

# Sharing Lessons from **Thailand** MSMEs Workforce Development and Empowerment for Net Zero 07 Aug 2025 Nipatpong Chuanchuen Expert and Researcher from Thailand Net Zero Tourism Network

## Tourism





# Key Achievements

## Thai Tourism Climate Actions

300

### Certified Carbon Neutral Tours

Uses 31% less carbon footprint intensity/traveler on average

- Offset by domestic credit
- Towards Net Zero

4000

### Together Net Zero Tourism Network

- Climate literacy capacity building
- Sharing best practices among MSMEs
- Train the Trainers ( international curriculum - 20% GHG reduction in first year)

5000+

### Zero Carbon App

- Free to use mobile app.
- Carbon footprint calculator with in-app offsetting
- Tour MICE Sports Wellness



# Success Factors

Fostering collaboration, Sharing best practices, Driving action.

POLICY

SUPPORT



COACHING



MARKETING



High level political support / Stakeholder partnerships / Secretariat very active

Supportive policy for climate-friendly Thai tourism (low carbon, carbon neutral, pathways towards net zero)

Consensus on emissions factors (EF) = common language, easier to cooperate

Upskilling the workforce with sustainability-focused training.





Close cooperation between government, private sector, universities,



Hero Behind the scenes

Assistant Professor Supawadee

Photiyarach

Thailand Science Research and Innovation  
(TSRI)

**MAKE GREEN IN THAILAND**

*"Carbon Neutral Tourism"*





# Credible . Feasible . Affordable 2025

## Climate Literacy

None

Thailand Together Net Zero Tourism Network  
Manual/Guidance/Courses

## Carbon Footprint Assessments

Overly complex methodologies and  
unaffordable certification processes

New Methodology for Tourism  
Zero Carbon App. (Free to use)

## Carbon Reductions

None

Decarbonization Guidance

## Carbon Removal

None

Nature-based solutions (Seagrass-Coral-Mangrove)

## Carbon Offset

Complex system

In-App Offset by Domestic credit

## Certified

None

TAT STAR / DOT Low Carbon Criteria

## Adaptation

None

National Adaptation Plan include Tourism )



# Product Development Activities

## “Teach a child to fish”

- Network of businesses publicly committed to decarbonize and move towards Net Zero
- = to manage their own emissions
- = with their own Climate Action Plan
- = Long term process, Annual progress report
- = More feasible , credible , affordable by Networking/Mentoring/Participatory Guarantee System/Quality Assurance System



# Best Practice : SUKSAMRAN SOLAR BOAT Bangkok



- RE100 (Solar)
- Trash Negative
- Supporting local vendors



# Best Practice : BANGRONG CBT - Phuket

- Achieve 50% Less emission intensity compare to 2019
- Seagrass Restoration - Mangrove Reforestation - Tree planting
- Awards winning Community Based Tourism

Global Sustainable  
**GSTC2026**  
Tourism Conference

Phuket, Thailand  
21-24 April, 2026



# Train the Trainers - International

- A one-week crash course
- To achieve  $\geq 20\%$  **Curriculum** intensity within  
**first year**

## Core Process 1: 'Active Experiment' Trainee-Trainers Practice Using Training Tools

Activities to introduce issues, in simple, visual ways. Encourage trainees to consider deeply.

Climate Fresk Cards to consider and link the Causes and Effects of Climate Change.

Cards showing different types of activity. Group and sort high to low CF Cards: Identify positive and negative impacts  
Diamond ranking



## Core Process 2: 'Direct Experience' Trainee-Trainers Real Life Experience of Tools

### Core Process 3: Reflection

Trainee Trainers go into the field, to apply / test lessons learned through direct experience

Field survey

Scope area (where will we visit?) and time. Practice using diagnostic tools

Return to the classrooms to reflect / analyze real situation using the tools from Step 1

