

Thailand

SWU

The Promotion of
Sustainable Domestic
Consumption of Wood

Products in Thailand

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About The Project

Executing Agency: Kasetsart University (KU) in collaboration
with the Royal Forest Department

(RFD)

Duration: 24 Months (February 2023 - January 2025)

Budget: USD 345,000

ITTO: USD 320,000

KU: USD 25,000 *Executing Agencies contributions in-*

kind

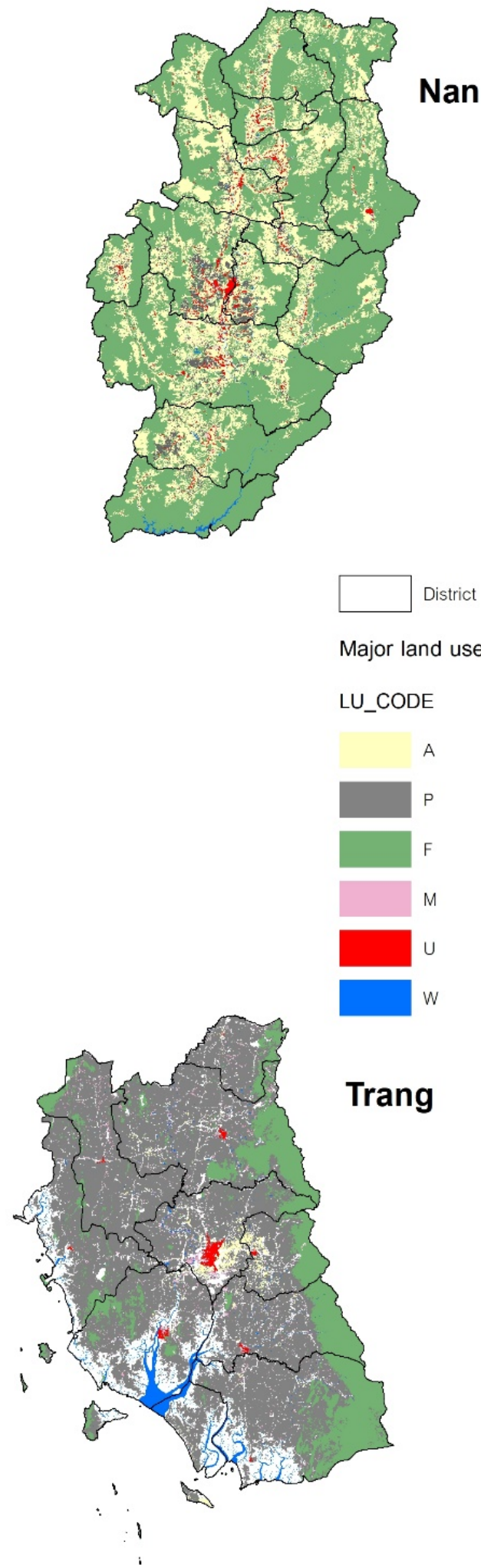
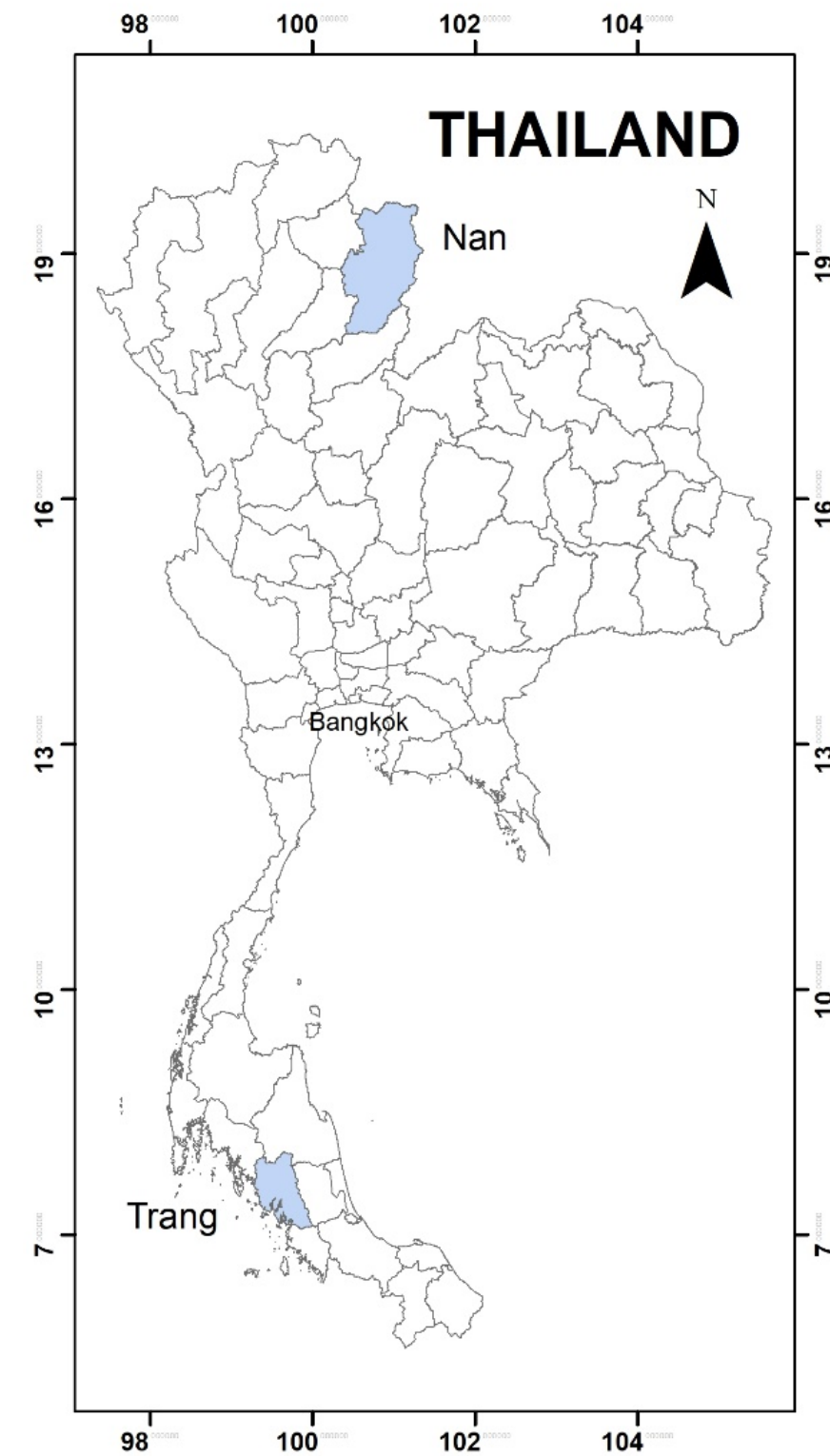
Donor: Forest Agency



