



# Craft a Culture of Responsible Consumption: From Sharing to Caring

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## RESEARCH/ FUNDING

### The establishment of green hotel businesses under carbon neutrality

This research is a collaboration between NIDA and the Office of the National Science, Research and Innovation Policy Council (NSRIP) in 2023. This study focuses on the development of green hotel businesses under carbon neutrality in Koh Samui and Phuket, popular and economically significant tourist destinations in Thailand. However, tourism activities and the expansion of hotel businesses have adversely impacted the environment. Therefore, the research purpose is to develop the capacity of hotels to operate in an environmentally friendly manner, reduce greenhouse gas emissions, and enable hotel businesses to align with SDGs.

The study's key findings can be summarized as follows:

- 1. Policy and measures:** There are various levels of policies and measures related to the development of green hotel businesses in Koh Samui and Phuket, such as operations that align with SDGs, especially SDG 12, which emphasizes sustainable production and consumption, promoting environmentally friendly hotels, and sustainable travel management. This includes policies to diversify tourism from major cities to secondary cities.
- 2. Potential of green hotel businesses:** The green hotel businesses in these areas have the potential to develop in line with environmental changes, especially regarding eco-friendly procurement, efficient use of energy and natural resources, reduction of greenhouse gas emissions, and engagement with local communities for conserving natural resources.
- 3. Limitations and gaps:** Although green hotel businesses have development potential, significant limitations still exist, such as a lack of knowledge and skills in environmentally friendly practices, particularly among hotel staff who require further training in energy and natural resource management. Awareness of carbon reduction is not widespread among tourists and some hotel staff.

**4. Development approaches:** Promoting training and capacity development for staff on environmental management, developing eco-friendly services such as conservation tourism activities in the community, and using technology and innovation to reduce carbon emissions, such as calculating the carbon footprint of hotels.

**5. Tourist satisfaction:** The study found that tourists staying at green hotels are satisfied with the environmentally friendly services, particularly in terms of landscapes that align with nature, and exhibit behavior such as turning off electrical appliances when not in use, which is an example of environmentally friendly behavior.

**6. Development of staff training programs:** The research indicates that there is a development of training programs for hotel staff on environmental management and eco-friendly services, which is essential for raising awareness and developing new skills to align with green business practices and carbon neutrality.

## COMMUNITY OUTREACH

### Collaboration for smart & responsible consumption & production

The NIDA Knowledge Management Forum is organized annually by NIDA to facilitate the exchange of knowledge and skills among departments within NIDA. It aimed at improving work efficiency and developing personnel to drive sustainable development. The forum also includes outreach activities that involve sharing and contributing to society.

In 2023, NIDA initiated various activities related to SDG 12 (Responsible Consumption and Production) with several departments, including the following initiatives:

- The "Waste to Home" activity, organized by the NIDA Library, encourages the donation of useful waste that can be reused. It aims to reduce the amount of waste at NIDA, particularly single-use materials such as plastic straws, plastic bottles, glass bottles, paper, milk cartons, and even chemical waste. Separate collection bins for different types of waste are provided and passed on to the following three groups:



1. N15 Technology, a company that manages industrial and household waste and converts it into renewable energy.
2. The Green Road Project, which uses plastic materials to create concrete blocks for road construction.
3. The "Giving Dream Pillows" Project of the Bangkok Metropolitan Administration, which makes pillows from plastic straws and donates them to patients and the elderly in local communities.

- The "Pan Pao Kan" (Bag Sharing) activity, organized by the NIDA Library, encourages NIDA staff to donate used or unused cloth bags, umbrella fabric bags, and paper bags. These bags are repurposed for carrying borrowed books at the library, reducing the use of single-use plastic or paper bags.



- The "Rummage Sale" activity provides a space for selling quality second-hand goods at affordable prices. Any unsold items from the event are donated to orphanages, foundations, schools, and temples.



- The "V R Gen S" activity, organized by the School of Social Development, aims to cultivate a new generation, Gen S, embodying the principles of V = Vision, R = Responsibility, and S = Sustainability. The initiative promotes shared learning and fosters a "culture" of environmental responsibility. It encourages eco-friendly behaviors such as energy conservation with automated lighting systems, a "One Day No Plastic" campaign, waste separation activities, donation corners for unused items, carpooling for commuting, and designated areas for borrowing cloth bags and water bottles.



Above all, these activities, developed by various departments, effectively foster learning and collaboration across units and help NIDA achieve SDG 12.

