



Strategic Studies Center,
National Defence Studies Institute



Daniel K. Inoué Asia-Pacific
Center For Security Studies

Workshop 2

Strategic Thinking & Strategic Communication Exercise

Group - One Space



Our Team



Korn

Bank

Tuyluy

Piak

A Jum

Mon


Salma

Jeab

Todd

Agenda

- **Background and Phenomena**
- **Define of Problem Statement**
- **Impacts / Methodology [STEEP-M]**
- **Goal / Objectives**
(Supply/Demand/Management/Impact Mitigation)
- **Stakeholders / Agencies**
- **Strategic Communication**
- **Recommendation**


 Bangkok Post

High heat, drought to take toll on Thailand

Summer is expected to end by the middle of next month, while the impact of El Niño, including drought, is predicted to take its toll on...

Apr 22, 2566 BE




 Bangkok Post

Thailand at risk of drought as water demand outstrips supply

Thailand is at risk of water scarcity in the eastern region, where the government's flagship investment project Eastern Economic Corridor...

1 month ago



 Transcontinental Times

Thailand to be Affected by Heat and Drought

THAILAND: The Meteorological Department predicts that the summer will end by the middle of next month, but El Nio's effects will start to be...

Apr 22, 2566 BE



 ANN Asia News Network

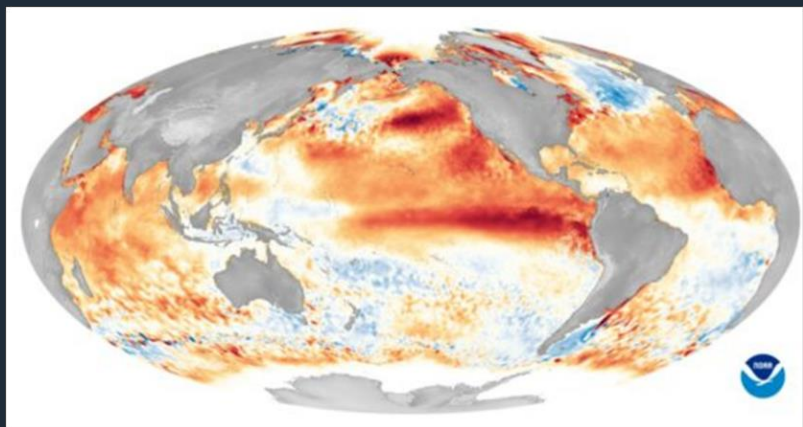
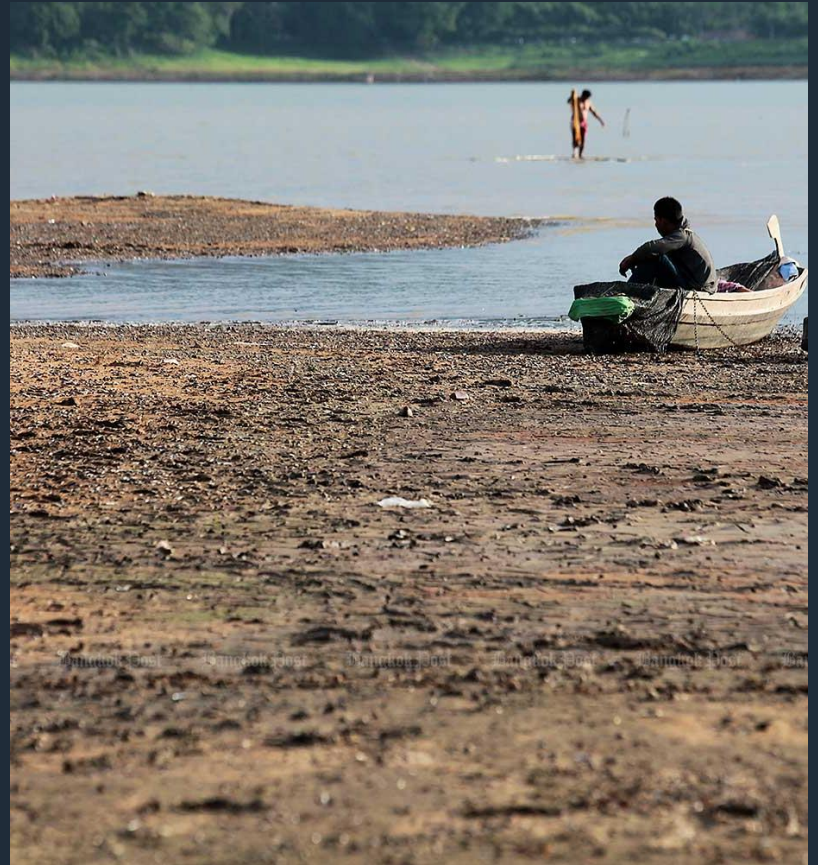
'Monster' Asian heatwave and arrival of El Niño signal severe drought crisis: Experts

