Thailand’s Digital Inclusion Strategies for Older Persons

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VISION

“We work smart every day to build a world-class digital economy and help people perform better, think faster, and live better.”

MISSION

Develop
national policies and plans on digital development

Co-operate
with other entities in digital industry and innovation development

Support
digital manpower development

Propose
law, regulation, measure, and sandbox recommendations

Promote
investment and business operation on digital industry and innovation
#2 Digital Economy Promotion Master Plan (2023 – 2027)

### VISION

To develop a strong, resilient and dynamic digital economy and society based on advanced human capital, technology and innovation

#### Strategy 1
Transform human capital for the digital economy and society

- 3 Strategic Programs
  - Build new skills for new generations
  - Upskill and reskill existing workforce
  - Fill up a digital talent pool

#### Strategy 2
Transform traditional economy into high-value digital economy

- 4 Strategic Programs
  - Accelerate digital startups to reach global markets
  - Accelerate value creation by digital industry
  - Accelerate digitalization of indigenous sectors
  - Accelerate digitalization of the local economy

#### Strategy 3
Build new opportunities and inclusive economic development

- 3 Strategic Programs
  - Build livable smart cities
  - Build inclusive new opportunities
  - Build a quality digital society

#### Strategy 4
Optimize use of digital infrastructure

- 2 Strategic Programs
  - Optimize digital infrastructure for all
  - Enhance competitiveness of the Thai digital ecosystem

### Strategic Goal

- 500,000 digital workers
- 100,000 digital-based enterprises
- 12% increase in digital industry value
- 10% increase in digital industry investment
- 1 city ranking among the world’s top ten livable smart cities
- 95% of people having digital access and literacy
- 3 new major digital infrastructure
- 3 global tech providers to invest in Thailand

### Outcome

- Level 3.0 Digital Density Index
- 6% SME productivity growth
- 30% Contribution of digital economy to GDP
- Less than 5 times of income gap between the top-earning 10% and the bottom 40%

### Impact

- 9,300 USD per-capita income in 2027

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Thailand Elderly Demographic

Thailand become Super-aged society by 2033

Year 2024

20% of population is elderly
13 million from 66 million

57% of elderly approx. 7.41 million

Digital in Thailand

85.3% of internet user use via mobile phone

Digital active for all Thai generation

Thai elderly

Internet and mobile usage

*Thailand Elderly Survey 2023 by NSO
Learning Approach for Thai elderly

- Family: 85%
- Self learning: 80%
- Friends: 63%
- Media channel: 30%
- Classroom: 4%

Digital Barrier for Thai elderly

- English language
- Instruction
- Security concern
- Unknown benefit
- Online law & morality
- High expenses
- Lack of advices
- Time consume
- Never found barrier

44% of elderly have encountered cyber threats

*Thailand Elderly Survey 2023 by NSO*
13th NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN (2023-2027)

Target 1: Restructuring the manufacturing to become an innovation-based economy

Target 2: Developing human capitals for the future

Target 3: Transitioning production and consumption towards sustainability

Target 4: Creating a society of opportunities and fairness

Milestone #12: Thailand has a high-capability workforce committed to lifelong learning and responsive to future developments

Milestone #8: Smart cities as well as safe and livable regions with sustainable growth

THAILAND ON THE DIGITAL ECONOMY PROMOTION MASTER PLAN (2023-2027)

Strategy 1: Transform human capital for the digital economy and society

Strategy 2: Transform traditional economy into high-value digital economy

Strategy 3: Build new opportunities and inclusive economic development

Strategy 4: Optimize use of digital infrastructure

To develop a strong, resilient, and dynamic digital economy and society based on advanced human capital, technology, and innovation.

• Build livable smart cities
• Build inclusive new opportunities
• Build a quality digital society
Effective Use

Safe Use

Ethical Use

• Personal Privacy & Security
• Personal Data Protection Act (PDPA)
• Media Literacy
• Prevent Cyber Threats
• Cyber Crime Alert & Hotline

• Responsible social media use
• Online law and morality
• Respecting copyright laws
• Anti-cyberbully
Policy Implementation

Digital Literacy
- Essential digital skills for new normal
- Basic cyber security
- anti-cyberbullying
- Cyber awareness

E-Commerce
- social commerce
- e-marketplace
- digital marketing
- Affiliate Marketing

Content Creator
- Storytelling
- graphic design
- digital photography
- live streaming
- YouTuber
- TikTok, LINE sticker
- AR/VR Creator

Advanced Digital Skills & Coding
- data labeling
- data analytics
- data visualization
- web design/ programming
- coding/programming
Raise Awareness

Campaign - Viral Clip - Inspiration Content
Collaboration

**Regional strategic Partnership**

- Driving digital initiatives to enhance the quality of life for vulnerable women
- Digital solutions for creating careers and generating income
- Professional Instructor
- Accessible Facility
- Local Community Reachable

**Education Sector**

with depa Manpower Fund

**Young Happy x depa : EasyVerse**

Ssitcom 20 Episodes

- **Fundamental Skills**: What’s WiFi, OTP, Password
- **Digital improve Life Quality**: Health with Smart Watch, Medicine Notification
- **Future Skills**: Online Shopping, Metaverse, AI Translation, Cybersecurity

**Non-Profit and Private Sectors**
The Next Move…

Thriving the enhancement of elderly employment

- Digital-related jobs
- Job-matching platform
- Crowd funding
- Tax incentives

Thailand Digital Awareness Campaign

- Educate elderly on digital technology and literacy.
- Raise awareness of online threats among the elderly.
- Develop digital skills for elderly career opportunities.

✓ Roadshow
✓ Train the Trainer
✓ Live Streaming
✓ Online e-learning
THANK YOU

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