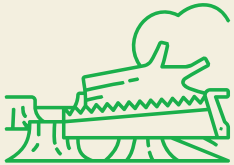


ESTABLISHING SUSTAINABLE CONSUMPTION & PRODUCTION PATTERNS IN THAILAND'S AGRI-FOOD SYSTEMS

BACKGROUND & CHALLENGES

UNSUSTAINABLE FOOD SYSTEMS



A global increase in demand for cash crops, meat and animal feed has led to the growth of industrialized agriculture in Thailand, causing tropical deforestation, biodiversity loss, soil erosion, all of which aggravate the climate crisis, while also threatening local food security and smallholder livelihoods.

AGRI-BUSINESSES & POLICY



In increasingly concentrated food markets, policy-makers and businesses have a huge opportunity to tap the potential of more diverse, sustainable food systems for contributing to the Sustainable Development Goals and Thailand's National Determined Contributions for climate action.

LACK OF SUSTAINABLE FOOD CHOICES



Despite growing eco-consciousness, consumers in Thailand often lack awareness to make sustainable food choices. This disconnection between dietary habits and environmental impact limits market demand and supply of sustainable products.

GOALS

Our main goal is to address the interrelated environmental impacts associated to unsustainable industrialized agri-food systems by promoting Sustainable Consumption and Production (SCP) practices among Thailand's producers, businesses, consumers and policies - while simultaneously contributing to resilience, equality and inclusive governance.

CLIMATE RESILIENCE



IMPROVED LIVELIHOODS



SUSTAINABILITY



The project (2022-2026) contributes to WWF's Future Food Together initiative, which is part of the International Climate Initiative (IKI) supported by Germany's Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV).



Scan the
QR code for
more
information



HOW WE TAKE ACTION

MULTI-STAKEHOLDER APPROACH



Consumers

Conducting market surveys, distributing reliable information, impactful campaigns, and interactive learning activities to foster sustainable consumption choices.

Better-informed consumption choices, elevated awareness of environmental impacts, and behavior change.



Businesses

Guidance on adopting low-carbon SCP strategies, sourcing policies and operations, innovation uptake and methodological frameworks. Partnership with key agri-food companies for SCP implementation.

Transformation towards sustainable supply chains and improved business efficiency through SCP adoption. Publicly available methodological tools for carbon reductions and SCP application.



Government
Entities

Policy advice and advocacy work based on evidence-based solutions, local knowledge and best practices, promotion of inclusive decision-making involving all stakeholders.

Improved, inclusive policy-making; integration of SCP practices in governmental policies and regulations.



Local Communities
& Smallholder
Farmers

Collaboration for a transition towards nature-positive agricultural practices in selected landscapes, including capacity-building, knowledge exchange and development of guidelines for smallholder and young farmers.

Widespread adaptation of sustainable farming practices, enhanced community resilience, and improved livelihoods.



Women &
Vulnerable
Groups

Promoting gender equality and inclusiveness, addressing resource access disparities and applying gender-sensitive communication.

Enhanced gender equality, better resource access, greater representation in decision-making, and improved rights and conditions.