BANGKOK – Thailand is susceptible to the effects of El Niño, which is forecast by the

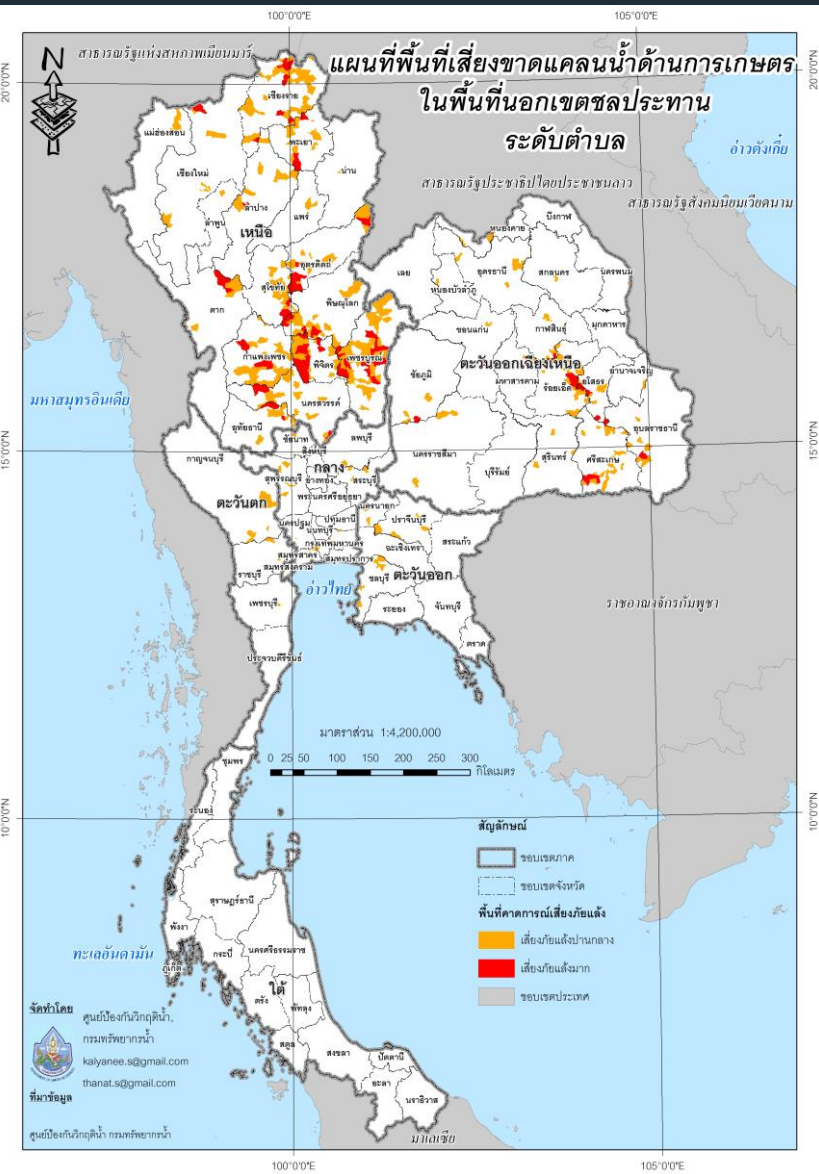


WHAT IS TODAY HEADLINES?

