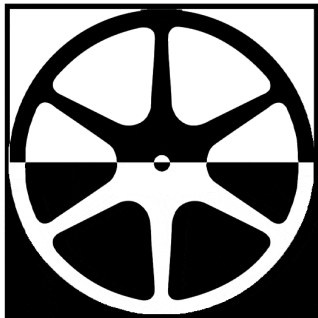


CINEMA ENLIGHTENS



ปัญญา อนุอุปาทาท จลจิตการ

Film Archive
(Public Organization)

Morality and Ethics Operations Thai Film Archive (Public Organization)

Fiscal Year 2025

Presenting a progress report and achievements in promoting morality and ethics according to the five core values.



A Moral Organization with Five Core Values

The Thai Film Archive (Public Organization) adheres to five core values as a foundation for its operations and to promote morality and ethics within the organization and society.

The organization sets goals for "problems to solve" and "good deeds to perform," aligning with religious principles, the philosophy of the Sufficiency Economy, and Thai cultural traditions.



Sufficiency

Efficient use of resources.

Discipline

Promoting order and adherence to rules.

Integrity

Transparency and honesty.

Volunteer Spirit

Contributing to society.

Gratitude

Reciprocating kindness and support.

1. Sufficiency : Valuing Resource Utilization

The Thai Film Archive is dedicated to maximizing efficiency in managing internal resources, ensuring optimal benefit and minimizing waste.

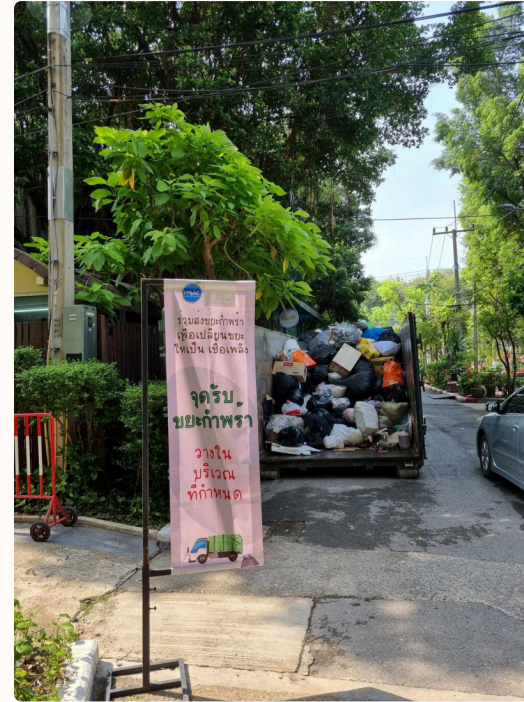
- Promoting recycling and reuse initiatives.
- Reducing energy consumption within facilities.
- Utilizing digital technology to decrease paper usage and promote a paperless environment.



Sufficiency:

In fiscal year 2568, the Film Archive continues to promote the economical, sufficient and valuable use of central resources and assets, in order to maximise their efficiency.

It supports waste management measures and promotes recycling of materials within the organisation, and has successfully managed to increase waste management by 100%.





2. Discipline: Fostering Morality in Youth

The Thai Film Archive is committed to instilling morality and ethics in children and youth through creative activities and media.



Enhancement Activities

Organising youth film activities focused on ethical values.



Learning Media Literacy

Delivering lectures to provide knowledge on media ethics.



Film Screenings

Selecting inspiring films that promote positive values.



The Thai Film Archive organizes "School Cinema" activities for children and youth, from kindergarten to high school.

Films are selected for content promoting discipline, generosity, and responsibility.

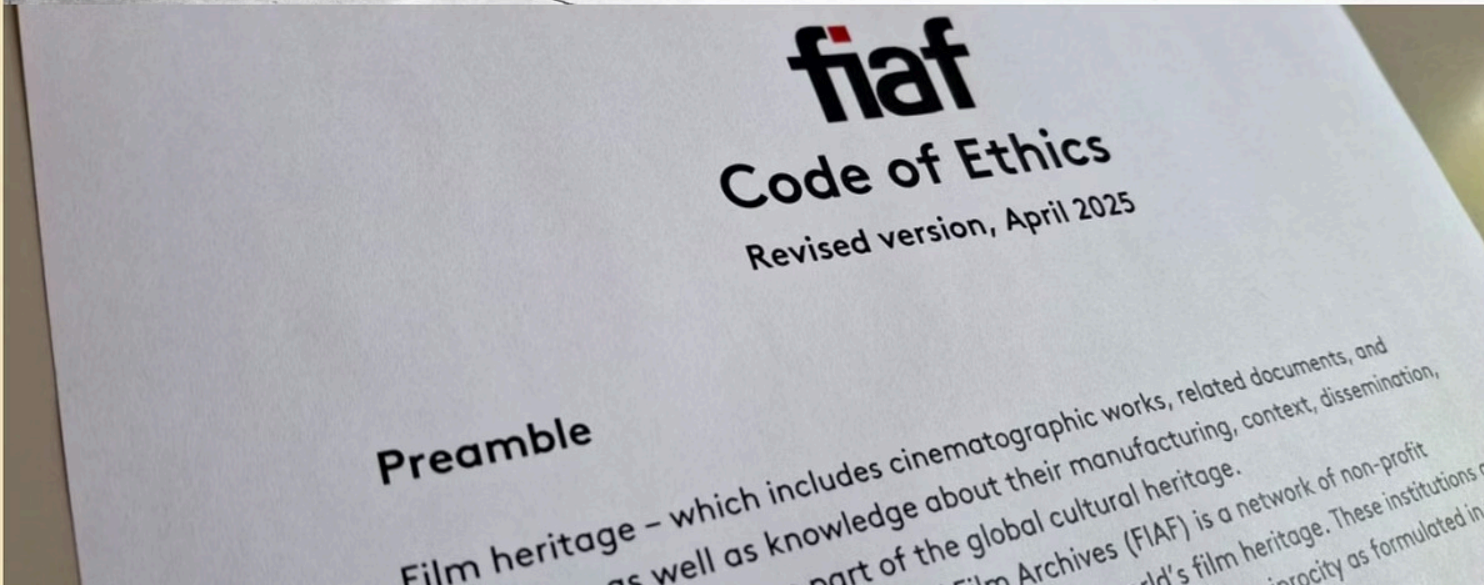
Facilitators lead discussions, with participants gaining knowledge, enhancing moral concepts, and expressing satisfaction.

