

## Phatthamon Jantalae

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**From:** Julie\_Louise\_Aaserud  
**Sent:** Tuesday, May 12, 2020 11:49 AM  
**To:** Phansiri Winichagoon; Saengroj Srisawaskraisorn; Rattaphon Pitaktheptsombat  
**Cc:** ThailandCO.Environment  
**Subject:** RE: Initiation Plan\_Strengthen Env Sust in COVID context\_200511  
**Attachments:** Initiation Plan\_Strengthen Env Sust in COVID context\_200511, jla.docx

Dear Saengroj,

Please find my detailed comments and edits directly in the document attached.

I agree with Phansiri's suggestion to link Output 4 to Strengthening Community's Wildlife-based Tourism. This is a valuable way to start cooperation with several NGOs, public and private sector stakeholders to promote wildlife-based tourism and protect the wild species during and after the pandemic.

The Wildlife Friends Foundation Thailand (WFFT) might be a valuable partner. Has anyone worked with them before?

Also, [WWF Thailand joins with five tourism organizations to announce results of the #TravellVoryFree2019 campaign](#). The WWF is working with the Department of National Parks, the Tourism Authority of Thailand, Thai Airways International, LH Mall & Hotel Co, and the Professional Tourist Guides Association of Thailand.

I believe it would be worth contacting these stakeholders (and other relevant ones, of course) to see what is already being done in this regard. However, this is a new area to me and I am not familiar with the organizations here in Thailand. I believe Phansiri is the expert here, but I am very happy to assist. Maybe we can have a chat about how to move forward?

Best regards,  
Julie

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**From:** Phansiri Winichagoon <phansiri.winichagoon@undp.org>  
**Sent:** Monday, May 11, 2020 1:41 PM  
**To:** Saengroj Srisawaskraisorn <saengroj.srisawaskraisorn@undp.org>; ThailandCO.AllStaff <thailandco.allstaff@undp.org>  
**Subject:** RE: Initiation Plan\_Strengthen Env Sust in COVID context\_200511

Dear Saengroj,

As requested for the feedback, please see mine as follows:

I would rather see the Output 1 on scientific research on the data and evidence of the pandemic from wildlife to human, as the justification of this proposal. I believe there are scientific institutions working on this and we need to rely on their finding, not to do our own. Some already released and publicly circulated.

The intervention, should be based on the root causes of international wildlife trade: Demand and Supply sides . Let's say we focus this trade in Thailand.

On demand side, I agree to address 1) the law enforcement can clean up of Jatujak markets and 2) Awareness and campaigning (which public is positively respond at present of the pandemic)

On Supply side which is missing in this proposal, I would like to reiterate that wildlife poaching relates to poverty. It is perfect for UNDP to address both poverty reduction and also suppression of wildlife poaching. I propose that Output 4 focuses on Strengthening Community's Wildlife-based Tourism. It is the alternative livelihood that deviates communities from the non-sustainable and in-debts agriculture and wildlife killing and poaching for trade.

Instead of picking the Wildlife Tourism management and marketing which is a larger scope, Output 4 should focus on strengthening Community-based Wildlife Tourism with standard and labeling.

Noted that the Wildlife-based Tourism Master Plan established by TIGER project is on the national scale and will be a big new project endorsed by the government. And we should discuss about this separately, namely for negotiation with the government cost sharing in the Management of this innovative scheme, First of its kind in Thailand.

To leverage better from TIGER initiative that is fit with the scope of this initiation plan, scale it down to the buffer zone communities and address the root cause of supply side of the wildlife trade.

Under the Wildlife Tourism Master Plan, it specifies a zoning assigned for community-based wildlife tourism. UNDP LVGs is now adjusting its work plan to strengthen community capacity as the host of the wildlife-based tourism and product development. What is lacking is the Brand of Wildlife-friendly community that will help then sell the products and services. I would propose this proposal pick up this part as the intervention. Community's Wildlife-based Tourism Certification and Labeling. These can comprise exchange of best practices from other countries in setting the standard and labeling that bring about the niche market and tourists. If there is, an international standard and labeling that the community can comply and adopt, it would help access the international market. Also, we can add on creative tourism development products/ services, physical distancing tourism, virtual wildlife watch, which is COVID-aligned to the New Normal.

In practice, we will see different pieces of jigsaw (with different funding) working in concert within one same landscape – broad enough as the World Heritage Site. Please

do not see TIGER as a single project, it is a platform for a programme portfolio that UNDP has Flagship on Biodiversity Conservation and Sustainable Development livelihoods as the goal.

With best regards,

Phansiri

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**From:** Saengroj Srisawaskraisorn <[saengroj.srisawaskraisorn@undp.org](mailto:saengroj.srisawaskraisorn@undp.org)>

**Sent:** Monday, May 11, 2020 12:57 PM

**To:** ThailandCO.AllStaff <[thailandco.allstaff@undp.org](mailto:thailandco.allstaff@undp.org)>

**Subject:** Initiation Plan\_Strengthen Env Sust in COVID context\_200511

Dear colleagues,

Attached for your comment please find a draft initiation plan for the *Strengthening environmental sustainability in the context of COVID-19 pandemic Project* which illustrates activities proposed under the approved TRAC 2 funding and follow-on activities from the Tiger project focusing on innovative conservation approaches.

The purpose of an initiation plan is to serve as a programming mechanism for ideas/interventions that would hopefully lead to become a project/programme after completion in 18 months.

Grateful if you could provide your feedback (if any) on the draft by **COB Friday May 15**.

Thank you in advance.

Best regards,  
Saengroj