JAPAN GOV
THE GOVERNMENT OF JAPAN

MAFF
Ministry of Agriculture,
Forestry and Fisheries





Project Overview

The Development Objective

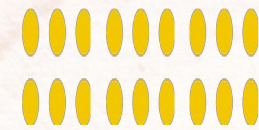
- To enhance sustainable domestic wood consumption

Specific Objective

- **To promote sustainable consumption through:**
 - 1) Policy improvement
 - **2) Stakeholder capacity building & supply chain strengthening**
- **Two Target Areas**
 - Nan Province (Teak) and
 - Trang Province (Rubber)

Key Outputs and Achievements

1. Policy Reform and Legal Framework Enhancement



1.

Influencing the Regulatory Reform for Sustainable Wood Utilization

1

1.

Promotion of Economic Tree Plantations

1.

2

Advancing the Wood Industry

3

1.

Increasing Wood Use in Construction

1.

4

Promote the use of certified wood in the domestic market

5

1.

Enhance training programs, vocational education, and research in the wood industry

1.

6

Multi-Sector Collaboration

7

1.

Research and Innovation for Sustainable Wood Use

8



The Enforcement of Sustainable Domestic Wood Use Network in Thailand



Suggestion for
Key Regulatory
Changes



Key Outputs and Achievements

2. Strengthening the Forest Plantation Network and Industry Development

01

National Forest
Plantation Network

Expansion of Thailand's National Forest Plantation Network, which facilitates knowledge exchange, technical training, and industry collaboration.



02

Capacity Building

Capacity-building programs for smallholder farmers and plantation owners, equipping them with modern silvicultural techniques and access to certification programs.



03

Industry
Collaboration

Collaboration with local wood processors, such as Phrae Mai Thai Co., Ltd., Don Moon Woodwork Community Enterprise, and TF Taweesak Furniture, strengthening Thailand's sustainable wood value chain.

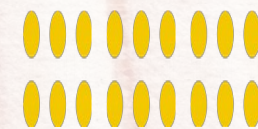
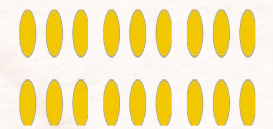


Key Outputs and Achievements

3. Enhancing Market Access and Business Development

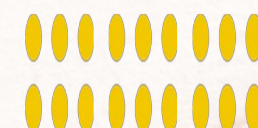
18 Organizations

Signed the project's MOU agreements and business collaborations led to an increasing in industry partnerships, ensuring continued growth in the sustainable wood market.



