



Thailand's Experiences in Sustainable Alternative Livelihood Development— Realizing Social, Economic, and Environmental Thrivability

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1. UNDERSTANDING A LOCAL PROBLEM

Relationship between these Factors

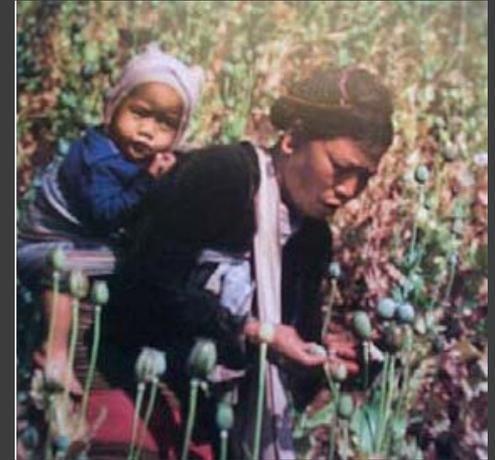
**POVERTY +
VULNERABILITIES**



DEFORESTATION

**ILLICIT CROP
CULTIVATION**

Illicit drug crops were the only source of income for the community.



Income from Opium Cultivation

\$1,500-\$2,500

1,500-1,700 m.

\$300-\$600

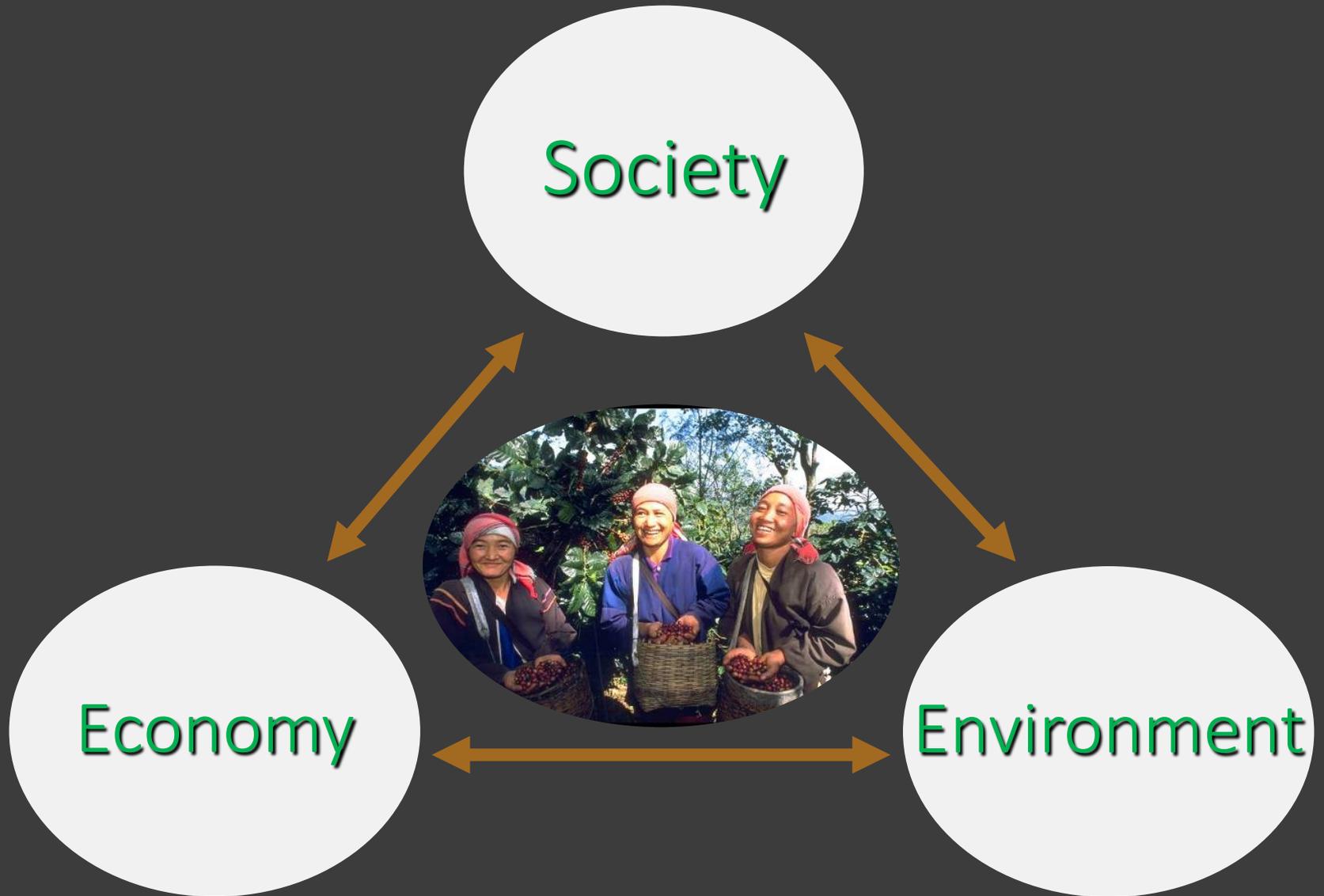
1,200-1,500 m.

