Abstract

Telecom industry is one the fastest growing industries in South Asia and Southeast Asia, especially in Bangladesh and Thailand. The industry itself is seeing an increase in energy consumption at around 10% annually, and an increase in greenhouse gas (GHG) emissions as a result. Therefore, this study is looking to answer a major research question of what are the main challenges for the telecom industry to reach their climate target and the GHG emissions reduction target in Thailand and Bangladesh? and how to overcome these challenges?

To answer this question, document analysis is used to assess the existing government policies and development plans, in order to find out how the legal mechanism supports the industry players in the energy transition. Additionally, semi-structured interviews were conducted with key informants to get their stakeholder perspectives on the challenges and opportunities for the energy transition.

The finding revealed that formal mechanisms are well established but are not very up-to-date with the current energy trend, while the real implementation of these policies is still very slow for both countries. Moreover, the finding presented eleven challenges that hinder the energy transition, while some solutions to overcome these challenges have already been identified along with some policy recommendations.

Furthermore, stakeholder theory is employed in this study as a means to develop a shared value for a joint purpose framework toward an energy transition and GHG emission reduction in Thailand and Bangladesh. The framework illustrates a strong contrast between Thailand and Bangladesh. Whereas, a business case for sustainability concept is deployed to build a case study on Telenor's operations in Bangladesh and Thailand.