



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage

The Mae Fah Luang Journal

The Thai Approach on Sustainable
Alternative Livelihood Development

Mae Fah Luang Foundation
under Royal Patronage



Introduction

The Mae Fah Luang Foundation under Royal Patronage operates under the royal guiding principles and development visions of Her Royal Highness Princess Srinagarindra – the late Princess Mother – to alleviate poverty, improve quality of life and provide sustainable well-being to the underprivileged, regardless of race, nationality or religion.

At present, the Mae Fah Luang Foundation (MFLF) is carrying out 10 area-based development projects in and outside Thailand to provide well-balanced economic, social and environmental development.

Along with our role as a development practitioner, the Mae Fah Luang Foundation is also a development advisor and a “living university” – passing on our firsthand experience and practical development approach.

In all of our roles, the Mae Fah Luang Foundation’s main goal remains the same – building a sustainable society. Sustainable development, however, takes time; it must be done step by step based on realities on the ground, the potential of peoples and geographical topographies, which differ from place to place. This is to ensure that the locals can continue the development work on their own in the future, which is true sustainability.

This is why the Mae Fah Luang development approach is phased in three stages: survival, sufficiency and sustainability.



The “survival” development stage focuses on accessibility and the development of infrastructures to serve people’s basic needs. They include water, land, forest, public utilities, and public health services. At the same time, the locals must be provided with the means to have enough income to support themselves.

Then follows the “sufficiency” development stage which focuses on improving product quality and increasing the monetary value of local goods and services. The aims are to empower the locals through stable sources of income, higher education, an awareness of their rights and duties, respect for rule of law, and community collaboration to protect and restore the environment.

The last phase is “sustainability” which focuses on the development which provides the locals with safety nets, social immunity, and a sense of social responsibility so that they can carry on the sustainable development approach and share their knowledge among themselves and with outsiders.

This book contains many human stories which reflect different levels of development in various aspects. But one thing stands out in every story – people’s personal growth, change, pride, happiness, and dignity from being empowered by the Mae Fah Luang Foundation’s development works.



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Special Commentary

Mr. Yury Fedotov
Executive Director of the United
Nations Office on Drugs and
Crime – UNODC



Alternative Development (AD), supported by political commitment and sufficient funding, really works. It offers a tangible link between the Sustainable Development Goals and the 2016 United Nations General Assembly Special Session on Drugs (UNGASS).

For the past 15 years, the Mae Fah Luang Foundation (MFLF) and the Royal Thai Government's partnership with the United Nations Office on Drugs and Crime (UNODC) has highlighted the very real benefits of Alternative Development. The Doi Tung Development Project implemented by the MFLF since 1988 is a prime example of a successful AD programme. Thailand and the MFLF's accomplishment, in successfully eliminating opium poppy cultivation from the country with long-term efforts that improve livelihoods and empower communities, offers good practices and lessons learned for other parts of the world.

UNODC has worked jointly with the MFLF and the Royal Thai Government to keep the issue of Alternative Development on the international agenda—consolidating, exchanging, and disseminating the good practices from Thailand through

documentation, conferences, seminars, trainings, and field study visits. This has allowed more communities to benefit from these experiences. UNODC co-organised the first International Workshop and Conference on Alternative Development (ICAD) with the Governments of Thailand and Peru in 2011. This conference culminated in the United Nations Guiding Principles on Alternative Development adopted by the UN General Assembly in 2013. In November 2015, UNODC co-hosted the 2nd ICAD in Bangkok to further the implementation of the UN Guiding Principles on AD.

Today, we are witnessing an increasing awareness among countries of Alternative Development's immense potential in not only reducing illicit drug crop cultivation, but also in improving the livelihoods of communities and stimulating the growth of the licit economy. UNODC looks forward to continuing its close collaboration with the MFLF in promoting Alternative Development, and in shaping more balanced, development-oriented drug control policies in the years to come.

International Outreach

Since its establishment in 1988, the Doi Tung Development Project has brought about significant social, economic and environmental changes to highland communities in Thailand. As a result, the Project has received many requests to share our experiences with other countries which are experiencing the same problems.

In 2002, the Myanmar and the Thai governments asked the Mae Fah Luang Foundation to work at Yong Kha village in Shan State to improve the quality of life of the villagers who once engaged in opium cultivation. The same year, the chairman of the Mae Fah Luang Foundation was invited by the British government to give a special lecture and share development experiences at the Counter-Narcotic Strategy Conference.

The conference was co-organised by the British government and UNODC at Kabul, Afghanistan. This was the beginning of an exchange of knowledge and field study trips that eventually led to a Sustainable Alternative Livelihood Development (SALD) project by the Foundation in the province of Balkh in northern Afghanistan from 2006 to 2012.