Access to other forms of income generating opportunities also has strong link with opium cultivation. In lower land where more job opportunities are available, people depend less on opium cultivation.

2. REBUILDING SUSTAINABLE LIVELIHOODS

Tackling the sustainability of livelihoods
took higher priority than targeting
opium crops and deforestation

PEOPLE ARE AT THE VERY CENTRE



THE CASE OF DOI TUNG

The Mae Fah Luang Foundation's Doi Tung Development Project Chiang Rai province, Thailand



Total area of 150 Sq. km.
29 villages
Population 11,000
6 ethnic groups

Union of Myanmar

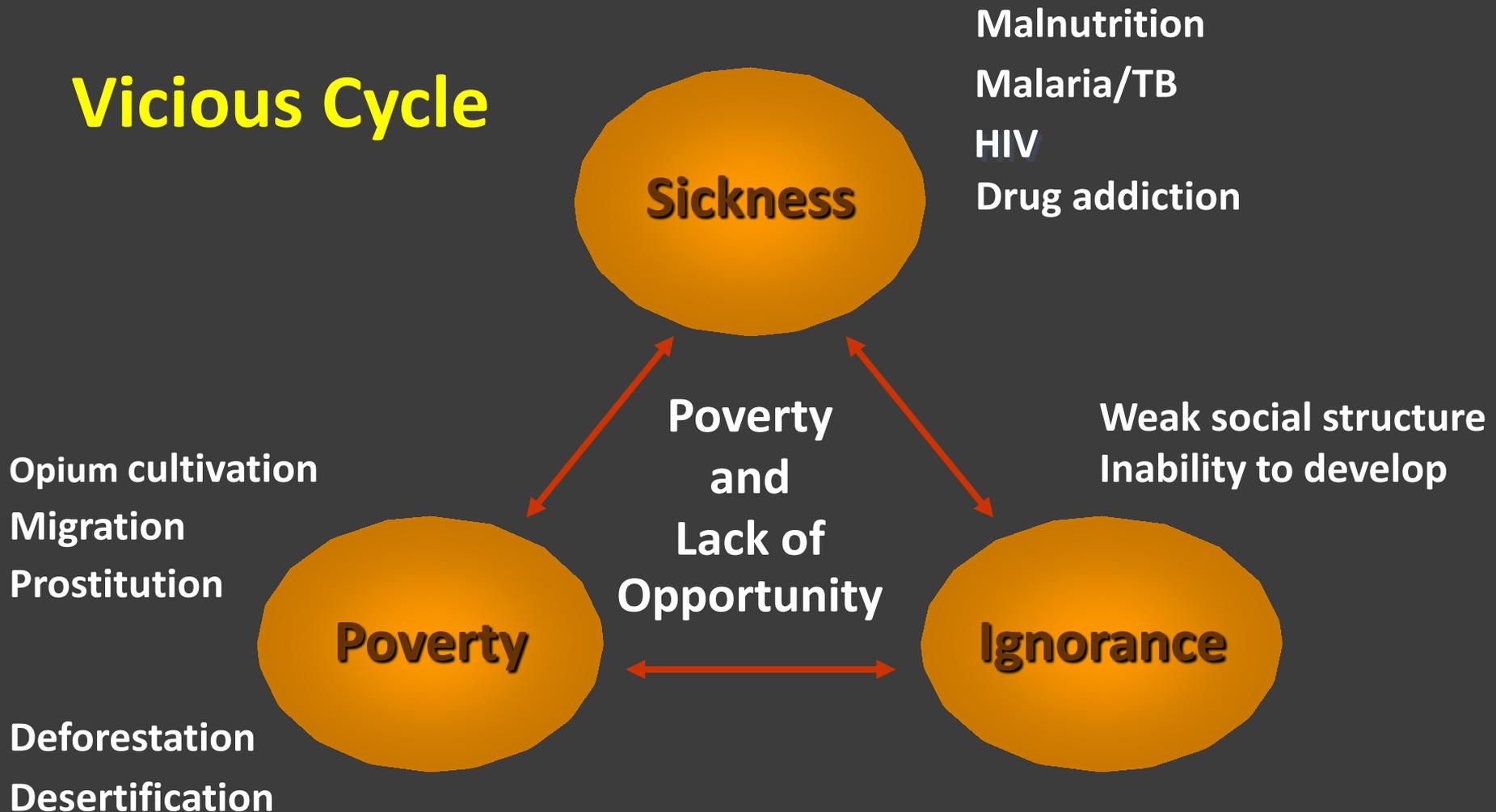


Doi Tung Development Project, 1988



Recognizing the Problem

Vicious Cycle



People-Centred Approach



“No one wants to be bad BUT they do not have the opportunity to do good.”

—HRH Princess Srinagarindra

“HELPING PEOPLE TO HELP THEMSELVES”

Holistic Approach

Solve the problems of:

