

YOUTH CLIMATHON

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

Happy Ecotourism

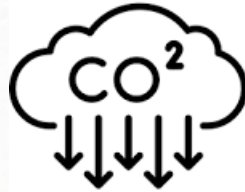
Natural Conservation

Problem

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.

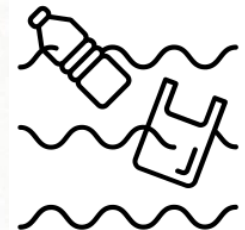
Our project seeks to respond the issue by offering an ecotourism project that sinks the carbon footprint, benefits the local people, and preserves natural ecosystem.



Risen carbon emission



Not beneficial enough for local people



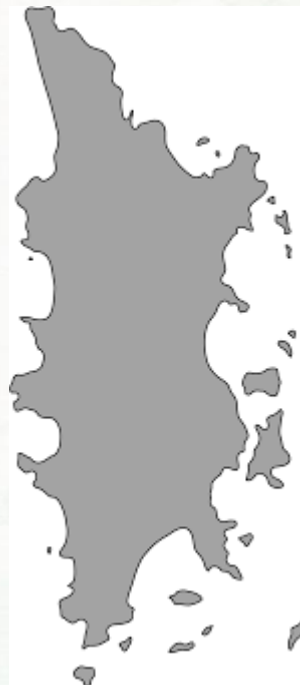
Hazardous for Natural ecosystem

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.

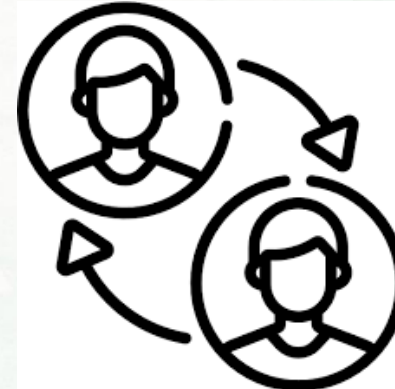
- ✓ Climate action activities
- ✓ Social interactions with local people
- ✓ Jolly for both tourists and local people
- ✓ Cooking class with local people
- ✓ Sense of belonging to local sites and nature



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



Environmental Impact

300 trees

10 tons absorbed CO₂

Eco-friendly Campaigns

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

50 jobs

100 USD/family/month

Relations between local people and the tourists

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.

Cost Considerations

Initial Investment

Digital Marketing Fee 2,000 USD

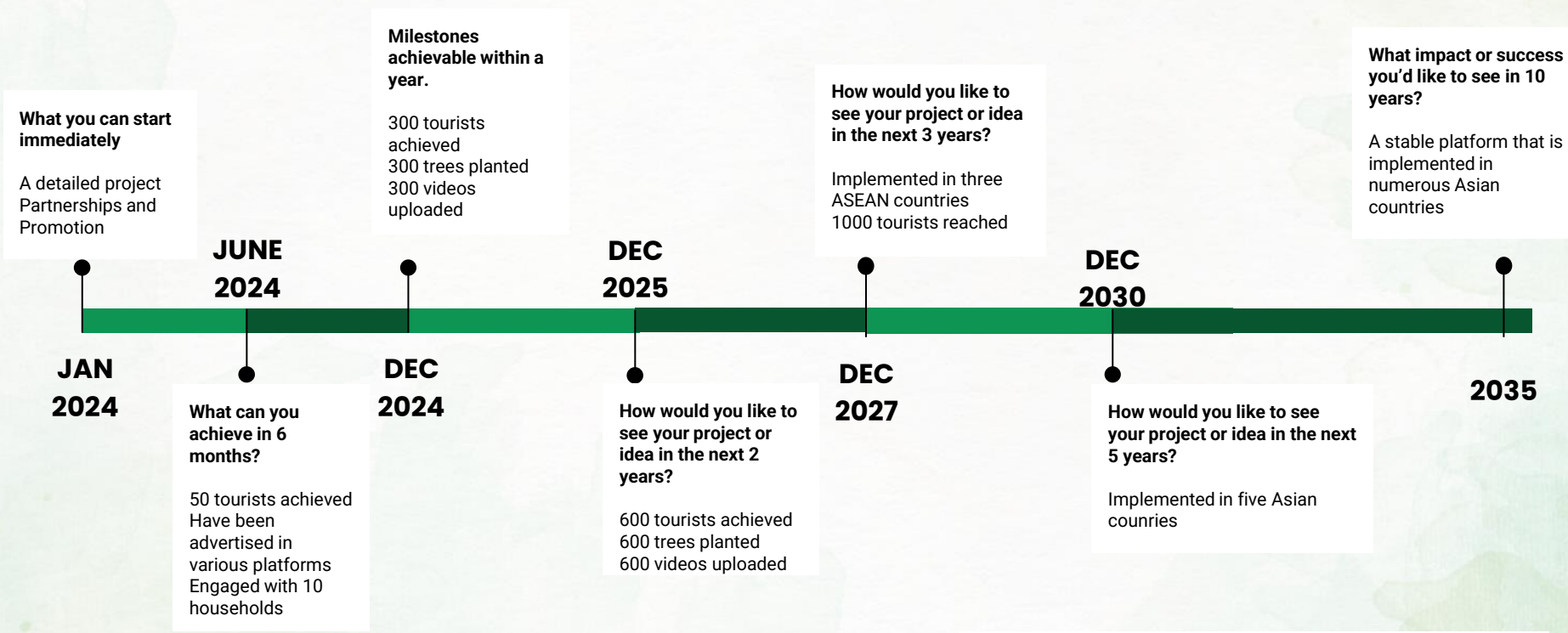
Internet Fee 300 USD

Office Rental 3,000 USD per year

Operation Fee 1500 USD



Implementation Plan



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

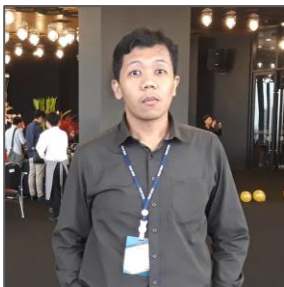
Business Model

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