The Mae Fah Luang Foundation also undertook a SALD project in Aceh, Indonesia. In Myanmar, the project areas expanded to other communities in Shan State and to Yenau Chaung Township in the Magway Region which is located in the central dry zone of Myanmar.

The continual expansion of the Foundation's international outreach projects shows that the Thai model of development can be applied in other countries despite different geographical topographies as well as different social, cultural and political backgrounds. As part of the efforts to push for policy change, the Foundation sees as its duty to share the Thai experience in sustainable alternative development with other countries.

As one of the biggest opium-producing countries in the world in the past, Thailand has now become a successful model in alternative development. The Foundation continues to share the SALD experience at multi-lateral forum such as with the United Nations' Commission on Narcotic Drug (CND) as well as with other countries on a bilateral basis. The Mae Fah Luang Foundation also works closely with the Thai government to promote the holistic development approach to the international community.

In 2011, the Mae Fah Luang Foundation is one of the organisers of the International Workshop and Conference on Alternative Development (ICAD) which was held in conjunction with the governments of Thailand, Peru, and UNODC. The conference was attended by representatives from over 100 governmental and non-governmental agencies across the world.

The resolutions from this conference became the basis of the International Guiding Principles on Alternative Development which was adopted in December 2013 by the United Nations General Assembly in New York as the United Nations Guiding Principles (UNGPs) on Alternative Development. This document has become an important reference for UN member countries to carry out alternative and sustainable development effectively.



After the first ICAD conference, the Mae Fah Luang Foundation joined hands with the governments of Thailand, Myanmar, Germany, and UNODC to organise the second ICAD conference in Myanmar and Thailand in 2015. The conference was attended by over 170 participants from 41 countries around the world. The participants comprised high-ranking officials with experiences in alternative development, representatives from non-governmental organisation which are practitioners in alternative development, international organisation, philanthropic agencies, the private sector, and the villagers who are direct beneficiaries of alternative development. The objective of the conference was to emphasize the needs to put UNGPs into practice and to make alternative development successful. Throughout the past 10 years, the Mae Fah Luang Foundation has been a key organisation which has turned alternative development approach into reality. The Foundation has also been advocating and pushing for sustainable, integrated and people-centered development as well as making it happen in different places where opium cultivation, poverty, and dangers of different kinds are widespread.

International Workshop
and Conference on
Alternative Development (ICAD2)



The year 2015 was an important year for the Foundation. It marked the beginning of collaboration with the German government as the Foundation's key partner to create the Global Partnership for Drugs and Development Policies (GPDDP). This partnership will open more channels to forge Thailand's development expertise with support from Germany so the Foundation can take up an advisory role on alternative development for other countries in order to expand alternative development to more communities.

It was also the year the UN issued Sustainable Development Goals (SDGs) for the next 15 years. The UN General Assembly Special Session on Drugs (UNGASS) in 2016 reviewed anti-drug policies. In this landmark period, the Mae Fah Luang Foundation remains determined to maintain its leadership in the practice of sustainable alternative development and to continue advocating and pushing for alternative development policy to truly benefit the underprivileged in society.

Integrated Development for Sustainable Communities

The Mae Fah Luang Foundation is implementing the Sustainable Alternative Livelihood Development (SALD) model in its projects at Yen-an Chaung Township, Magway Region, Myanmar. After five years, the project will end at the end of 2016. The challenge of Foundation is to make sure that the development project succeeds in helping people to help themselves before it can take an exit.

All area-based development projects of the Mae Fah Luang Foundation share one distinct principle – the integration of different development activities to effectively improve the locals' quality of life and create sustainability for all communities in the targeted areas.

The chosen activities derive from the Foundation's extensive studies of local problems and needs as well as the area's potential in all aspects. Consequently, the main development activity in each development area varies in accordance to its different geographical topography.

At Yen-an Chaung Township, the Mae Fah Luang Foundation's primary goal is to build food security, reduce household expenses, increase community income, and strengthen the local people's capacity. The driving force is the integrated livestock development project. The Foundation has also improved water resources for the community, set up a seed bank, and promoted value addition to their agricultural produce.

On February 21, 2015, the Mae Fah Luang Foundation in conjunction with the Livestock Breeding and Veterinary Department under the Ministry of Livestock, Fisheries and Rural Development, Myanmar, co-organised the Goat Day to promote Yen-an Chaung as a goat centre in the region as well as a learning centre on sustainable development. The activity also supported the Myanmar government's efforts to make local communities realise the importance of raising high-quality goats.