HEALTH



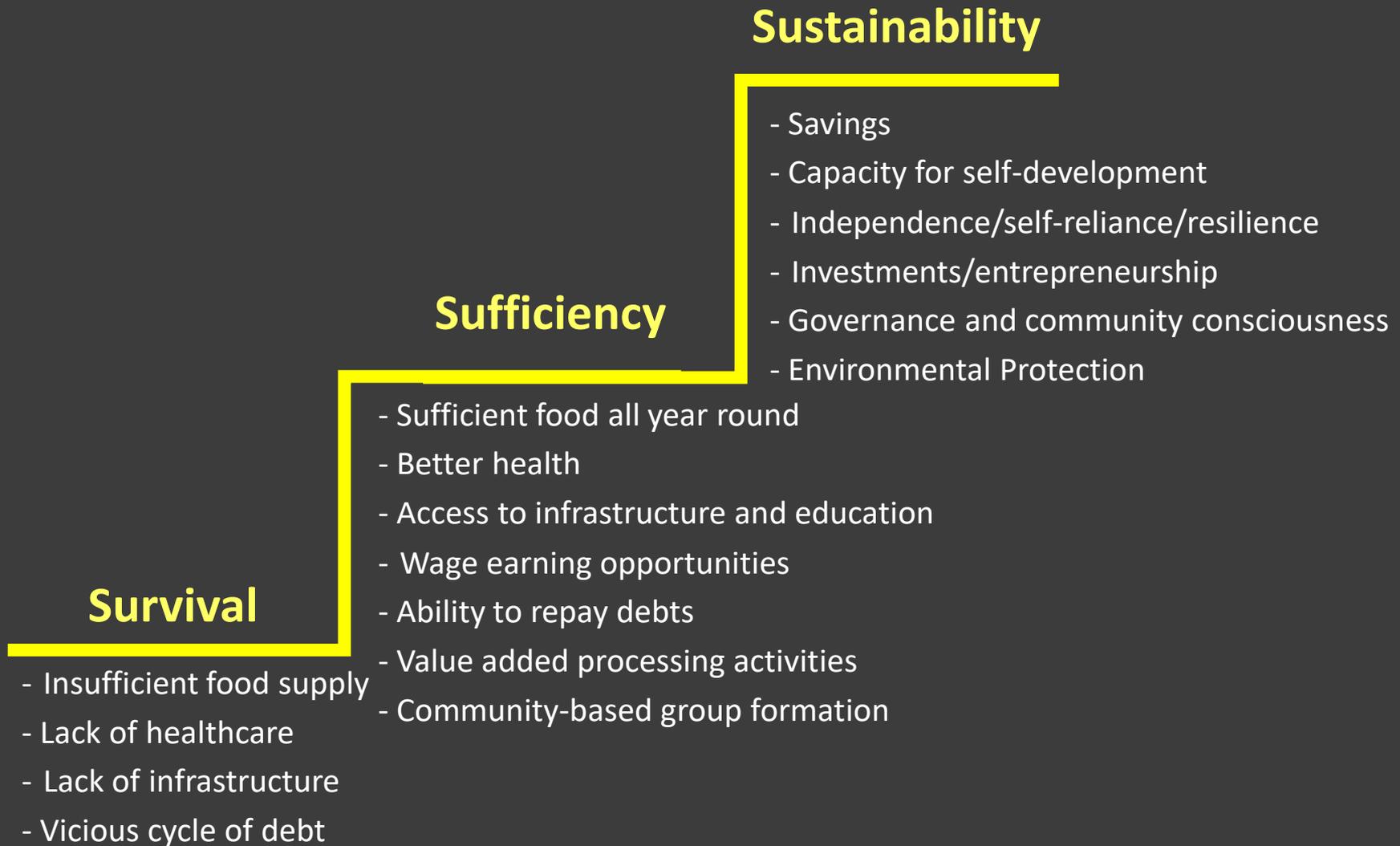
LIVELIHOOD



EDUCATION



Short-, Medium-, Long-Term Phases: “3 S Model” towards SUSTAINABILITY



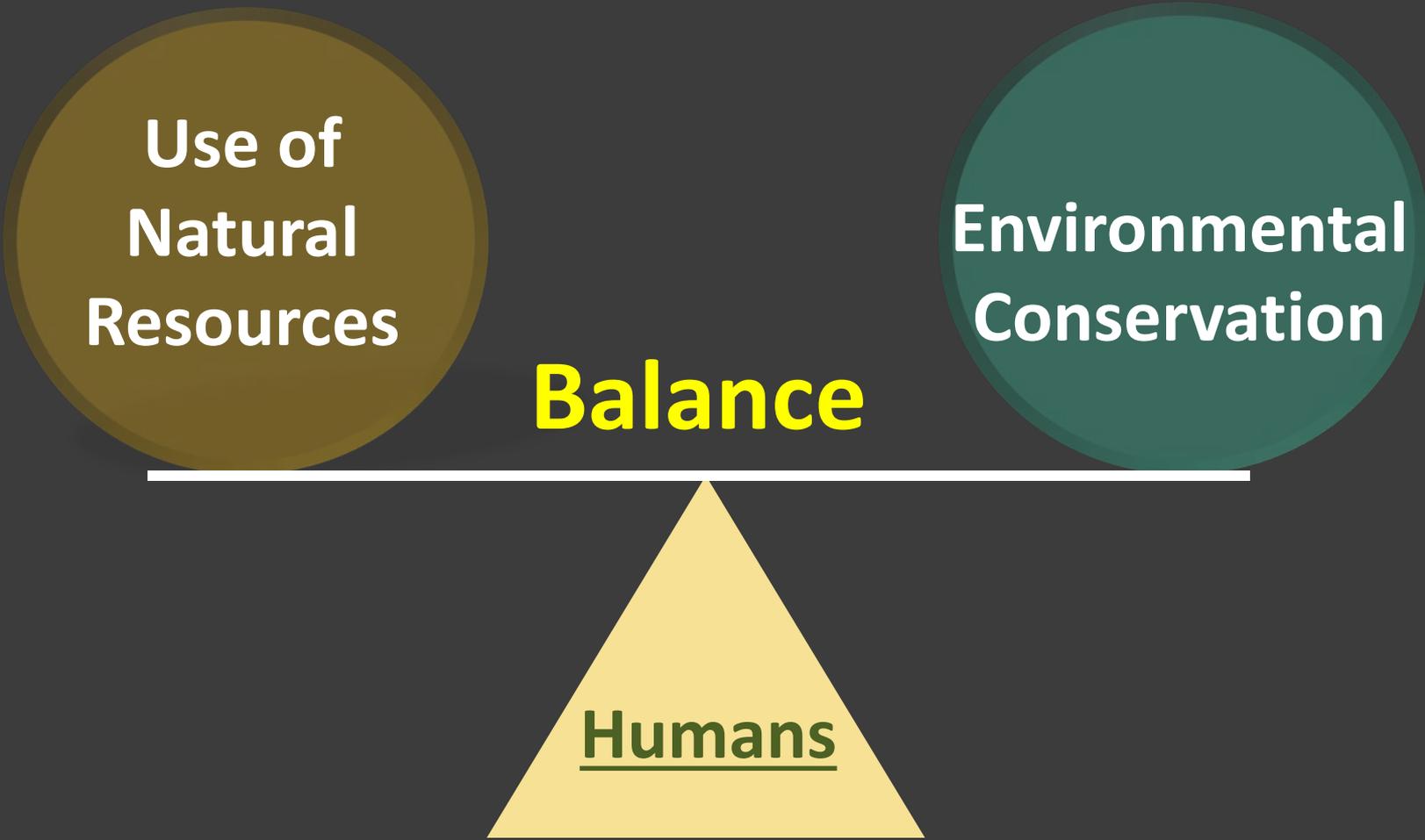
Co-Existence of Humans and Nature

Use of
Natural