Successfully achieving 89% of the target.



สรุปรายงานผลการดำเนินการเพื่อส่งเสริม
คุณธรรมและความโปร่งใสภายในหน่วยงาน

หอภาพยนตร์(องค์การมหาชน)
ปีงบประมาณ พ.ศ. 2568



3. Integrity : Transparency in Operations

The Thai Film Archive promotes working with honesty, transparency, punctuality, and fairness to build trust and ensure equitable practices.

1 Upholding Honesty

Committed to unwavering integrity in all operational processes and decision-making.

2 Auditable Systems

Maintaining transparent operational systems that are open to scrutiny and accountability.

3 Equality for All

Treating every individual with fairness and impartiality.

4 Timely Delivery

Ensuring punctual submission of all tasks and projects.

Integrity: Improving Transparency (ITA 2025)

The Film Archive plans to upgrade and improve its Integrity and Transparency Assessment (ITA) for 2025 through key initiatives:

- Disseminating the code of ethics for civil servants and officials
- Reviewing the FIAF Code of Ethics
- Reporting ethical acceptance of assets or benefits
- Strictly enforcing a no-gift policy for work performance
- Learning from previous assessment results

Successful implementation: 100%

4. Volunteer Spirit: Serving Vulnerable Groups

The Thai Film Archive develops and improves its service systems and volunteer activities to comprehensively and effectively meet the needs of vulnerable groups.

The Thai Film Archive participates in volunteer activities on important Buddhist occasions such as the King's Birthday, and donates necessary items to organisations that assist society, such as the School for the Blind in Bangkok, the Foundation for the Blind under the Royal Patronage, and the Mirror Foundation.

All employees cooperate to assist with work within the organisation, even if it is not their direct responsibility.

The results of the operations have achieved 100% success.



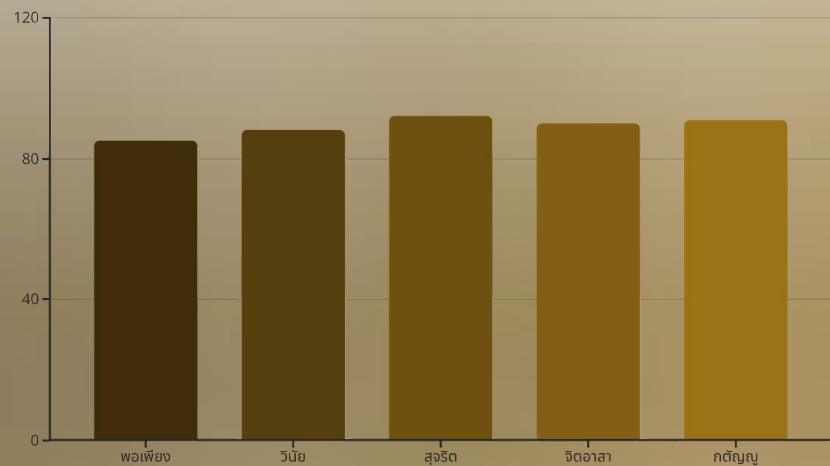


5. Gratitude: Enhancing the Quality of Life for Seniors

The Thai Film Archive recognizes the importance of the elderly and organizes activities to promote their quality of life and express gratitude.



- Organizing classic film screenings for the elderly.
- Conducting workshops to promote technology literacy and new skill acquisition.
- Encouraging active participation in cultural activities and community events.



Impact and Outcomes

Based on satisfaction surveys, the various activities and projects have received excellent feedback from stakeholders, demonstrating a positive impact and successful outcomes.

The survey results consistently indicate high levels of satisfaction among participants, highlighting the effectiveness of these initiatives in meeting community needs and fostering engagement.

Next Steps

The Thai Film Archive is committed to continuously developing and expanding its activities to create sustainable value and morality in society.



Project Expansion

Extend activities to reach a broader target audience and maximize impact.



New Innovations

Integrate technology to enhance moral promotion and outreach initiatives.



Network Building

Collaborate with partners to foster long-term sustainability and shared goals.

Thank You

The Thai Film Archive (Public Organization) extends its sincere gratitude to everyone who has supported and participated in driving a moral society. Your invaluable contributions are deeply appreciated.