The goat contest was an innovative development activity. It gave an opportunity for local villagers and people with direct responsibility from different sectors to take part in organising the Goat Day, an academic-cum-entertainment event.

The Mae Fah Luang Foundation gave support and helped design the event. The objective was to bring together well-bred goats in Yen-an Chaung and nearby areas to spread them to farmers at large. The event also aimed at making locals pay more attention to good breeds and proper goat raising. Healthy goats will increase the owners' income. High-quality raw materials from healthy goats are also essential for the value-added goat product industry which will provide the community with sustainable income. Moreover, if the high-quality products are in much market demands, it will help increase the community's bargaining power in setting product prices.

The highlight of the Goat Day was the contests of adult male and female goats. Farmers from various areas brought their best breeds to enter the contest. Other activities included educating farmers about goat feed, free distribution of grass seeds that could be grown to feed goats, a goat curry contest, and free vaccinations for dogs and cats by a team from the Faculty of Veterinary Science, Yezin University.

Yezin University, Myanmar's best university in veterinary science, sent their teachers and students to check the goats' health for farmers. Apart from the exhibitions, the Goat Day also featured several games, where those taking part in the games took well-bred goats home with them.

The Goat Day saw more than 2,000 participants from 6 districts in Magway Region. The positive feedback from the highly successful event has convinced the Ministry of Livestock, Fisheries and Rural Development to propose to the minister to organise the same activity in other areas and to encourage other districts to hold the Goat Day too.

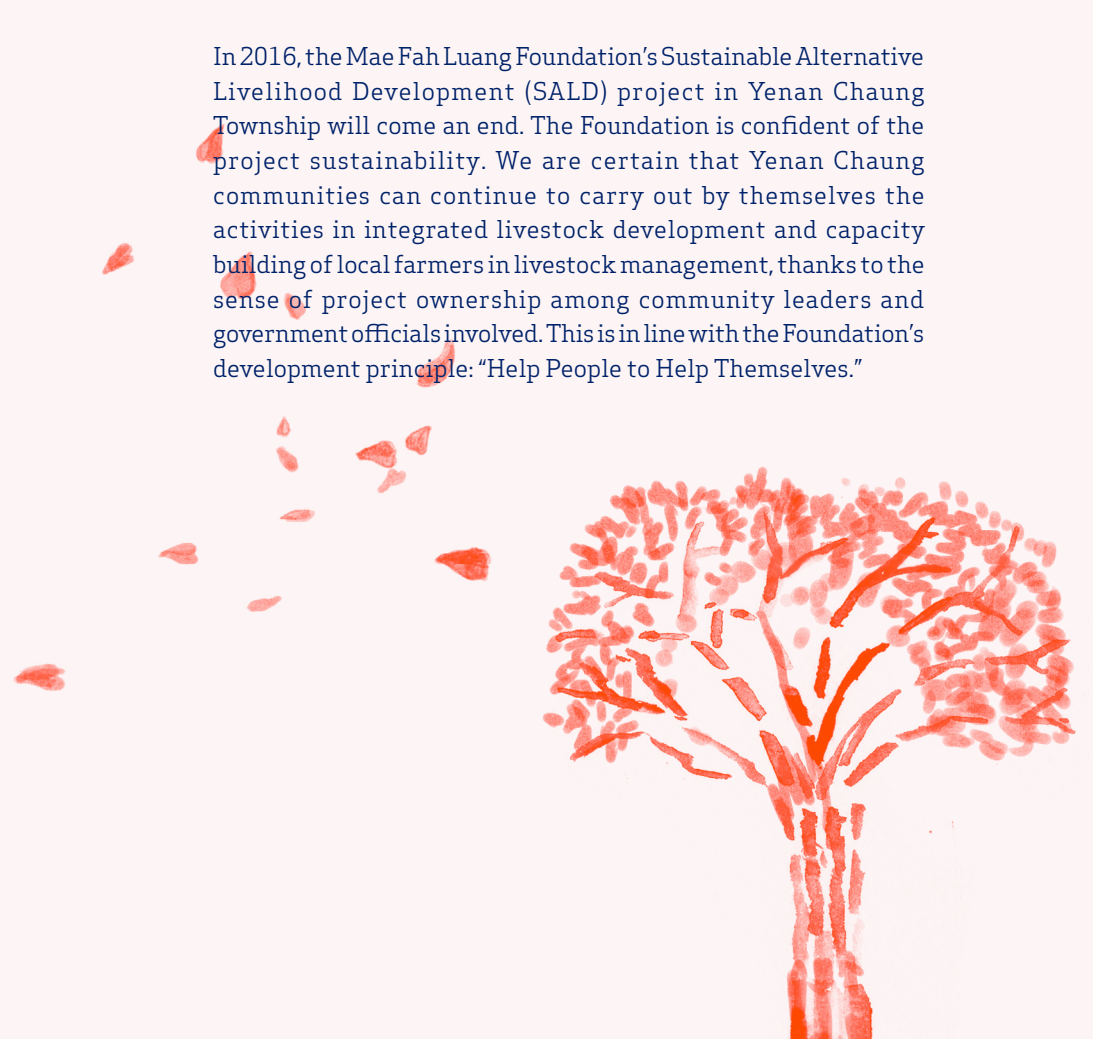
One of the main reasons contributing to the successful Goat Day is because it is the culmination of the Foundation's intensive work in integrated livestock development project for the past 4 years. The primary aim is to strengthen the local farmers' capacity in improving the health of their livestock, which is both their valuable asset and important source of income.