Resources

Environmental
Conservation

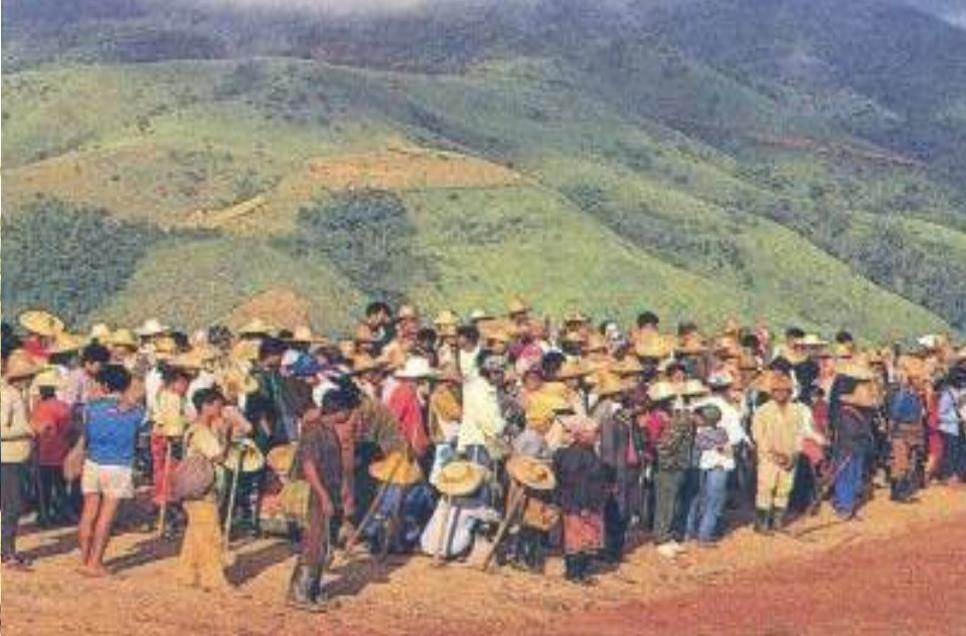
Balance

Humans

A balance scale diagram illustrating the co-existence of humans and nature. The scale is balanced, with 'Use of Natural Resources' on the left