

Samui Elephant Home – Sustainability Public Report 2025

Introduction

Samui Namuang Travel & Tour Co., Ltd. is committed to transparent and measurable sustainability performance across animal welfare, environment, community support, and employee engagement.

This public report summarises our 2025 sustainability achievements, challenges, and progress toward long-term commitments.

Mission & Vision

Mission Statement:

“We are committed to ethical elephant care, community empowerment, and environmental conservation, creating meaningful travel experiences that support sustainable tourism on Koh Samui.”

Vision:

“To become a leading model in ethical elephant tourism in Thailand, inspiring a generation of responsible travelers while restoring nature and supporting local communities.”

Sustainability Objectives

- Ensure world-class elephant welfare and ethical experiences
- Promote hands-on environmental conservation through reforestation and circular initiatives
- Strengthen local economic and cultural resilience, supporting community crafts and coconut heritage
- Reduce environmental footprint through renewable energy, waste reduction, and smart resource use
- Empower staff and guests with education and participation in sustainability efforts

1. Animal Welfare & Education Impact

Education & Awareness Programs

Activity	Result 2025
School Visits & Educational Tours	89 students joined elephant conservation learning programs
Elephant Museum Visitors	504 participants joined elephant knowledge workshops
Seed Bomb Workshops for Guests & Students	750 seed balls made & distributed into forest



Impact: Improving awareness on ethical elephant tourism & conservation among youth and travelers

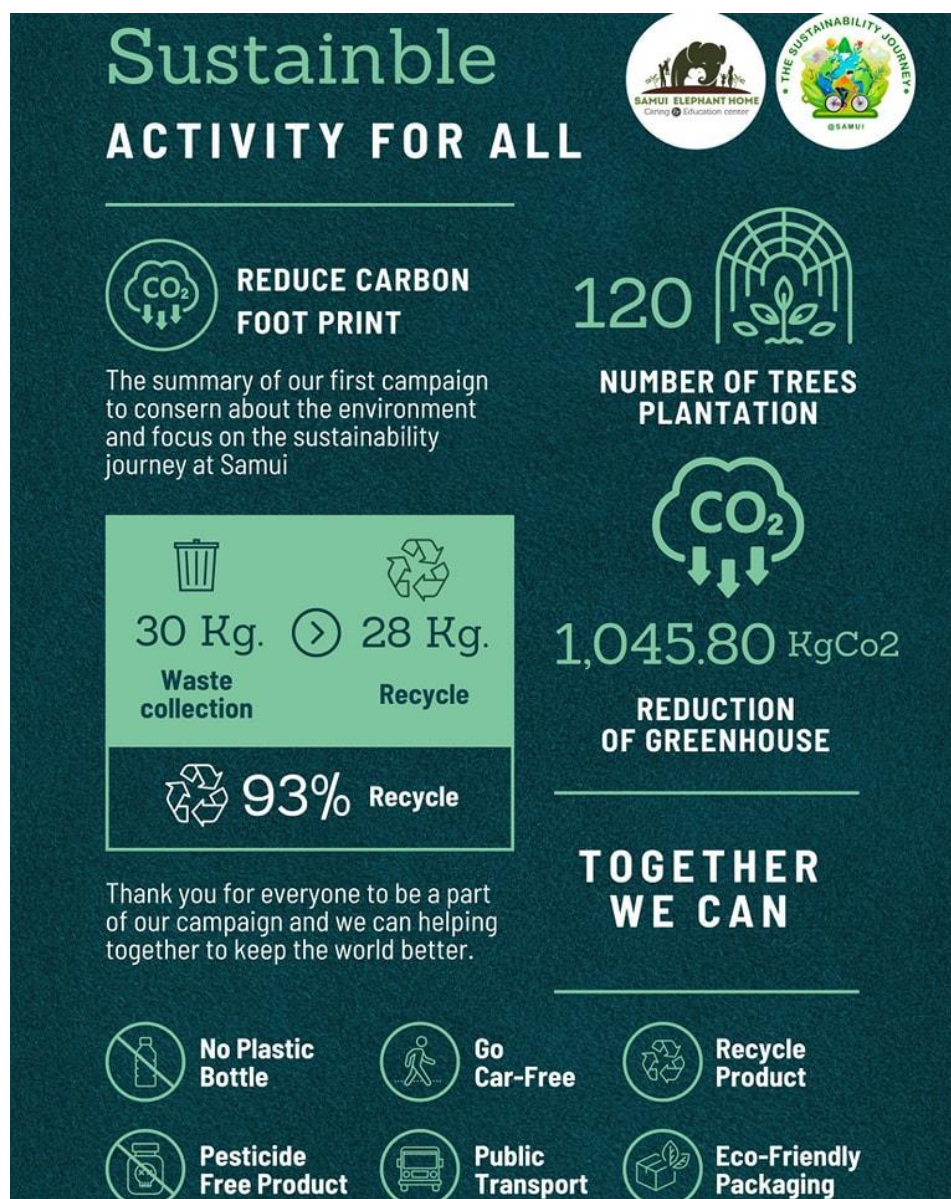
การเข้าเยี่ยมชมพิพิธภัณฑ์ช้าง Samui Elephant Home