The Mae Fah Luang Foundation's livestock development activities include para-veterinary training for community volunteers so they can provide basic services to other villagers and the livestock medicine fund to give farmers easy access to quality medicine, resulting in better livestock health and less mortality rate. These activities are carried out in parallel with animal feed development to ensure sufficient and quality feed for livestock. The Foundation also set up the Goat Bank to systematically increase the number of goats in the area.

Under the Goat Bank's lending system, the poorest farmers receive a certain number of goats on condition that they must return the same number of goats within 2 years so the bank can give new goats to other villagers. Under this system, the Goat Bank

continues to grow with only one investment and serves as an important mechanism to increase livestock availability to the most impoverished members in society, leading to the reduction of economic disparity. The Foundation's livestock development work, the popularity of the Goat Day, and effective communication to communities outside the project areas have strengthened community collaboration and boosted the morale of goat farmers as well as all officials involved from local to regional and national levels.

In 2016, the Mae Fah Luang Foundation's Sustainable Alternative Livelihood Development (SALD) project in Yen-an Chaung Township will come to an end. The Foundation is confident of the project sustainability. We are certain that Yen-an Chaung communities can continue to carry out by themselves the activities in integrated livestock development and capacity building of local farmers in livestock management, thanks to the sense of project ownership among community leaders and government officials involved. This is in line with the Foundation's development principle: "Help People to Help Themselves."



"Look at the building materials around me. Thanks to the project, I could sell the goats and have money to build my new house."

The family of Mr. Phoe Taung,
Thit Myit Taw Village,
Yenan Chaung Township



"I used to have 33 goats. Now I have 27 after selling some. I have paid up my debts and I can send my children to school now. My eldest child is studying at a university in Magway, majoring in English literature."

Look at these two goats. I will enter them in a goat contest and I surely hope they win one of the prizes."

Mr. Thein Myint and Ms. Soe Soe Aye,
Chai Village, Yen Chaung Township



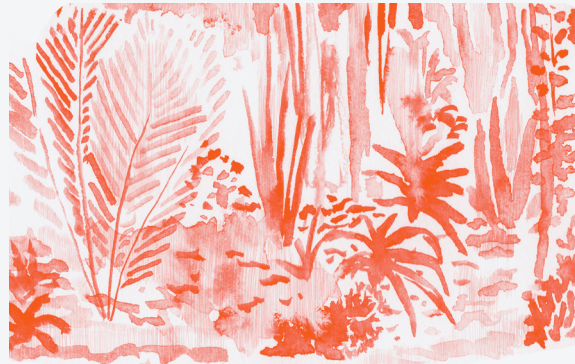
We Look after the Forest; the Forest Looks after Us

The mountainous areas in Nan cover more than 6.4 million rai (1.024 million hectares) or 85% of its total land, making Nan the most mountainous province in Thailand. Its rain-catchment highlands give birth to the Nan River which contributes as much as 45% of water in the Chao Phraya River.

However, the slash-and-burn shifting cultivation for cash crop plantations has turned the country's important watershed forests into denuded mountains, resulting in drought in the dry season and flash floods in the rainy season.

The Mae Fah Luang Foundation started its project in Nan by tackling the problem of rural poverty first, followed by reforestation programs in accordance to the late Princess Mother's "Cultivate Land, Cultivate People" principle, meaning replanting the forest to improve the locals' livelihoods.

At present, the villagers under the Mae Fah Luang development projects no longer need to encroach the forest to earn a living. The scenario has changed. The group of people who once destroyed the forests have now become the reforesters and protectors of their own forests. Nothing is better than the villagers' own words to describe the change that has happened in Nan.