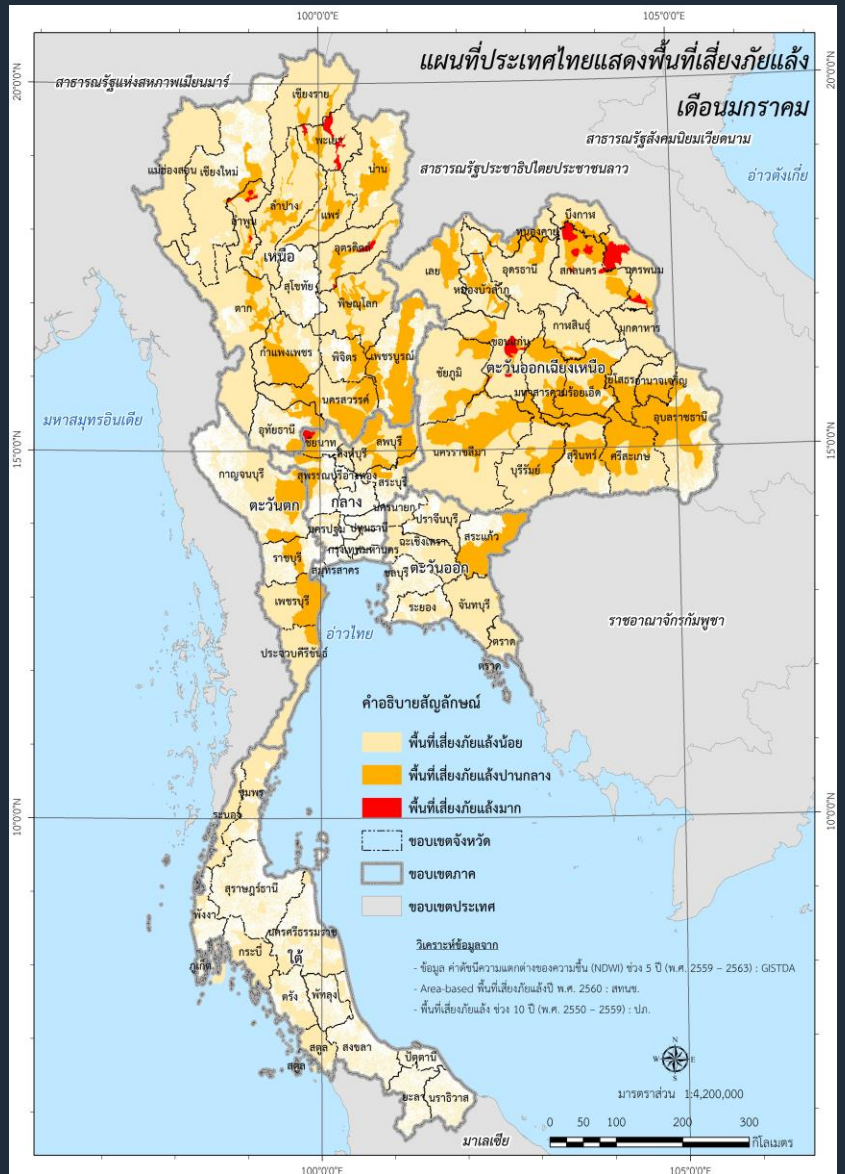
Thailand's worst drought crisis



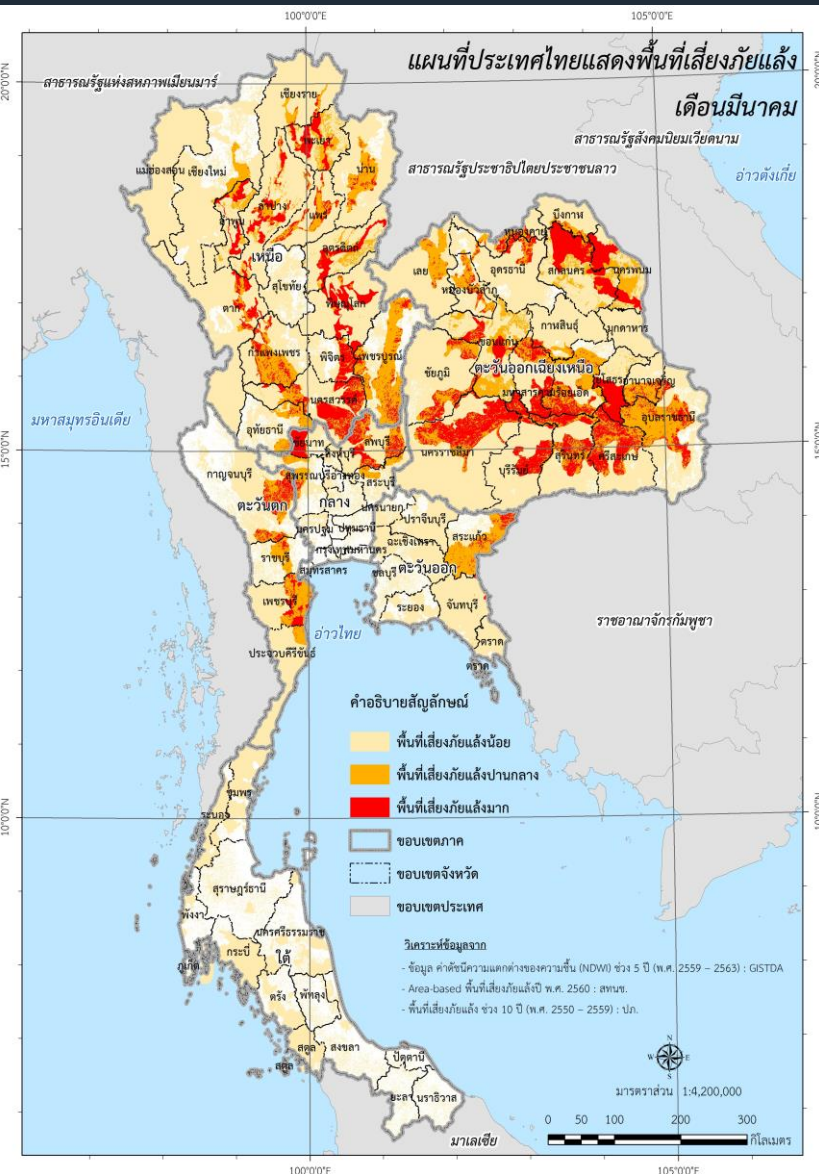
SUPER EL NIÑO EFFECT



OCT



JAN



MAR

STRATEGIC THINKING PROCESS

PROBLEM STATEMENTS

- DROUGHT IN 11 PROVINCES (AREA 8.5 M. RAI) → RICE CULTIVATION AREA AND INDUSTRIAL ZONE
- SHORTAGE OF WATER SUPPLY AND RESOURCES (RESERVOIRS AND GROUNDWATER)
- SALTWATER INTRUSION HARMS THE QUALITY OF GROUNDWATER IN LOWER PROVINCES

IMPACTS

STEEP-M

Social: Burden of poverty, food shortage, water shortage in agricultural, industrial, and household sectors, labor mobility, social problem, health and sanitary problem

Technology: Opportunity on water resource management and innovation

Economic: Economic slowdown (GDP decreasing, low income, export reduction),
Production base relocation

Environment: Heat / ambient temperature rising impact, the ecosystem damage,
salt water intrusion

Political: Labor movement, protests, and chaos

Military: Mobilization of manpower and equipment to provide assistance

The background features a repeating pattern of arrows pointing towards a central circular area. The arrows are arranged in a radial pattern, creating a sense of focus and direction. The colors are muted, consisting of various shades of brown, tan, and olive green.

