Thailand’s Sustainable Alternative Livelihood Development

Human Rights obligations in practice

CND Thematic Discussion | 22 September 2022

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Mae Fah Luang Foundation, Thailand
Doi Tung 30 years ago

Opium cultivation and addiction

Armed militias area

Poverty

Denuded mountain from shifting cultivation

Lack of citizenship

Lack of infrastructure

Human Trafficking

Property of Mae Fah Luang Foundation under Royal Patronage
PEOPLE – CENTRED Development Approach

Ignorance

Education and communication programmes
- Formal and outside-classroom education
- Community-based agreement
- Culture of lawfulness

Sickness

Healthcare Activities
- Basic healthcare for all
- Maternity & child care
- Drug rehabilitation & social reintegration

Poverty

Economic Development Activities
- New jobs
- New products / services
- Develop whole value-chain

‘ All voices are heard ’
Economic

- Average income/household rises **17 folds** from 1988
- Profit goes back to the community development activities

Social

- Formal and extra-curricular education system and scholarship programme
- 6 ethnic groups carry on their traditions while adapting to the globalised context

Environment

- The forest was revived, from **28% to 86%**
- End opium cultivation
- Doi Tung is now the largest REDD+ project developer in Thai forestry sector, verifying carbon credit for community’s benefit.
In 2021, 60% of the total expenditure of DoiTung Brand directly employs 1,350 people.

**Gender Equality**

| Female 53% | Male 47% |

51% of women are in the management level.

**Local Employment**

| Local Chiang Rai 52% | Ethnic group 25% | Others 23% |

77% of our employees are locally hired.
Relapse rate

13% Relapse rate
follow-up in 2018

20% Relapse rate
follow-up in 2022

64% Employed by the project

Remove Social Stigmatisation

“VOLUNTEERS TO DO GOOD”

- Voluntary treatment for former drug users
- Safe detoxification process and improve patients’ health and physical strength
- Livelihood support i.e. housing improvement
- Capacity building and vocational training
- Ensure long-term employment
- Discuss with the community to welcome the “graduated” back to the society
WHAT DO THE PEOPLE GET?
THANK YOU

www.maefahluang.org