Mr. Nom Pongprasert
Former village head and
natural community leader,
Ban Namree village, Khun Nan
sub-district, Chalermprakiat
district, Nan province



"The villagers have learned their lessons. Before, they had cleared the forests so extensively that the surrounding mountains became denuded. Then the water suddenly ran dry; people did not have enough water to use in daily life and the rice plants died in parched fields. This happened because there were no forests left.

We just showed people the result of deforestation from their own lives, their own reality. When the villagers understand what was happening, they wanted to work together to change things. I'm now proud and happy to see everyone in the community united in reforestation. We protect the trees we already have. What we don't have, we plant them together.

But before growing a forest, we need to grow public consciousness first. People must realize the value of forest in our lives. I stress the importance of forest conservation in our every community activity. It is important to instill this consciousness in our youths because they are the ones who will protect the forests for us in the future."

"support in economic
forest reforestation"



Mrs. Narisara Pongprasert,
Nam Ree community development
volunteer, Khun Nan sub-district,
Chalermprakiat district,
Nan province

"Thanks to the Foundation's support in economic forest reforestation, we have not experienced forest fires for two years now. The villagers are protective of the forest because they benefit greatly from forest resources, and we are well aware of that.

If we cut down the forest, it also hurts other people indirectly. When people living in the highlands destroy the watersheds and use farm chemicals heavily, people downstream will suffer. Many people are also killed by the floods. I really feel sorry for them."

Mr. Kan Jaroenjitratanakul,
village head, Ban Nam Chang
Pattana, Moo 11, Khun Nan
sub-district, Chalermprakiat
district, Nan province



"People in Bangkok will be
happy and free from flooding
and pesticide residues"



"Using our natural
resources for a
sustainable livelihood"

"We are the owners of this place. We must work together to manage our own forest resources. We cannot let just one particular individual to do it. Government officials and local communities must collaborate. Then the lush green forest will return. When the forests are happy, so are the villagers. Officials will also feel relieved. This year, our village of Ban Nam Chang has turned more than 2,000 rais (320 hectares) of old farmland into a forest. This is to respond to the needs of people in Bangkok. We want to create rain-catchment areas for Bangkok. If all of us join hands to make the government's policy a reality, people in Bangkok will be happy and free from flooding and pesticide residues."



Mr. Danupol Supan,
member of sub-district
Administration Organisation
of Tan Chum, Ta Wang Pa
district, Nan province

"Filled our gap of knowledge in
forest management, helping us
to reappraise our thoughts
and beliefs"



"The Foundation has filled our gap of knowledge in forest management, helping us to reappraise our thoughts and beliefs to become more self-reliant. Before, we followed mainstream farming driven by capitalism and its propaganda that it would make us wealthy. But we ended up in deep debts, which forced us to leave home to sell our labour. The change that the Foundation brought us has enabled our youngsters who have left homes to see the value of our land again. Many have decided to return, using our natural resources for a sustainable livelihood."



**Natthawadee Paeng-ud or Nat (left) and
Sirirat Niran or Ann (right)**
Students at Ban Nam Ree Pattana School,
Chalermprakiat district, Nan province

Nat: I learned a lot about reforestation and the Padauk trees at the “Faidee Youth Camp”. There were a lot of fun activities there and I got to know older camp members. The villagers gave us a lot of knowledge. I took part in many activities which put me in touch with nature. When I came home, I used what I had learned to invite my relatives to grow Padauk trees together.

Ann: I asked everyone in the village to help grow the Padauk trees. I also helped my parents to grow more than 200 Padauk trees. We also grow coffee, cashew trees, and mulberry trees at home. I like mulberries and I like to make mulberry jam and juice when I have time. At school, I learned how to make mulberry chilli paste, which I also made for my family. Deforestation is greatly worrying. How can we live without forests. People cannot survive when the forests are gone. I want to pass on to the younger generations our duty to protect the forests.

Forest conservation is not exclusive to community leaders or adults. Youngsters are also an important driving force.

In 2015, the Mae Fah Luang Foundation organised a youth camp entitled “We look after the forest, the forest looks after us” under the “Faidee Youth Camp” project in Nan to cultivate forest conservation awareness among youngsters aged 13-17 who live in our development areas. The participating youngsters were sensitized about the economic and social values of forest and the significance of forest conservation. Equally important is their ability to see the inter-relatedness between the forest, their lives, and their communities. Nothing reflects the positive impacts of the youth camp better than the youngsters’ own accounts.