and 'Environmental Conservation' on the right. The fulcrum is labeled 'Humans'.



From Opium Farmers..to Forestry Workers



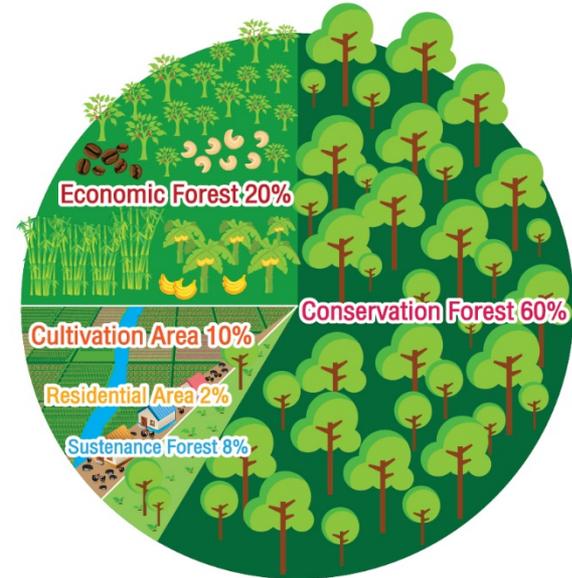
Economic Forest





Sustainable Forestry Management– “The Doi Tung Model”

