

# Lasting Laos: Local Sustainability Certification



Pioneering Sustainability Certification in Laos

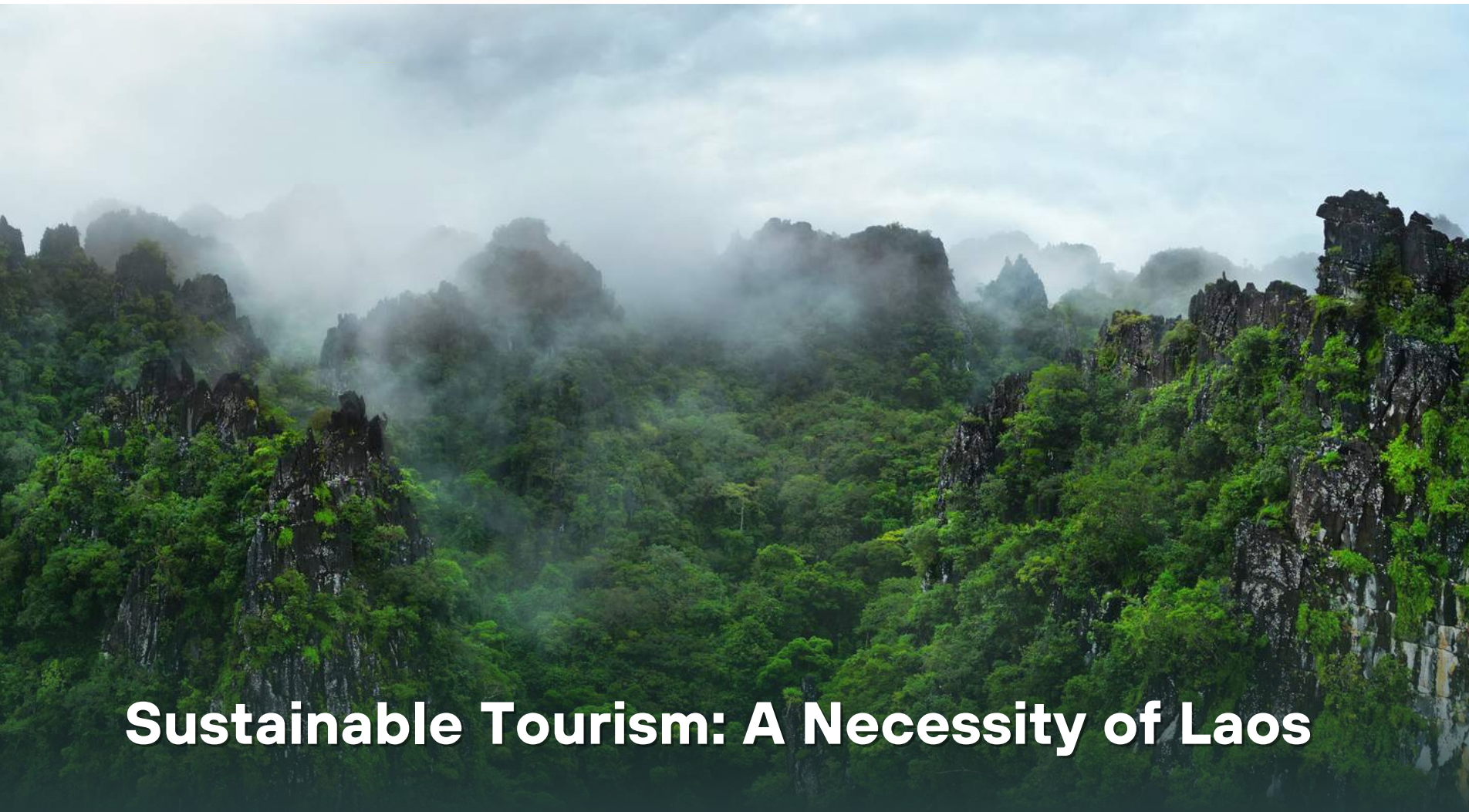
ITB Berlin 2024

PRESENTED BY

Souphaphone Khamsennam, LNCCI



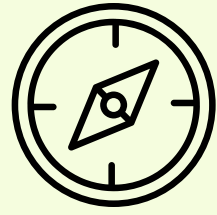
# Establishing Sustainability Certification in Laos