*“Before, there was no water to use.
But after my efforts in forest
conservation, I no longer suffer
from water scarcity”*



**Mrs. Srikham Mangkhla,
farmer, Ban Nam Park village,
Tan Chum sub-district,
Ta Wang Pa district, Nan province**

I myself have protected more than 100 rais (31.84 hectares) of forest. And I benefit from it. Before, there was no water to use. But after my efforts in forest conservation, I no longer suffer from water scarcity. When people ask me where I find happiness these days, I always say it is in my heart. I feel content; I have enough to live.”



**Sarawuth Mungkhun or Kim (left),
Napassorn Jirapornchit or Na (center),
Peerapat Buasaen or Boo (right)**
Students at Ban Nam Chang Pattana School,
Chalermprakiat district, Nan province

Kim: When I see people cut down the trees here, I will tell them not to because they are part of our conservation forest. We need to protect it in order to maintain a healthy environment in our community. I would like to tell people in Bangkok also to help nurture the forests. When they visit our mountains, they could help grow more trees. I feel more love for the forest after I attended the youth camp. I came back to tell my parents to grow Paduak because they are economic trees which can bring us much money too.

Na: I help my parents with weeding in our orchards. Sometimes I do it on my own. In Bangkok, do they have trees? I want people in Bangkok to help conserve the forests too. I learned so much about Padauk trees from the youth camp. I now want to grow Padauk that I know more of its value. The problem is that I don't have any land. At home, we also grow cashew trees, coffee and other fruit trees such as avocado.

Boo: To wake up and see the forest around us is very refreshing. Without the forest, it will be very hot. The "Faidee Youth Camp" taught me about reforestation, so I don't want to see any more forest clearings. Before the camp, I knew nothing about Padauk trees. I used to see them, but did not know they were Padauk trees.

After the camp, I told my grandfather I wanted to grow Padauk trees. He gave me just a small plot of land. I have planted about 100 Paduak trees in that one-rai plot of land.

These stories from Nan reflect public awareness in forest conservation and increasing protectiveness from local communities, particularly the youngsters who will be key actors in forest protection in the future.

People's participation and ownership are essential to effectively increase forest cover and improve the locals' quality of life. These stories of "people who look after the forests" are proofs that "people and forests can co-exist inter-dependently and sustainably."



Cultivating People: Creating Leaders for a Community's Future

"Helping the people to help themselves... We have to always think whether they are able to continue the development if we are not here."

This quote by the Princess Mother was given as a guideline for development work at the Doi Tung Development Project (DTDP). "Cultivating Land" was the starting point to return a healthy environment to Doi Tung but it had to be done in parallel with "Cultivating People", through creating opportunities for the local villagers, developing their skills, and enhancing their potential and capacity along with sowing the seeds of awareness in cherishing their cultural and natural resources to enable them to become good citizens of society and to ensure that they can continue developing and improving their quality of life.

"Cultivating People" at Doi Tung covers a wide range of development activities, ranging from the foetus to the elderly. They include children and youth development in both formal and non-formal education systems, skills and capacity building in the workplace to enhance proficiency, stimulate their eagerness to learn and acquire knowledge, as well as technology and media literacy to enable a life-long learning process, management capability and self-reliance. At present, local authorities, local health centre and schools in the area are capable of conducting these development activities on their own, so the task of the DTDP is to supplement these activities with new knowledge and ideas such as the student-centred learning approach, or to

upgrade teaching potential and skills for eight schools in the project's area, as well as develop extra-curricular learning activities for children and youth.

Since 2012, the DTDP has been cultivating a new generation of Doi Tung citizens to prepare them to continue development work in the next 10-15 years. The DTDP therefore concentrates on youth development in Doi Tung, with emphasis on capacity-building and the enhancing of perspectives, motivating their desire to learn as well as polishing their skills through an extra-curriculum programme known as the "Faidee Youth Camp". This project was created through a collaboration between the project organisers, teachers, parents, the community and local agencies, to design extra-curricular activities that fit the participants' diverse age groups, from pre-teens to early, middle and late teens. For the pre-teens and early adolescents – 9-12 years old – the activities focus on sharpening life skills so they can make decisions, take control of their emotions and actions and take responsibility for their actions. For the middle adolescents – 13-15 years old – they are trained on self-development through self-learning so that they realize that knowledge is readily available around themselves and can put it to good use. For the late adolescents – 16-18 years old – the focus is on their duties, responsibilities, professional skills, future planning and leadership skills for change makers and to prepare them for adulthood. For those aged between 18-22 years, the activities focus on awarding scholarships for under-graduate studies, and enhancing the potential of the scholarship students who will, one day, become role models of good citizens in Doi Tung, and continue developing their community.