ลำดับที่	วันที่	หน่วยงาน	จำนวน (คน)	รายละเอียด	ผู้ประสานงาน	เบอร์ติดต่อ	หมายเหตุ
1	26/03/25	Lamai International School	19	ทำกิจกรรมปั้นอาหาร เขียมชม Museum	Yada Klinsanit	083-8218983	Year 1
2	02/07/25	Lamai International School	15	ทำกิจกรรมปั้นกระสุน เขียมชม Museum	Yada Klinsanit	083-8218983	Year 1
3	07/07/25	Lamai International School	16	ทำกิจกรรมปั้นอาหาร เขียมชม Museum	Yada Klinsanit	083-8218983	Year 2
4	09/07/25	Lamai International School	19	ทำกิจกรรมปั้นกระสุน เขียมชม Museum	Yada Klinsanit	083-8218983	Year 3
5	10/07/25	Lamai International School	16	ทำกิจกรรมปั้นอาหาร เขียมชม Museum	Yada Klinsanit	083-8218983	Year 2
6	16/11/25	ททท. สำนักงานเกาะสมุย	4	เข้าเขียมชม Museum	คุณจุ๊ป	088-7684017	รอง ผอ. ททท. สมุย

2. Environmental Conservation & Climate Action

Reforestation & Habitat Restoration

Activity	2025 Result	Environmental Impact
Tree Planting Campaign	400 trees planted	Equivalent to approx. 3,480 KG of CO₂
Seed Bomb Reforestation	Approximately 750 seed bombs thrown into elephant forest	Native species recovery & increase biodiversity

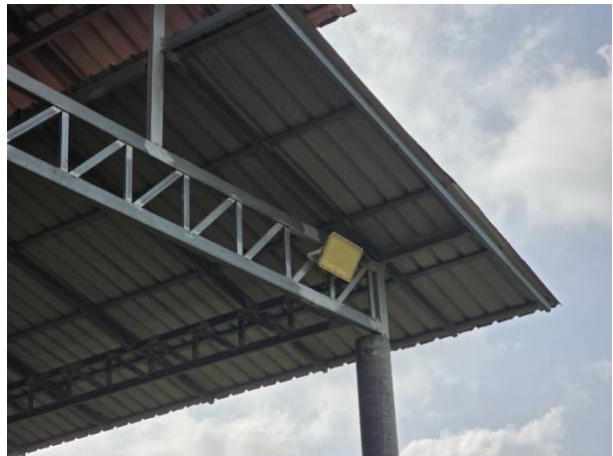


Summary of the first activities campaign on 2025



Renewable Energy Transition

Initiative	Status 2025
Solar Cell Installation in Outdoor Areas	Installed & operating – reduces electricity consumption from grid by approx. 4,475 kWh/year
LED Lighting in Facilities	100% complete
AC Hour Reduction & Timer Control	Operating from 10.30 am – 4.30 pm



3. Waste & Resource Reduction

Action	Result 2025
Elimination of Single-Use Plastics (staff)	100% employees switched to refillable glass bottles
Refill Water Stations	Installed in staff + guest zones
Paper Reduction Policy	Default double-sided print, SCG Green Choice certified paper
Waste Sorting & Recycling Station	2 Tons recyclable waste diverted from landfill



ข้อมูลการบริจาคขยะที่ Waste Station Samui Elephant Home (Monthly Data of Waste)

