difficulties due to the price of tea leaves were gradually low. With its topography features of complex steep mountainous terrain and hilly evergreen forest at 650 – 1,500 meters above sea level where mushroom and arabica coffee could be cultivated.

His Majesty King Bhumibol Adulyadej The Great (King Rama IX) then gave his personal money to the Royal Project Development Centers to set up demonstration plots for shiitake mushroom and arabica coffee cultivation for the tea farmers to have alternative crops for their

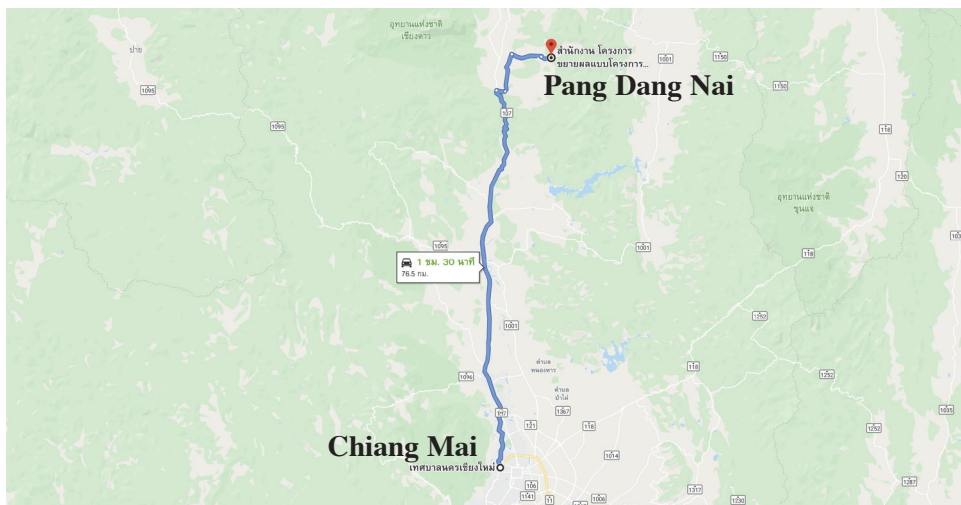
income generation without disturbing the environment. Arabica coffee is cultivated under soil and water conservation system.

Later, the farmers have expanded to other potential crops including flowers and fruits to gain more income, improve locals' life quality making them self-sufficient as well as to restore and conserve the environment. To prevent coffee rust, decrease diseases and pests and conserve the forests, farmers grow coffees and other crops together under the tree's shade or in the abundant forests.





Pa Miang and Teen Tok  
Royal Project Development Centers,



## Route III : Pang Dang Nai Highland Development Project Using the Royal Project System, Chiang Mai Province

### Main focus : Social aspect

Pang Dang Nai Village is situated on a steep mountainous terrain at 548 – 900 meters above sea level with 62 households comprising more than 300 Dara-ang (Pa-long) hill tribe people. The first group of 11 Dara-ang families migrated from Shan State, Myanmar to Doi Ang Khang, Fang District, Chiang Mai Province and then to Pang Dang Nai, Chiang Dao District, Chiang Mai Province due to political instability and ethnic minority conflicts. Their main problems are poverty, low productivity, deforestation and debt.

The Highland Research and Development Institute (HRDI) stepped in this village in the year 2006 using the Royal Project System to help develop the community. The villagers have been introduced to grow corn as their main crop intercropped with vegetables, fruit trees such as mango,

longan, passion fruit and custard apple to minimize the loss of soil fertility, protect natural resources and environment and diversify income sources. HRDI has created awareness to the community on natural preservation.

The villagers have been encouraged to greatly increase their productivity. The community becomes self-reliant with strong participation from villagers for their sustainable self-sufficiency. Several groups have been formed based on abilities such as women group, farming group and youth group. At present, the villagers have freed themselves of huge amount of debt. Pang Dang Nai has been on its path as a no-burn community for more than 10 years.





Pang Dang Nai Highland Development Project Using the Royal Project System, Chiang Mai Province

According to the program and initial information of those three areas as shown above, the participants may select your interesting route and submit the Field Trip Registration Form to e-mail [rpfccon@hrdi.or.th](mailto:rpfccon@hrdi.or.th) by the 16<sup>th</sup> of December 2019 for our logistic team to organize transportation (minivan) appropriately. The registration will be made on a first-come, first-served basis due to limited facilities. Thank you for your kind cooperation.