**WHAT SHOULD BE THE
GOALS OF A STRATEGIC
PLAN TO RESPOND TO THE
THREAT?**



GOAL

“PROVISION OF SUFFICIENT **WATER RESOURCES FOR UTILIZATION IN 11 CENTRAL PROVINCES OF THAILAND TO MITIGATE **ECONOMICAL, SOCIAL, AND ENVIRONMENTAL IMPACTS** FROM EL NIÑO EFFECT BRINGING DROUGHT IN THE YEAR 2023-2026”**

What should be the goals of a strategic plan to respond to the threat?

| | Immediate Plan | Long Term Plan |
|---------------------------------|---|--|
| Increase Water Supply | <ul style="list-style-type: none"> • Acquiring water from other available reserve / supply • Provision of water supply through irrigation system • Improvement of water storage capacity in irrigation system and reservoirs | <ul style="list-style-type: none"> • New tech. in water reservation and production • Increase of forest area • Infrastructure improvement of water storage and supply system |
| Reduce Water Demand | <ul style="list-style-type: none"> • Promote water saving practices in water consumption • Encourage efficiently use of water in agricultural & industrial sectors • Water recycling from household, agricultural & industrial sectors | <ul style="list-style-type: none"> • Selection of less water dependent crops • Improvement of agricultural productivity with efficiently water use • Innovation of BCG in industrial sectors |
| Improve Water Management | <ul style="list-style-type: none"> • Allocation of water supply for all sectors • Interagency and community collaboration • Centralized command of effort / DR Center • Law enforcement on water utilization | <ul style="list-style-type: none"> • Revision of laws and regulation on water management • Revision of risk prone area and land use • Enquiring knowledge and innovation |
| Mitigation of Impacts | <ul style="list-style-type: none"> • Implementation of disaster relief and remedies package • Sanitation, disease control and prevention • Prevention of social division and resource scramble • Effective strategic communication plan | <ul style="list-style-type: none"> • Planning of rehabilitation program • Continuous budget allocation • International assistance and cooperation • Community engagement and support |

A collection of colorful wooden blocks, including purple, green, blue, red, yellow, pink, cyan, brown, orange, and light green, scattered on a wooden surface. A semi-transparent grey text box is overlaid in the center of the image.

WHO SHOULD BE PART OF THE **TASK FORCE?**
(STAKEHOLDER ANALYSIS)

STAKEHOLDERS (POLICY LEVEL)

