

## LOGISTICS NOTE

### **YOUTH AND RESPONSIBLE CONSUMPTION:**

Designing activities to trigger change among young consumers in Thailand

3-5 April 2024 | United Nations Conference Centre in Bangkok

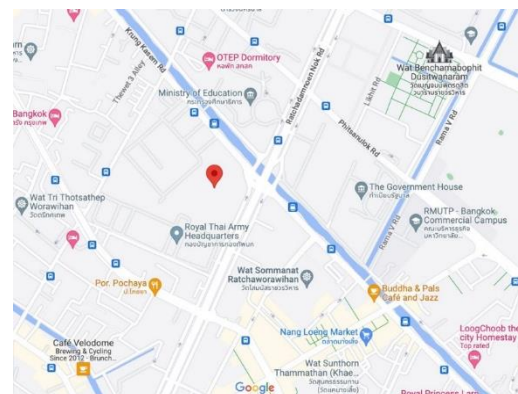
### **Introduction**

The United Nations Development Programme (UNDP) B+HR Asia Project and the BIAS Inc is co-organising 'The Workshop on Youth and Responsible Consumption: Designing activities to trigger change among young consumers in Thailand'. The purpose of this workshop is to address the critical role that the upcoming generation, particularly Gen Z, plays in sustainable consumption and climate action. As they form a significant part of Asia's population, their purchasing choices can greatly influence sustainable production and reduce environmental impact, contributing to the achievement of SDGs 12 and 13.

Our collaborative study, involving over 5,000 young Asian consumers, reveals significant insights into their attitudes and practices regarding sustainability. However, the study also highlights key challenges, such as the intent-action gap in purchasing decisions, limited awareness of ethical labor practices, and the underestimation of consumer power in influencing sustainable business practices. The workshop aims to bridge these gaps by bringing together youth organization representatives to co-create strategies and activities that promote responsible consumption. Our focus will be on raising awareness, influencing consumer and brand practices, and enhancing understanding and communication of sustainability to young people in Thailand. The insights and activities identified in the workshop may be included in future UNDP programming under the B+HR Asia project.

### **Venue Information**

[United Nations House](#),  
Rajdamnern Nok Avenue Phra Nakhon,  
Bangkok, 10200, Thailand  
Tel: +66(0)2 288 1807



## Language

Thai / English

## Social media

If participants post about the workshop on X (Twitter), LinkedIn or Facebook, they are encouraged to tag the following accounts:

### UNDP

- Twitter - [@BizHRAsia\\_UNDP](#)
- LinkedIn - [@UNDP B+HR](#)
- Facebook - [@UNDPBHR](#)

### BIAS

- LinkedIn - [BIAS - Behavioural Insights Architecture & Strategy: Company Page Admin | LinkedIn](#)
- Twitter - [Profile / X \(twitter.com\)](#)

## Contact list

For all other enquiries relating to the workshop, please contact:

- Harpreet Kaur (Business and Human Rights Specialist, United Nations Development Programme, Asia Pacific, Bangkok)  
E-mail: [harpreet.kaur@undp.org](mailto:harpreet.kaur@undp.org)

For logistics and coordination, please contact:

- Suparerk Wesarat (Project Coordinating Consultant, United Nations Development Programme, Asia Pacific, Bangkok)  
E-mail: [suparerk.wesarat@undp.org](mailto:suparerk.wesarat@undp.org)

For social media questions or issues relating to public communications please contact:

- Amy Sellmyer (Communications Specialist, Business and Human Rights Team, United Nations Development Programme, Asia Pacific, Bangkok)  
E-mail: [amy.sellmyer@undp.org](mailto:amy.sellmyer@undp.org)

## Emergency Numbers

191 is Thailand's all-in-one emergency helpline number.

**Zero Tolerance towards harassment**

The UN has a zero-tolerance policy for any form of harassment, including sexual harassment, and will deal with such complaints promptly.

**Important considerations**

While there is no charge for participation in these trainings, participants are responsible for their own travel and accommodation expenses. We encourage you to make your arrangements at your earliest convenience.

Please note that UNDP will not assume responsibility for the following:

- Expenses with respect to travel insurance, accident insurance, medical bills and hospital fees incurred by participants in connection with their attendance at the workshop.
- Loss or damage to personal property while traveling or attending the workshop.

While staying in Thailand, participants are expected to respect the laws and regulations of the country. The organizers will not be responsible for legal support of any misconduct or illegal acts of meeting participants during their stay.

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