# Field Trip Registration Form

**PERSONAL DATA**

Surname:		First name:	
Special Meal Preference:	<input type="radio"/> No	<input type="radio"/> Vegetarian	<input type="radio"/> Halal
	<input type="radio"/> Other:.....		
Allergies(specify):			

**Please indicate your interested route:**

- Mae Hae Royal Project Development Center
- Pa Miang and Teen Tok Royal Project DevelopmentCenters
- Pang Dang Nai Highland Development Project Using the Royal Project System

**Please indicate your hotel of stay:**

- Kantary Hills Hotel
- Chiang Mai Orchid Hotel
- Novotel Chiang Mai Nimman Journeyhub
- Other (participants who stay in other different hotels, will have to come to CMU Art Centre by your own arrangement at the set departure time 07.30 hrs.)

**Please submit the Field Trip Registration Form to e-mail [rpfccon@hrdi.or.th](mailto:rpfccon@hrdi.or.th) by the 16<sup>th</sup> of December 2019**

Any inquiries please contact Conference Secretariat  
 E-mail: [rpfccon@hrdi.or.th](mailto:rpfccon@hrdi.or.th) Tel: +66 53328496-8 extension 1208



# 5. Additional Information

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The Conference website, [www.hrdi.or.th/rpfcon](http://www.hrdi.or.th/rpfcon), is regularly updated with information about the Conference.

In addition, you may contact the Conference organizers by any of the following means:

**Postal Address:**

Highland Research and Development Institute (Public Organization) (HRDI)  
65 Moo 1 Suthep Road, Muang, Chiang Mai 50200  
Thailand

**Telephone:** +66 53328496-8

**Fax:** +66 53328494

**Email:** [rpfcon@hrdi.or.th](mailto:rpfcon@hrdi.or.th)

**Coordinators:**

1. Dr. Anchan Chompupoung, Assistant Director,  
Royal Project Foundation Office, Chiang Mai, Mobile +66 818825007
2. Ms. Sawanit Phongprapai. Advisor to HRDI, Mobile +66 870828696
3. Ms. Patinya Kanthatham, Foreign Relations Officer, HRDI,  
Mobile +66 815950980
4. Ms. Hathairat Simawong, Foreign Relations Officer, HRDI,  
Mobile +66 849461923
5. Ms. Sirachaya Takaew, Agricultural Officer, HRDI,  
Mobile +66 850408704



# 6. General Information

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## 6.1 Average Weather in Chiang Mai in December

Daily high temperatures are around 29 °C, rarely falling below 25 °C or exceeding 32 °C.

On the highland, the daily temperatures range from 10 °C – 14 °C and can decrease to below 6 °C.

## 6.2 Time

For the time difference between Chiang Mai and your country, please refer to: <http://www.timeanddate.com/worldclock>

## 6.3 Currency and rate of exchange

The currency in Thailand is the Thai Baht. The exchange rate is not fixed, therefore we recommend checking the current exchange rate before departure and upon arrival in Thailand. Currency exchange facilities are readily available at the banks, currency exchange booth and hotels.

## 6.4 Electricity

Thailand uses 220 AC electricity. Power outlets most commonly features two-prong round or flat sockets. The following plugs are used:



## 6.5 Visa

If a visa is required, participants should make the necessary arrangements as soon as possible at your own cost. Please visit the Thai Ministry of Foreign Affairs for more information

<http://www.mfa.go.th/main/en/services/4908/15405-General-information.html>

## 6.6 Liability

We assume that all delegates are in good health and fit to travel. Delegates are responsible for obtaining the related medical clearance, required immunizations and insurance.

We will not assume to take responsibility for any of the following costs incurred:

- Expenses in the participant's home country require for travel abroad: passports, visa medical examination, local transportation from residence to airport, airport expenses such as baggage handling etc.
- Related allowances of participants during the period of the Conference.
- Expenses incurred for travel, accommodation and/or other costs related to dependents accompanying persons.
- Any other expenses not specified as paid by the host.







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NOTE

DATE...../...../.....

**International Conference**  
On Rising To The Challenge Of  
Sustainable Development Goals (SDGs)  
Through Sustainable Highland Development:  
The Royal Project Model

**SUSTAINABLE  
DEVELOPMENT  
GOALS**



Royal Project Foundation



Highland Research and Development Institute  
(Public Organization)