



SUSTAINABILITY IN THAILAND FACTSHEET



Population

Known for its tropical beaches, opulent royal palaces, ancient ruins, and ornate temples, tourism is an important sector

Economic Status

Thailand has a diverse economy, heavily reliant on tourism, agriculture, and manufacturing

Sustainability Context

Challenges related to urbanization, deforestation, and pollution



“Thailand is actively addressing sustainability challenges, yet more effort is needed. The government’s ambitious goals include achieving 30% renewable energy by 2030. Protecting forests and combating air pollution are key focuses, involving reforestation and promoting sustainable transport options.”

Pom Kiatsunthorn, Research Director, Kadence Thailand

Government Policy and Legal Framework

REGULATORY BODIES

- Ministry of Natural Resources and Environment
- Department of Industrial Works

POLICY CHANGES

- Emphasis on sustainable development and environmental conservation in recent policies

KEY LAWS

- Enhancement and Conservation of National Environmental Quality Act
- National Energy Conservation Plan

International Commitments

The Paris Agreement, with a commitment to reduce greenhouse gas emissions by 20-25% from the business-as-usual level by 2030

Major Areas of Concern

CHALLENGES

- Air and water pollution, deforestation, and wildlife trafficking

CLIMATE CHANGE IMPACT

- Vulnerability to flooding, droughts, and rising sea levels

74%

of Thai adults say the private sector should contribute significantly to **reduce waste and reuse/ recycle**

VISION & TARGETS

Thailand’s **20-Year National Strategy** (2018-2037) includes **sustainability** as a core focus, aiming for balanced and sustainable growth



Certification Standards



Thai Green Label



Green Industry Certification

Standards for emissions, waste management, and energy efficiency



Corporate Sustainability Practices

TRENDS

Increasing adoption of sustainability practices in tourism, agriculture, and manufacturing sectors

INCENTIVES

Tax incentives for green investments and government grants for renewable energy projects

SUPPORT MECHANISMS

Financial and technical support for businesses adopting sustainable practices

OPPORTUNITIES

Growing domestic and international markets for sustainable products and services

75%

Adults also believe businesses should rely on renewable energy



SECTORS



Renewable energy (solar, wind)



Sustainable tourism



Organic agriculture

Challenges and Risks in Sustainable Practices



Navigating **evolving environmental regulations** and policies



Infrastructure limitations and economic disparities



Ensuring authenticity in sustainability claims and practices

69%

think they should invest in **sustainable technologies**



46%

of adults in Thailand identify **air pollution** from transportation and manufacturing among the top 3 environmental concerns



44%

strongly agree they will select a product or service based on its **environmental credentials**



Survey results from Project Earth global study by Kadence International 2023

Key Resources

Ministry of Natural Resources and Environment

Energy Policy and Planning Office

Thailand Environment Institute

Thai Green Building Institute

Future Outlook



Thailand is making strides in integrating sustainability into its development agenda



Increased focus on renewable energy, sustainable tourism, and green technology



64%

strongly agree businesses are responsible for engaging in sustainable practices