**150+
Sustainable
Wood Brands**

Over 150 sustainable wood brands showcased their products at the Thailand International Woodworking & Furniture Exhibition 2024



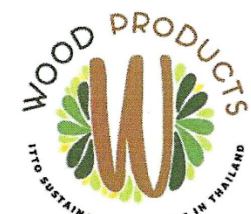
**40+ Industry
Professionals**

More than 40 industry professionals engaged in trade discussions and business networking of the joining EXPO woodwork

Key Outputs and Achievements



Strengthened partnerships and communication between wood producers and wood consumers at all levels



-บันทึกความเข้าใจ (MOU)-

ว่าด้วยความร่วมมือในการส่งเสริมการใช้ไม้และผลิตภัณฑ์ไม้ภายในประเทศไทยอย่างยั่งยืน

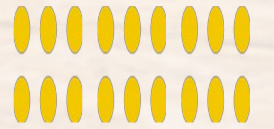
ระหว่าง

หน่วยงานภาครัฐ ภาคเอกชน สมาคม ชุมชนท้องถิ่น สถาบันการศึกษาและหน่วยงานวิจัย



Key Outputs and Achievements

4. Capacity Building and Consumer Awareness



Advanced Training Programs

Completion of advanced training programs for wood product design, production efficiency, and sustainability certification compliance.



Consumer Awareness Campaigns

Successful implementation of urban consumer awareness campaigns, using digital content, exhibitions, and workshops to highlight the environmental benefits of domestic wood consumption.



Legal Compliance Training

Completion in legal compliance training, ensuring that wood producers and manufacturers meet international trade and certification standards.