An important challenge to youth development in Doi Tung is how to effectively cultivate social consciousness and leadership so the new generation can continue and sustain the Doi Tung

development practices. Over the past 15 years, the DTDP has awarded over 150 university scholarships to students with high potential. With this scholarship they can choose the faculties and universities based on their academic skills and community needs. Furthermore, the DTDP has academic partnerships with 5 universities, namely Chulalongkorn University, Chiang Rai Rajabhat University, Mae Fah Luang University, Maejo University, and University of Phayao.

In 2015, the DTDP awarded 20 scholarships to Doi Tung students. An orientation session was held to instil in them leadership and social commitment. Apart from learning about the Princess Mother and the history of the Doi Tung Development Project, the scholarship students also received an opportunity to discuss and exchange views and feelings with the present generation of Doi Tung residents who are working with the Project. They also received training in teamwork, financial management, planning for the future, and how to prepare themselves for university life.

As a result, the students were inspired to become change makers through having gained a sense of pride in being a scholarship student and being a part of the DTDP. They also saw opportunities to return and contribute to their home communities. The orientation was also a networking opportunity for scholarship students, providing them a valuable common ground to work for the future of Doi Tung together.

To encourage scholarship students to take part in developing the next generations, the DTDP create an agreement whereby scholarship students were required to work with the DTDP for at least 20 days a year by taking turns to help run the “Faidee Youth Camp” activities as speakers and supervisors for young participants. These volunteer activities strengthened the students’ self-esteem and showed them the value of work as

“givers”. Many students volunteered more than 20 days, showing their affinity to the DTDP and their commitment to their communities. It also shows a bright future that lies ahead for Doi Tung.

The mission of the Mae Fah Luang Foundation to “Cultivate people” is still going on in Doi Tung, and expanding to other development areas. The aim is to create a new generation of community leaders who are innovative, practical, proud of their own cultural roots, and equipped with resourcefulness to handle rapid social changes. These youths will grow up to become important forces to further Doi Tung’s sustainable development mission. They will also serve as role models for the next generation of Doi Tung youngsters.





"I'd like to express my gratitude for such a wonderful youth camp. Normally, I have very few friends. Now I have more. The camp helped me learn how to help others; it made me more thoughtful about others."

Ms Patcharee Wimolsanti (Bee) Front row, first right,
Mae Fah Luang Scholarship student, 2014

"For teamwork, planning is crucial. Planning gives us a thorough thinking process and helps us to adjust ourselves. To enable a learning process for others, we must experience it first."

"This has been a valuable experience for me, something that we cannot buy with money. It is not for sale. Some things are not taught in classrooms nor in textbooks. Such a curriculum does not exist. We have to learn together. I love it. It has made me grow and become mature."

Mr Watcharin Aisaen (Wat) Back row, third left,
Mae Fah Luang Scholarship student, 2014



Mae Fah Luang Foundation : Towards Carbon Neutrality

According to the latest report from the World Bank, global warming will push over 100 million people into poverty by 2030. The world's rising temperature is reducing agricultural produce and severely affecting water resources, resulting in scarcity and rising food prices. Obviously, this grim situation will affect the United Nations' Sustainable Development Goals and its Post-2015 Development Agenda to eradicate poverty by 2030. Therefore, one of the most effective ways to eradicate poverty is to seriously tackle the problem of global warming. The Mae Fah Luang Foundation has always emphasized the importance of sustainable co-existence between man and nature. In 2015, one of the Foundation's major goals is to reduce greenhouse gas emissions and become a carbon neutral organisation.

The Foundation's measures to become carbon neutral are divided into three phases: 1) Calculate the quantity of greenhouse gas emissions generated by the Foundation's activities 2) Reduce the quantity of greenhouse gas emissions where possible 3) Offset the remaining greenhouse gas emissions Reforestation is one of the effective activities to absorb carbon dioxide in the atmosphere. And that is what the Mae Fah Luang Foundation has been doing since the establishment of Doi Tung Development Project in 1988.

The Foundation has been introducing the "Cultivate Land, Cultivate People" development principle from Doi Tung to be implemented in other development areas. As a result, more than

500,000 rai (80,000 hectares) of degraded forests have been reforested. This is the Foundation's already huge accomplishment to offset carbon emissions. In keeping with international standards, however, the Mae Fah Luang Foundation is working with Thailand Voluntary Emission Reduction Program (T-Ver) to calculate the quantity of carbon dioxide absorbed by our reforestation areas. This is to ensure that our projects meet the internationally required carbon offset standards.