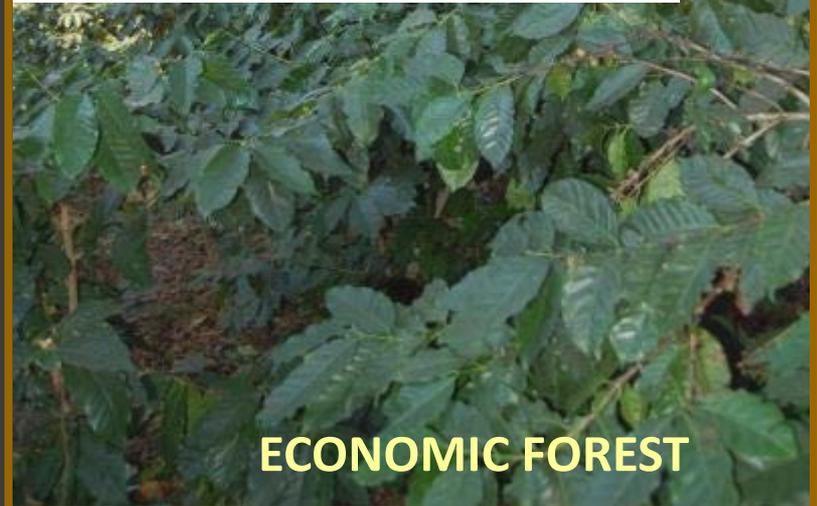
WATERSHED AREA



SUSTENANCE FOREST



ECONOMIC FOREST



Creating viable licit alternatives: Moving up the Value Chain



Cherry beans USD 0.60 / Kg.



Green beans USD 4.5 / Kg.



Roasted beans USD 22.5 / Kg.



Packaged coffee USD 35.20 / Kg.



Doi Tung Cafe USD 245 / Kg.

Applying a Market-Driven Approach



DoiTung Brand



Food

Handicrafts



Tourism

Horticulture



IKEA



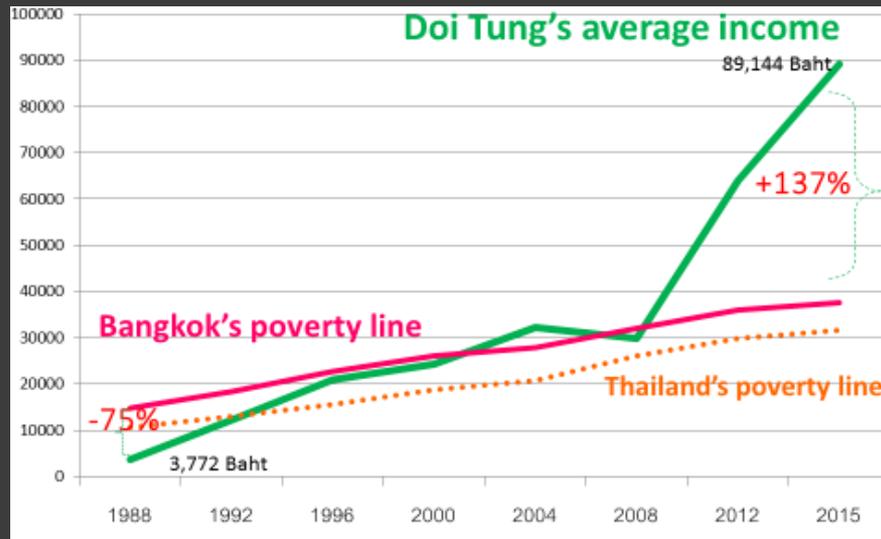
มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage



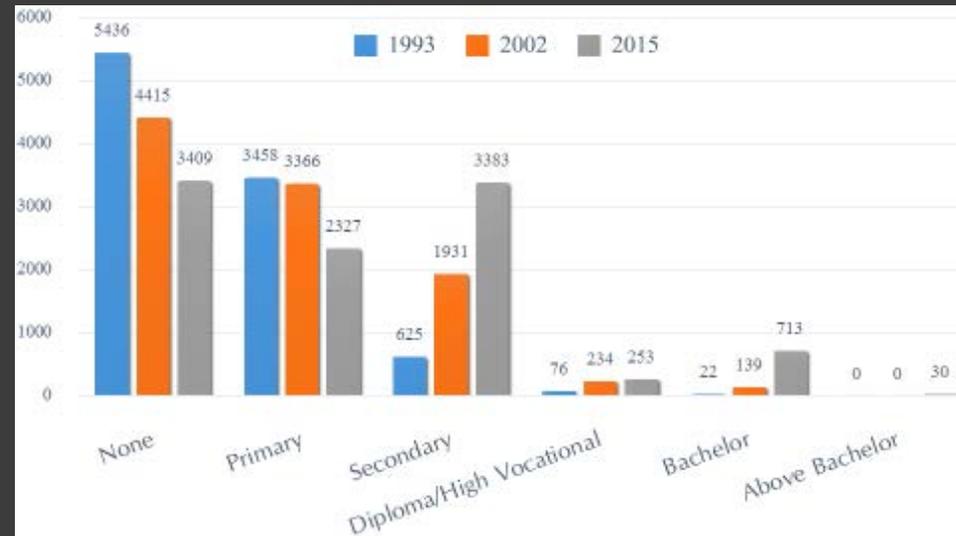
Accountability

KPI: “WHAT DO THE PEOPLE GET?”