Key Outputs and Achievements

4. Capacity Building and Consumer Awareness (COND.)



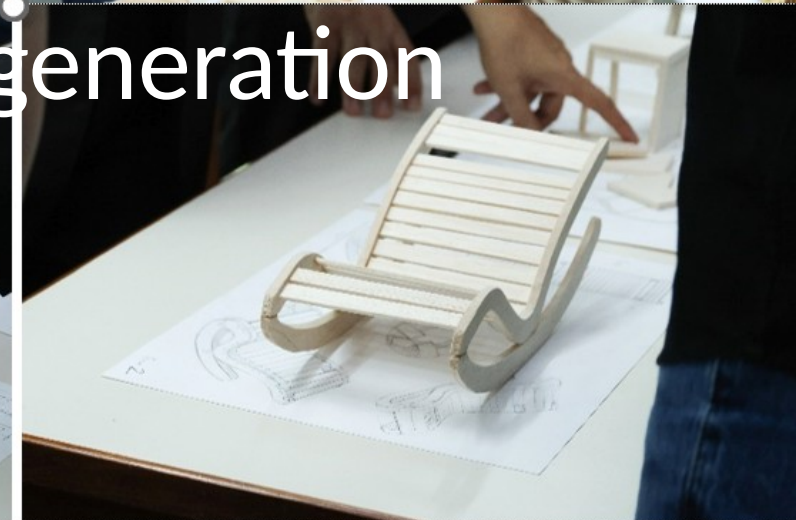
Support small tools



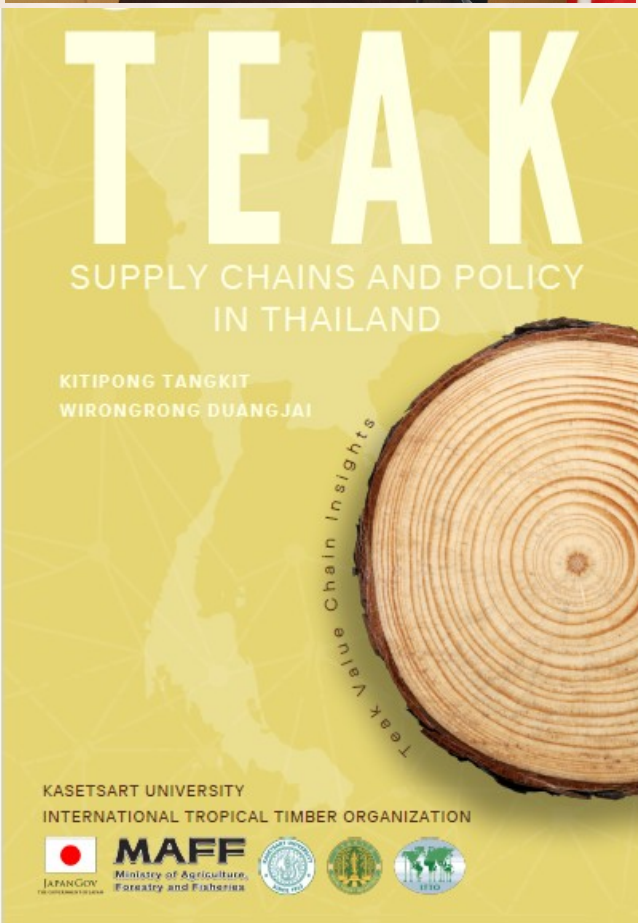
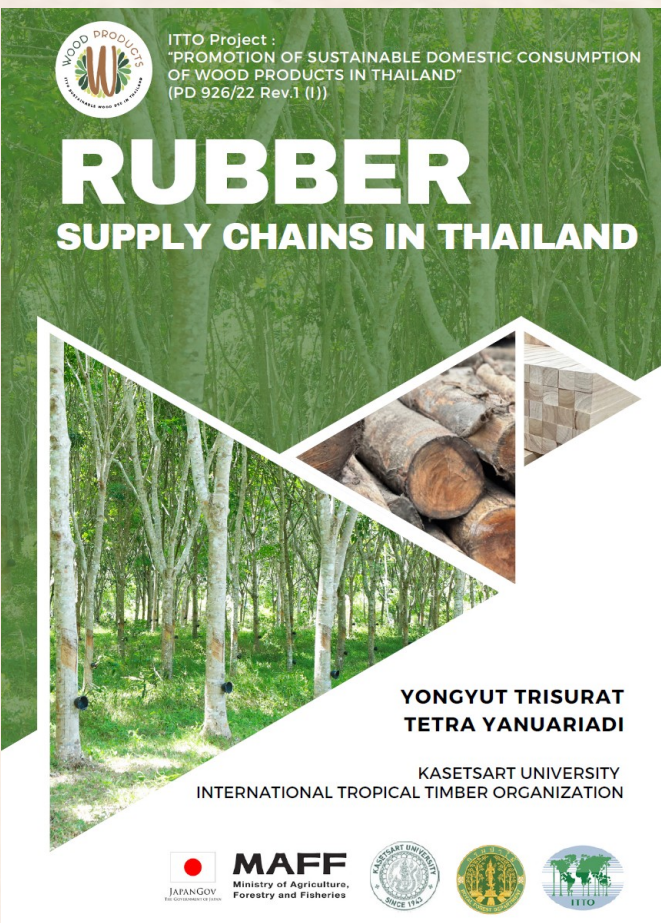
Local community



Product designs by young generation



Key Publications



chains.



Impacts and Sustainability

- ✓ The completion of national policy recommendations so-called **“the white paper”** to support the promotion of domestic sustainable wood consumption.
- ✓ The completion of suggestion on **“wood certification and legalization processes”**, ensuring traceability and compliance.
- ✓ Support an increasing in cross-sector collaboration, fostering stronger industry-government partnerships through the completion of **“a signed Memorandum of Understanding”** among multi-stakeholders.
- ✓ The successful stakeholders engaging through **“exhibitions, training workshops, and policy dialogues”**.
- ✓ To enhance the consumer awareness and perception on SWU which will leading to **“higher demand for certified process”** of legal wood products in Thai's society.



Next Step



Project title: Thailand Wood Metropolis: Promotion of sustainable wood uses in Urban Area

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Development objective:

To promote the use of domestic wood to drive economic growth, reduce emissions, and foster sustainable, nature-based urban living in Thailand.

Specific objective:

To accelerate significant utilizations of domestically produced wood in building and housing construction, as well as in wood products used in urban areas of Thailand.

THAILAND: CONCEPT NOTE

1 General Description

1.1 Project Title

Thailand Wood Metropolis: Promotion of sustainable wood uses in Urban Areas

1.2 Submitting institutions/Proponents

Kasetsart University (KU) and the Royal Forest Department (RFD)

1.3 Specific location & country/ies/regions/areas benefitting from the project

Thailand with specific attention in Bangkok Metropolitan and other potential wood consumption cities

1.4 Intended project duration

24 months

2 Background

According to the Thailand Statistical Office, Thailand's population slightly increased from 64.07 million in 2011 to 66.6 million in 2019, with an average annual growth rate of 0.50%. However, over the past five years, the population has gradually declined, with an average annual growth rate of -0.20%. In 2024, the total population was reported at 66.1 million—approximately 500,000 fewer people than in 2019.

During the off-season, farmers often migrate to major cities in search of work and return to rural areas when the rainy season begins. In contrast, the younger generation tends to settle in urban areas due to better access to education and job opportunities. In 2011, Thailand's urban population was estimated at around 30.18 million, or 47.1% of the total population. This figure rose to 54.2% in 2020. Currently, 58.8% of Thailand's population (about 38.77 million people) lives in urban areas, with 26% (17 million people) residing in the Bangkok Metropolitan area. The World Bank predicts that Thailand's urban population will exceed 60% by 2030.