**Office of
National Water
Resources of
Thailand (ONWR)**

**Ministry of
Interior**

**Ministry of
Natural
Resources and
Environment**

**Ministry of
Agriculture and
Cooperatives**

**Ministry of
Digital Economy
and Society**

**Ministry of
Energy**

**Ministry of
Education**

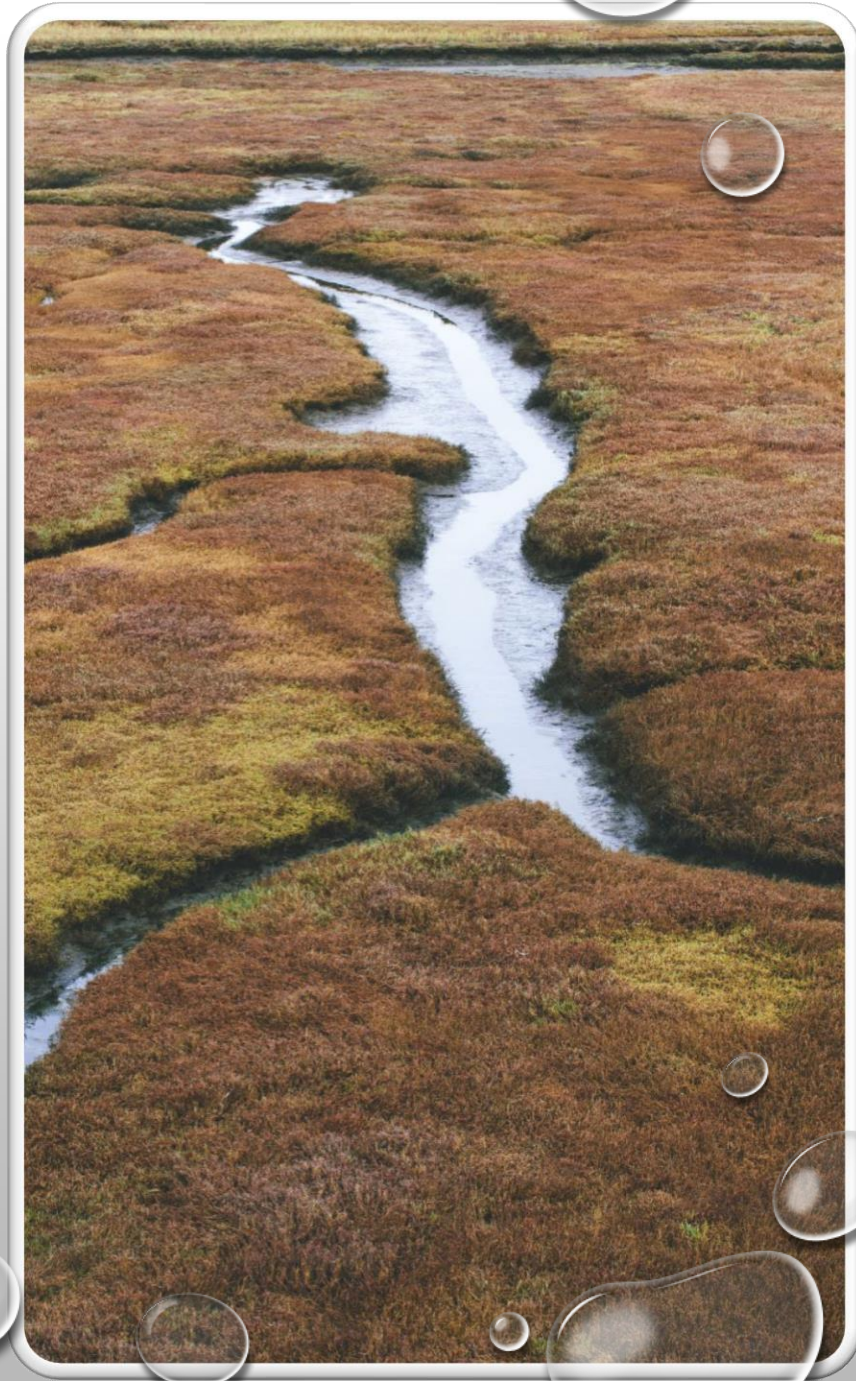
**Ministry of
Higher Education,
Science, Research
and Innovation**

**Ministry of
Defense**

**Ministry of
Public Health**

**Ministry of
Foreign Affairs**

**Ministry of
Commerce**



STAKEHOLDERS (REGIONAL LEVEL)

**Provincial
Offices**

**Royal Irrigation
Department**

**Department of
Water Resources**

**Department of
Groundwater
Resources**

**Metropolitan /
Provincial Water
Authority**

**Department of
Agricultural
Extension**

**Department of
Disaster
Prevention &
Mitigation**

**Office of Basic
Education
Commission**

**Department of
Learning
Encouragement**

**Department of
Disease Control**

**Armed Forces
Development
Command**

**Department of
Internal Trade**

STAKEHOLDERS (AREA LEVEL)

Provincial / Sub-district Administrative Organization

University / Academic Institutes

Military Circles / Provincial Disaster Prevention & Mitigation Offices

With support of NGOs, charities, business/private enterprises, and civil society
i.e., Royal Foundations, Charities, Temples etc.



The background features a light green gradient with several 3D-style speech bubbles in various shades of green. A semi-transparent grey rectangular box is positioned in the lower half of the image, containing white text.