Economic:
Per Capita Income Increase

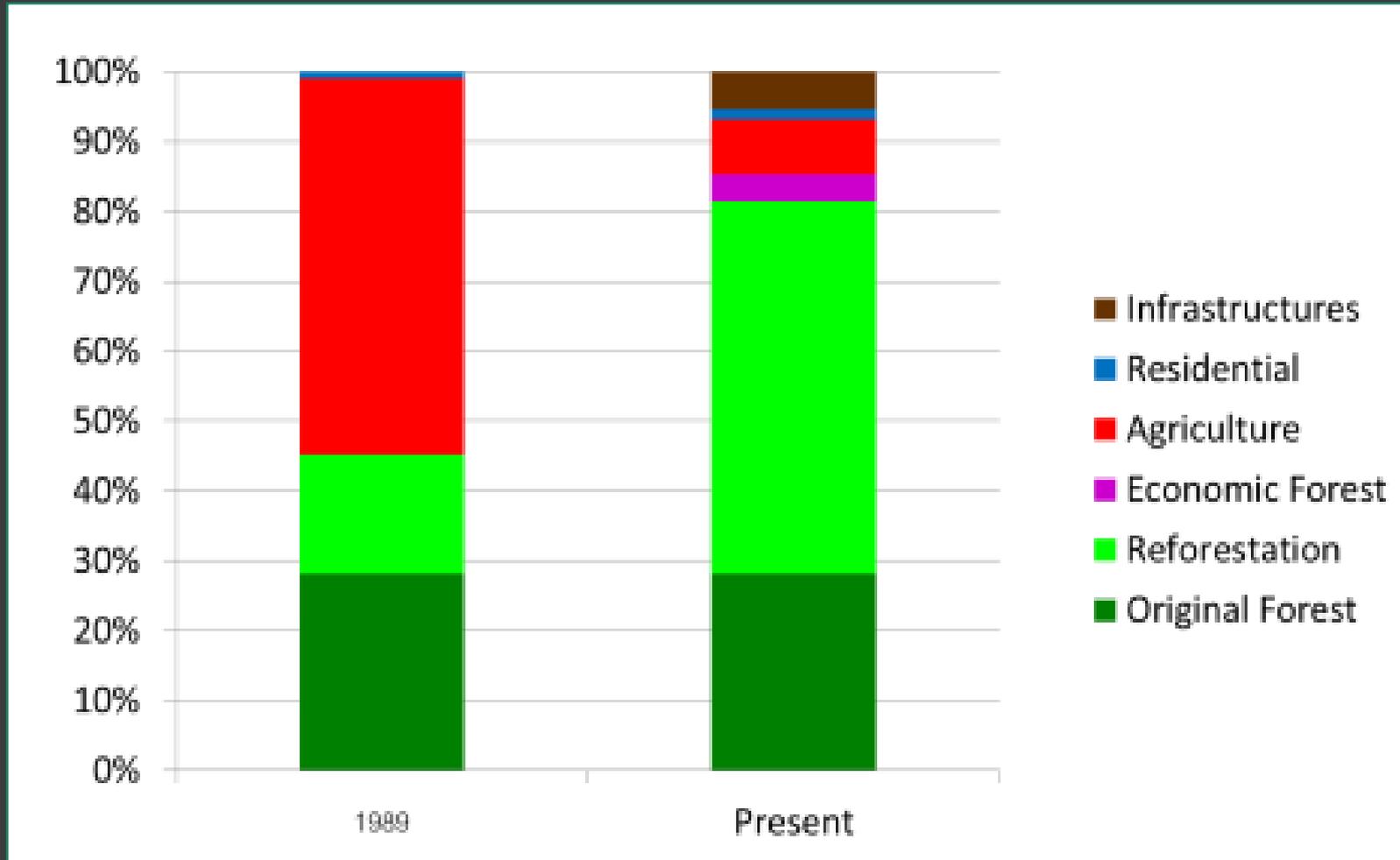


Social:
Higher Level of Education



Accountability

Environmental: Forest Regeneration



NO RECURRENCE OF OPIUM CULTIVATION



SDGs: PEOPLE AND NATURE LIVING TOGETHER IN HARMONY





SDGs: A DIGNIFIED AND HAPPY LIFE





United Nations Guiding Principles on Alternative Development

Resolution adopted
by the General Assembly
on 18 December 2013
[on the report of the
Third Committee (A/68/458)]

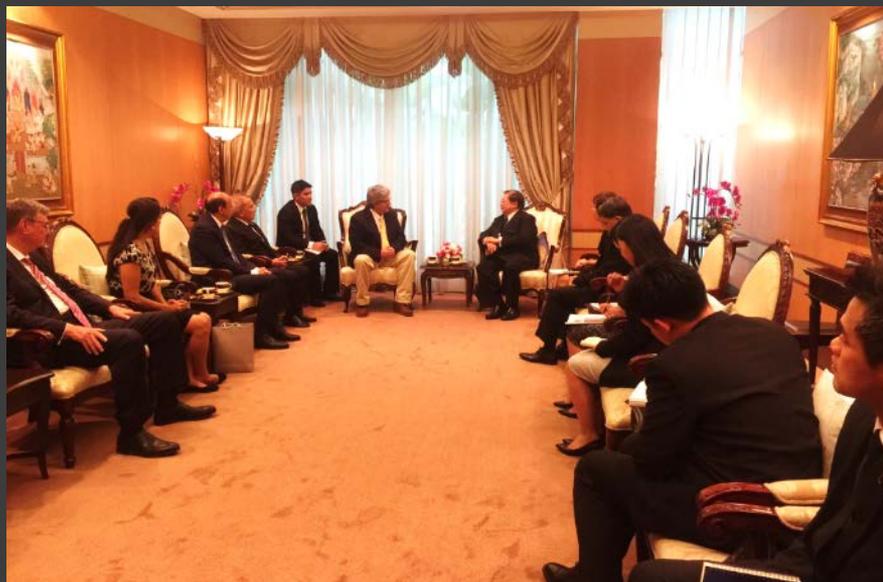


Global Partnership on Drug Policies and Development (GPPD) Study visit of 1st Colombian delegation to Thailand



Global Partnership on Drug Policies and Development (GPDPD)

Study visit of 2nd Colombian delegation to Thailand



Global Partnership on Drug Policies and Development (GPPD) Study visit of 2nd Colombian delegation to Thailand



International Sharing of Good Practices

Global Partnership on Drug Policies and Development (GPPD) MFLF mission to Colombia





Thank You

