YOUTH CLIMATHON

INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION IN ASIA & THE PACIFIC

Happy Ecotourism

Natural Conservation
The increased carbon emission across the globe has become a public attention.

Tourism is one of the causes of such increase. At the same time, tourist sites, including natural ecosystems, are impacted by such consequences along with the local people.

Our project seeks to respond the issue by offering an ecotourism project that sinks the carbon footprint, benefits the local people, and preserves natural ecosystem.
Proposed Solution: Happy Ecotourism

We have developed a tourism program that contributes in nature conservation and local people empowerment.

The program will feature environment activities, community engagement, economic benefits for local people, and ecosystem preservation. This project will be implemented in Phuket, TH.

✓ Climate action activities
✓ Social interactions with local people
✓ Jolly for both tourists and local people
✓ Cooking class with local people
✓ Sense of belonging to local sites and nature
Target Group

Our project primarily targets local people of the tourism sites of Phuket and tourists both local and international.

Empowering the local people in increasing their income and preserving their natural ecosystem through an ecotourism project. The project will also feature direct relations with local people that becomes the distinction
Our goal is to plant 300 trees in the next year, capturing 10 tons of CO2.

We will plant one tree for one person who uses our platform and ask them to make a campaign on environment protection to be uploaded in the social media account of the platform.
Social Impact

Empowering Lives Through Change

Our project creates jobs for local communities, fostering sustainable livelihoods, establishing warm relations with tourists, and heightening the economic value of the community.

Additionally, the exposure towards the tourist area and the eco-friendly message will be portrayed more widely. We will measure social impact through job creation rates and community surveys.

50 jobs

100 USD/family/month

Relations between local people and the tourists
Cost Considerations

**Initial Investment**

- Digital Marketing Fee 2,000 USD
- Internet Fee 300 USD
- Office Rental 3,000 USD per year
- Operation Fee 1500 USD
Implementation Plan

**Short-Term Plan: Actions you can start immediately.**

**Medium-Term Goals (1 year): Milestones achievable within a year.**

**Long-Term Vision (5-10 years): Long-term objectives and expected outcomes.**

**What you can start immediately**
A detailed project
Partnerships and Promotion

**JAN 2024**
**What can you achieve in 6 months?**
50 tourists achieved
Have been advertised in various platforms
Engaged with 10 households

**JUNE 2024**
**What you can start immediately**
A detailed project
Partnerships and Promotion

**DEC 2024**
**Milestones achievable within a year.**
300 tourists achieved
300 trees planted
300 videos uploaded

**DEC 2025**
**How would you like to see your project or idea in the next 2 years?**
600 tourists achieved
600 trees planted
600 videos uploaded

**DEC 2026**
**How would you like to see your project or idea in the next 3 years?**
Implemented in three ASEAN countries
1000 tourists reached

**DEC 2027**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2028**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2029**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2030**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2031**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2032**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2033**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2034**
**How would you like to see your project or idea in the next 5 years?**
Implemented in five Asian countries

**DEC 2035**
**What impact or success you’d like to see in 10 years?**
A stable platform that is implemented in numerous Asian countries
Partnerships

Organization and Government
- Southeast Asia Research Academy
- Ikatan Alumni PIMNAS Indonesia
- Global Ambassador of Sustainability
- ASEAN-Australia Strategic Youth Partnership
- Foreign Policy Community Indonesia
- Climate Institute
- Coaction Indonesia
- Maritim Muda Nusantara
- The Government of Jakarta Province Indonesia

NGO and Research Institutions
- Center for Tourism Studies
- Universitas Gadjah Mada
- Sakaerat Environmental Research Station
- Econusa
- Carbon Ethics
- World Resources Institute Indonesia
Business Model

We plan to generate revenue by offering a package of eco-tourism to tourists. We will advertise our platforms through existing online booking platforms, social media, and tour agencies.

Our model will offer various options of ecotourism in Phuket, for initial implementation, ranging from economic package, upper package, to glamour package.
Team Members

Mokhammad Ardafillah
Role: Team Leader
Education: Master
The Australian National University (Master of Laws)
Universitas Gadjah Mada (Bachelor of Laws)
Experiences: Expert Staff at Jakarta Investment Center

Sofia Strelkova
Role: Member
Education
BSc in Environmental Science (MGIMO University)
Experiences:
ESG Manager at Jusan Bank

Aung Zwe Wint
Role: Member
Education: Bangkok University (BA in International Tourism and Hospitality Management)
Experiences: Senior Coordinator Associates at Myanmar Youth Empowerment Opportunities