**WHICH AGENCY SHOULD BE THE COMMUNICATIONS LEAD
AND IN WHAT WILL THEY SHARE INFORMATION?
(STRATEGIC COMMUNICATION)**

KEY MESSAGES



**ADDRESS
PROBLEM AND
FACT**



**MEASURES TO BE
TAKEN TO
MITIGATE THE
PROBLEM**



**RECOMMENDATION
FOR PEOPLE**



**ASSURANCE OF
PUBLIC
CONFIDENCE**



FUTURE PLAN



**SYNERGY FROM
ALL SECTORS**

COMMUNICATIONS STRATEGY TABLE TEMPLATE

| Purpose | Audience | Messages | Channels | Produces | Lead |
|--|--|--|---|--|---|
| Policy and recommendation formulation | PM and Cabinet members | El Nino problem solving guidelines | - ONWR meeting - Cabinet meeting | Master Plan | - ONWR. |
| Situation awareness & understanding among interagency | All relevant agencies | Missions and responsibilities of each agencies | - Meeting - Official document - Public orders/ Acts | Action Plan Cascade plan | - ONWR. - Emergency Task Forces |
| Awareness and Public info. for understanding and cooperation | - Citizen - Private sector - Public sector | Impact of problem and ways to solve problem | - Conference with local authorities - Social Media - Newspaper, Radio, TV | - Guideline for citizen - Daily press statement | - Department of Public Relation - Local administration |
| Communicate and inform of Gov. action plan and | - NGOs - IO - Foreign Gov. | Information on situation and domestic/ | - Conference - Diplomatic channel | Press Release | - Department of Public Relation - Ministry of |

PRESS STATEMENT

- THE ROYAL THAI GOVERNMENT (RTG) IS DEEPLY CONCERNED ABOUT THE CURRENT DROUGHT CRISIS AFFECTING THE COUNTRY. THE LACK OF RAINFALL DUE TO EL NIÑO PHENOMENON IN RECENT MONTHS HAS LED TO A SHORTAGE OF WATER SUPPLY AND DEPLETION OF WATER RESERVE IN MANY AREAS, PARTICULARLY IN THE 11 CENTRAL PROVINCES.
- IN RESPONSE TO THIS CRISIS, THE GOVERNMENT HAS IMPLEMENTED SEVERAL MEASURES TO MITIGATE ITS IMPACT. THESE INCLUDE THE ALLOCATION OF FUNDS FOR DROUGHT RELIEF, THE IMPLEMENTATION OF WATER CONSERVATION MEASURES, THE CONSTRUCTION OF ADDITIONAL WATER RESERVOIRS, AND THE DISTRIBUTION OF WATER THROUGH TANKER TRUCKS TO AFFECTED COMMUNITIES. WE ARE ALSO WORKING CLOSELY WITH LOCAL COMMUNITIES AND RELEVANT AGENCIES TO ENSURE THAT AFFECTED AREAS RECEIVE ADEQUATE SUPPORT.
- WE URGE ALL CITIZENS TO CONSERVE WATER AND USE IT WISELY DURING THIS DIFFICULT TIME. IT IS CRUCIAL THAT WE ALL WORK TOGETHER TO ENSURE THAT OUR WATER RESOURCES ARE USED EFFICIENTLY AND EFFECTIVELY.
- WE CAN ASSURE YOU THAT WE ARE DOING EVERYTHING IN OUR POWER TO MITIGATE THE IMPACT OF THE DROUGHT CRISIS. WE REMAIN COMMITTED TO WORKING TOGETHER WITH ALL STAKEHOLDERS TO FIND SUSTAINABLE SOLUTIONS TO THIS PRESSING ISSUE.

RECOMMENDATION

PLANNING FOR LONG-TERM SOLUTIONS

- DEVELOPMENT OF TECHNOLOGY AND INNOVATION
- POLICY & REGULATION REFORM AND MASTER PLAN REVISION
- IMPROVEMENT IN WATER STORAGE & SUPPLY INFRASTRUCTURE
- IRRIGATION SYSTEM MANAGEMENT
- PROMOTION OF BCG ECONOMY
- DIVERSIFIED HOUSEHOLD LIVELIHOOD (NEW NORMAL ENVIRONMENT)



QUESTION?



THANK YOU