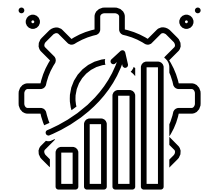
**Sustainable Tourism: A Necessity of Laos**



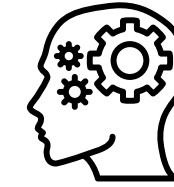
**Challenges for Micro-Tourism Companies**



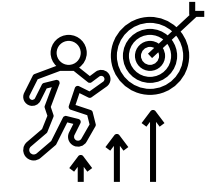
# Navigating Challenges



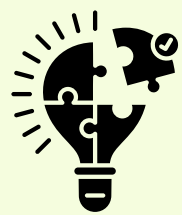
Building LNCCI's  
Capacity



Strengthening  
Entrepreneurial  
Understanding of  
Sustainability



Motivating  
Businesses to  
Pursue  
Certification



# Crafting Solutions



Capacity  
Building for  
Sustainability  
Leadership



Elevating  
Sustainability  
Knowledge Among  
Entrepreneurs



Incentivizing  
Sustainable  
Certification  
Adoption

# What We've Learned So Far

Lessons from Our Journey and the Impact on Companies, Tourism, and Our Planet



## **Everyone Needs to Understand Why**

Awareness Drives Action

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## **The Power of Support and Incentives**

Motivation through Recognition

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## **Collaboration is Key**

Strength in Unity

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## **Incremental Changes Lead to Major Impact**

