



# SEED Awards 2008

for entrepreneurship in sustainable development

WINNER

## *From Relief to Self-Reliance* • Thailand

### Developing Community-Based Tourism in tsunami-hit villages of the North Andaman coast

*From Relief to Self Reliance* has won one of five **2008 SEED Awards** for its work to expand employment opportunities, strengthen local economic and cultural activity and promote sustainable resource management through community based tourism.

*Andaman Discoveries* offers responsible tours and volunteer placements in the community, creating numerous employment opportunities through activities such as home-stays, handicraft production and guiding. The organization grew from an NGO with a strong track record of work in Thailand's tsunami-hit communities. All activities such as eco tours, interactive handicraft workshops, cultural exchanges and volunteering were developed in collaboration with the villagers. A compulsory 20% donation from visitors and volunteers will support local projects such as community education, handicraft marketing, recycling, and youth-led conservation programmes.



### Scaling up impacts

The initiative currently works with three villages on the North Andaman coast. As part of the Award, SEED is supporting *Andaman Discoveries*, the lead partner, in their efforts to grow their business. The partnership's aims are to increase the number of customers and activities offered, ultimately transforming from a non-profit organization into a self-sustaining business.

Planned activities include:

- Further **developing the tourism product** with new activities and services targeted at five main markets: study and volunteer tours, responsible tour operators, eco/adventure travellers, short term "volun-tourists" and cultural tours.
- Increasing the number of destination villages and **creating a network of villages** to facilitate exchange of knowledge and experience
- **Expanding online marketing** and promotion at tourism fairs.

### How you could help

To ensure the long-term future of this innovative, locally-led partnership for sustainable development, **additional contacts, financing opportunities and communication and marketing networks are important**. In particular, the following support is needed:

- strengthening **market research, product development** and **marketing**, including through their website
- new partnerships and networks to generate **increased numbers of tourists, volunteers and study tours** in order to increase community level income.
- capacity-building for business management, especially **accounting, booking and pricing procedures**, and **guide training**.



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## Contacts

- **SEED Initiative Secretariat** – Helen Marquard  
[helen.marquard@seedinit.org](mailto:helen.marquard@seedinit.org)
- **SEED Support Programme** – Kristiane Schäfer  
[kristiane.schaefer@collectiveleadership.com](mailto:kristiane.schaefer@collectiveleadership.com)
- **Andaman Discoveries** – Mimi Cheung  
[info@andamandiscoveries.com](mailto:info@andamandiscoveries.com)

## About the SEED Initiative

The SEED Initiative identifies, profiles and supports promising, locally-led start-up enterprises working in partnership to improve livelihoods, tackle poverty and marginalisation, and manage natural resources sustainably in developing countries. SEED develops learning tools for the broad community of social and environmental entrepreneurs, informs policy- and decision-makers, and aims to inspire innovative entrepreneurial approaches to sustainable development.

SEED is a global network founded in 2002 by IUCN, UNDP and UNEP to contribute towards the goals in the UN's Millennium Declaration and the commitments made at the Johannesburg World Summit on Sustainable Development.

Partners in the SEED Initiative are IUCN (the International Union for Conservation of Nature); (UNDP); the United Nations Environment Programme (UNEP); and the governments of **Germany**, the **Netherlands**, **South Africa**, **Spain**, the **United Kingdom** and the **United States of America**.

## SEED Founding Partners



## Partners and supporters of *From Relief to Self Reliance*

- **Andaman Discoveries**: a citizen sector organisation which ensures the sustainability of community based tourism in Ban Talae Nok and Tung Nang Dam.  
[www.andamandiscoveries.com](http://www.andamandiscoveries.com)
- **Ecotourism Club of Ban Talae Nok**: coordinates all CBT activities in the village Ban Talae Nok.
- **Tourism Authority of Thailand**: promotes tourism in both domestic and international markets.  
[www.tat.or.th](http://www.tat.or.th)
- **Soap Cooperative of Ban Talae Nok**: Andaman Discoveries offers soap making workshops to visitors and assists the cooperative in marketing and promotion. [www.tsunamicrafts.com](http://www.tsunamicrafts.com)
- **Tung Nang Dam Community Tourism Group** (local cooperative): coordinates all CBT activities in the village Tung Nang Dam
- **Go Differently**: a responsible travel company that offers tours that benefit both travellers and local communities. [www.godifferently.com](http://www.godifferently.com)
- **ReefCheck Thailand** (NGO): monitor and survey coral reef around the world and provide advices to manage and conserve the marine environment.  
[www.reefcheck.org](http://www.reefcheck.org)
- **Mangrove Action Project** (NGO): provide conservation training and environmental education for villagers to safeguard natural resources for future generations. [www.dnp.go.th](http://www.dnp.go.th)

## The 2008 SEED Award Winners are:

*From Relief to Self Reliance* • Thailand  
*Guiding Hope* • Cameroon  
*Lighting up Communities* • Nicaragua  
*Oregano against MRSA* • India  
*Pintadas Solar* • Brazil