



Sustainable Problems: Green Economy ‘Needs Consumer Demand’

Supply and demand means nothing within the managed system of Technocracy because both are ‘engineered’ in an attempt to control all of society. The problem is, it will never work the way Technocrats plan it because they are detached from reality. □ TN Editor

Even though the “going green” movement has gained traction in Thailand’s business sector, more consumer demand for environmentally friendly products is still needed to power the country’s green economy, experts say.

Speaking at a forum entitled, “Heading to a Green Economy with Sustainable Consumption” held by the Thailand Research Fund (TRF) and Policy Research Centre on the Green Economy (Pro-Green), Niramon Sutammakid, a researcher at Pro-Green, said more Thai businesses in recent years are realising the importance of sustainable and eco-friendly business practices.

She said Thailand pledged to reduce greenhouse-gas emissions by 20-25% by 2030 at the United Nations Climate Change Conference in Paris in 2015.

According to the Thailand Greenhouse Gas Management Organisation, Thailand is the only Asean country that complies with the international greenhouse gas reduction certifying process.

A total of 648 products have joined the carbon emission reduction scheme which enabled the country to reduce the amount of greenhouse gases released into the air by 1.3 million tonnes last year.

Meanwhile, the number of green products in the Federation of Thai Industries' Eco-Product Directory has increased from 900 items to over 10,000 items over the past few years.

Another TRF researcher, Anin Aroonruengsawat, said purchasing behaviour and a lack information about the benefits of purchasing eco-friendly products might be the main causes for low demand on green goods.

“Although the number of individuals willing to purchase green products has increased in the past few years, there is little evidence to suggest the purchase of green products has increased,” Mr Anin said.

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