Small Steps, Big Changes

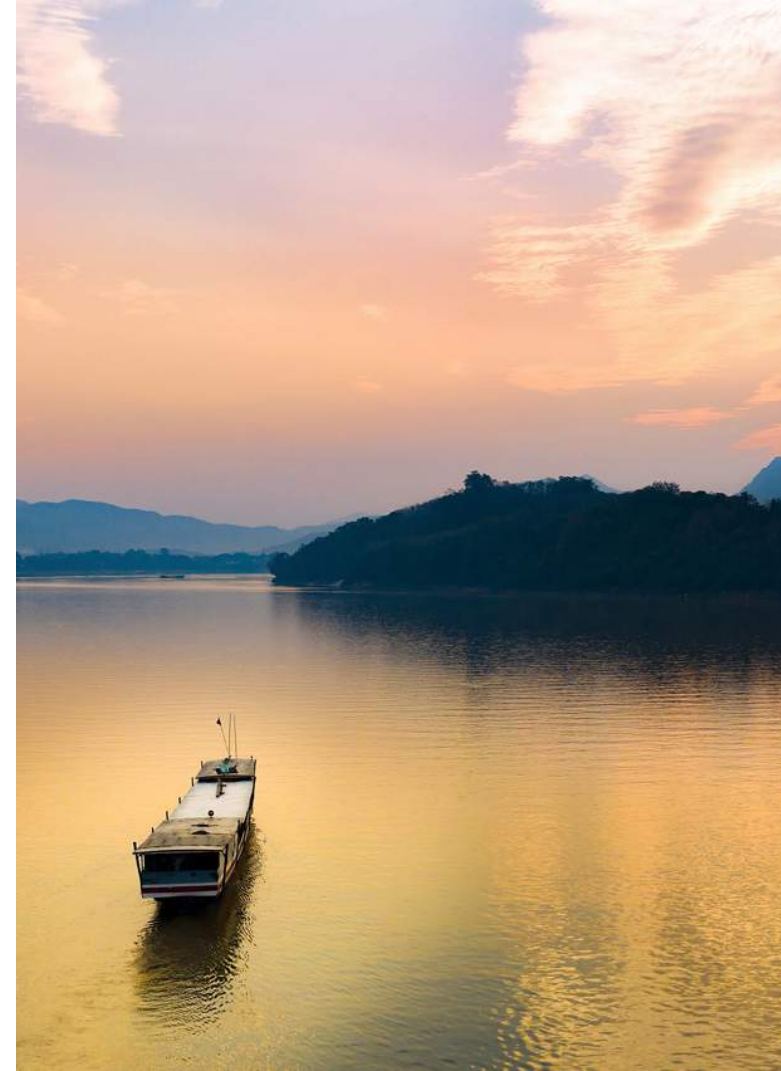
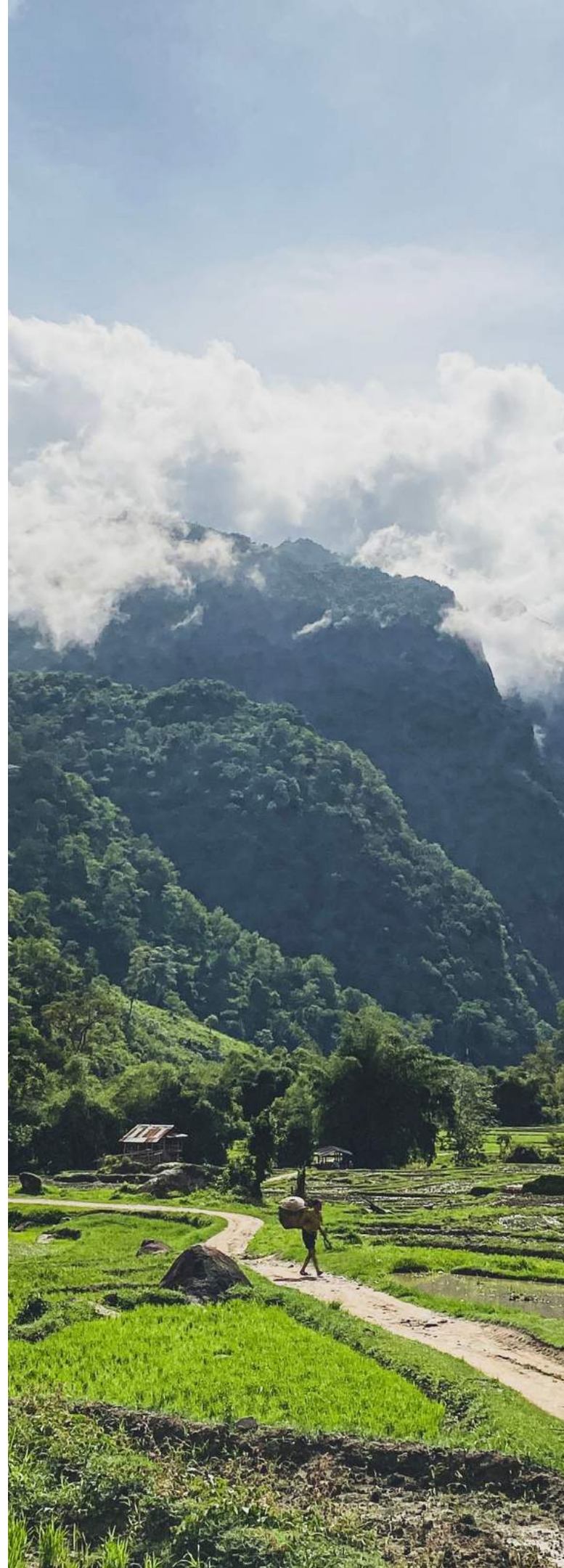
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# Future Directions & Joining Forces

The Road Ahead for Lasting Laos

SUSTOUR LAOS PROJECT





# Together Towards a Sustainable Future

Thank You for Joining Us on This Journey