	Plastic										Bottle						Paper				Can				Steel				Total	
	ขวดน้ำ (PET)		อื่นๆ		สี		รวม		สีใส		สีเขียว		สีชา		แก้วแตก		รวม		กระดาษลังกระดาษขึ้นฉลุมีเนย		ลังกะสี									
	Month	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท	Kg.	บาท			
January	14	84	2	8	1	2	0	0	0	0	0	0	0	0	7	3	0	0	41	61	0	0	0	0	1	6	0	0	66	164
February	71.5	429	11	44	4	8	0	0	0	0	85	42.5	0	0	0	0	0	0	10	15	0	0	2	60	0	0	0	0	183.5	598.5
March	15	90	0	0	1	2	0	0	3	1.5	0	0	0	0	0	0	0	0	12	24	0	0	5	150	0	0	0	0	36	267.5
April	14.5	87	0	0	5	10	3	12	23	11.5	0	0	0	0	0	0	0	0	60	120	13.5	13.5	0.5	12.5	5	5	0	0	124.5	271.5
May	20	120	0	0	0	0	5	20	25	12.5	0	0	0	0	0	0	0	0	45	90	2	2	2	50	0	0	0	0	99	294.5
June	129	645	13.5	54	12	24	0	0	0	0	207.5	103.8	0	0	0	0	0	0	65.5	65.5	43.5	21.75	19	570	0	0	0	0	490	1484
July	50	200	9	36	0	0	4	8	60	30	0	0	0	0	0	0	0	0	70	70	30	15	0	0	4	4	0	0	227	363
August	0	0	25	125	13	26	0	0	51	204	104	52	0	0	0	0	0	0	121	121	10	5	6	180	5	5	0	0	335	718
September	10	40	20	100	5	10	0	0	15	7.5	0	0	0	0	0	0	0	0	130	130	0	0	1	30	10	10	0	0	191	327.5
October	80	320	10	50	0	0	3	6	50	25	0	0	0	0	2	1	0	0	90	90	0	0	10	300	5	5	0	0	250	797
November																													0	0
December																													0	0
Total	404	2015	90.5	417	41	82	15	46	227	292	396.5	198.3	0	0	9	4	0	0	644.5	786.5	99	57.25	45.5	1353	30	35	0	0	2002	5286

Monthly data from waste sorting

4. Community & Social Impact

Initiative	Result
Community-Supported Products	Partnership with 4 villages / local suppliers
Local Craft & Coconut Culture Promotion	1,346 visitors supported community income through souvenir & experience spending



Key Performance Highlights (Summary of 2025)

Category	KPI	Result 2025
Elephant Welfare	0 cases of harmful interaction, daily welfare logs recorded	Achieved
Environmental Action	400 trees planted, 750 seed bombs distributed	CO ₂ reduction approx. 3,480 kg
Renewable Energy	Solar system generating 12,475 kWh/year	35% reduction in outdoor electricity demand
Waste Reduction	2 tons of recyclable waste diverted	100% staff no single-use plastic
Community Support	1,346 visitors supported local crafts	4 active village partners
Education Impact	89 students joined school programs	2 workshop participants

Challenges Faced in 2025

During 2025, the following challenges were identified:

1. Climate Impact on Tree Growth
 - Unusual rainfall and dry weeks caused slower sapling survival.
 - More watering volunteers and protective shading were added.
2. Increasing Elephant Food Cost
 - Market price of bananas and grass increased.
 - The team responded by planting more napier grass internally.
3. Visitor Awareness Gaps
 - Some guests were not familiar with ethical elephant tourism practices.
 - Solution: Pre-arrival briefing, improved signage in feeding areas.
4. Waste Sorting Discipline
 - Early months showed mixed waste issues.
 - Daily staff rotation was introduced to oversee proper waste separation.

These challenges helped the team improve operations and will inform the goals for 2026.

Future Sustainability Plan (2026–2027)

A. Elephant Welfare & Education

- Expand elephant museum curriculum with new sections on forest ecology
- Add elephant behavior monitoring system (digital logs)
- Target: train 100% of staff in animal welfare advanced training by Q3/2026
- Introduce volunteer conservation program for youth groups

B. Environmental Conservation

Tree Planting

- Target: 600–800 trees planted annually
- Expand reforestation area at our local Forest Zone
- Partner with local schools to create “Adopt a Tree Program”

Seed Bomb & Dung Composting

- Increase to 2,000 seed bombs/year
- Produce compost from 100% elephant dung waste to use in SEH vegetable garden

Renewable Energy

- Install solar panels at the elephant shelter zone + staff dining area
- Estimated additional reduction: +7,000 kWh/year

C. Waste & Resource Management

- “Zero Single-Use Plastic Camp” declaration (expand to guests)
- Improve data collection for recycling; goal: divert 4 tons from landfill
- Introduce eco-friendly packaging only for all vendors

D. Community Engagement

- Partner with 5 additional local craft families
- Target: 50% increase in community income from tourism flows

Closing Statement

“2025 was a year of strong progress for Samui Elephant Home.

We are proud of our environmental and community achievements and remain committed to continuous improvement.

Our vision for 2026–2027 is to deepen conservation work, expand renewable energy adoption, support more local communities, and lead by example in ethical animal tourism.”