That is not all. The Mae Fah Luang Foundation is determined to make all procedures in our activities environment-friendly and to reduce our carbon footprints as much as possible. The greenhouse gas reduction measures cover the manufacturing processes of Doi Tung products and services of all our 5 business units. They also include the use of alternative energy such as biomass energy from wastes. In 2015, the Foundation set up the "Green Office" policy to conserve energy and protect the environment. Under this policy, different office activities must meet the required standards to ensure the least possible impacts on the environment, with the head office in Bangkok being a pilot project.

The Foundation uses games to involve participation from all employees. Under this game, the employees calculate the amount of carbon generated by their activities in office and their personal lives. For example, the carbon footprints from their mode of transportation from home to office, the amount of leftovers from foods and other wastes, and the amount of electricity and water they use each day. This carbon footprints game enables the employees to see how their activities affect the environment and suggests ways to reduce it. The findings are used to map out plan for measures to reduce greenhouse gas emissions in the organisation.



The Foundation's "Green Project" is another effort to become carbon neutral. The "Green Project" encourages the employees to reduce their uses of electricity and other natural resources under the 3R principle: Reduce, Reuse, and Recycle. The activities include using both sides of paper, organizing second-hand goods fairs for employees to sell their unused belongings, sorting wastes for recycling, and adapting them for new uses such as making Doi Tung bags from old boxes. According to the latest survey in 2015, the 114 employees at the Bangkok head office generated greenhouse gas emissions less than the previous year by 50.77 metric tons of carbon dioxide equivalents.

The Foundation aims to be among Thailand's first organisations to become carbon neutral. When the Foundation has completed its 3-step roadmap to become a carbon neutral organisation, the same measures will be promoted to other development areas as part of our commitment to tackle global warming and climate change.

DoiTung Brand : Towards International Standard

The problems of Doi Tung in the past-opium and shifting cultivation, armed groups, and prostitution- is solved by giving people opportunities to legal occupation providing them with life security, self-reliance, and dignity.

At Doi Tung, one of the diverse skills people have is handicrafts. The hill tribe people in DoiTung are known for their handiworks such as weaving and different kinds of embroidery. The handicraft products under the brand of DoiTung started at a small occupational training center which grew into a weaving factory and later expanded into other units to produce mulberry papers, carpets, and ceramics. These factories are operating under the Cottage Industries Centre and Outlet.

The centre offers a wide range of handicrafts. For example, hand-woven scarves, ready-to-wear clothes, mulberry paper products, an array of tableware such as placemats, table cloths, dishes and plates in different designs, as well as home decoration items. In all our handicraft products, the identity of the DoiTung brand – and a mutual understanding with the communities – is high quality and high standards. The DoiTung brand does not pay attention only to its end products, but also the need to monitor product quality throughout the production processes. This is because high quality and standards are the main keys in making both DoiTung brand and Doi Tung communities sustainable.



To lift the quality standards of the products under DoiTung brand, the Mae Fah Luang Foundation has been in partnership with IKEA, using the design and production standards of IKEA with the Doi Tung handicraft products. The partnership has enabled hand-made products from Doi Tung communities to reach international markets.

IKEA produces and sells high-quality furniture and home decoration products from Sweden with branches over the world. The company focuses on the products that are accessible and affordable.



IKEA's "Next Generation" project chooses its partners from businesses around the world which pay attention to community development and environmental conservation. This project gives small businesses an opportunity to offer their hand-made products to international markets. It is the way IKEA can support local communities directly.

The "Next Generation" partnership between the DoiTung brand and IKEA started in 2011 under the same belief in community development and environmental conservation.

The partnership followed IKEA's visit to Doi Tung to learn about the works of the Doi Tung Development Project and its social enterprises. After initial designer exchange programs, Doi Tung started producing handicraft products for IKEA – the first such partnership in the country. The business alliance with IKEA requires the DoiTung brand to use the IWAY standard and code of conduct with its manufacturing processes. The result is a

systematic development of Doi Tung manufacturing procedures to pay attention the environment, society, as well as the quality of life and working conditions of people involved.

The IWAY standard also requires careful use of chemicals to ensure the least impacts on the environment, high standard in chemical storage, and the reduction of noise pollution. The natural treatment of wastewater at the Cottage Industries Centre and Outlet has also been certified by the IWAY standard. The IWAY standard and code of conduct have been conveyed to all DoiTung brand employees. The monitoring is done on a monthly basis.

The DoiTung brand and IKEA have produced 6 collections together. In 2015, the collection is entitled "VALBALANS", meaning 'well-balanced' in Swedish. This collection is available in 4 countries, namely Finland, Switzerland, Sweden and Austria.





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