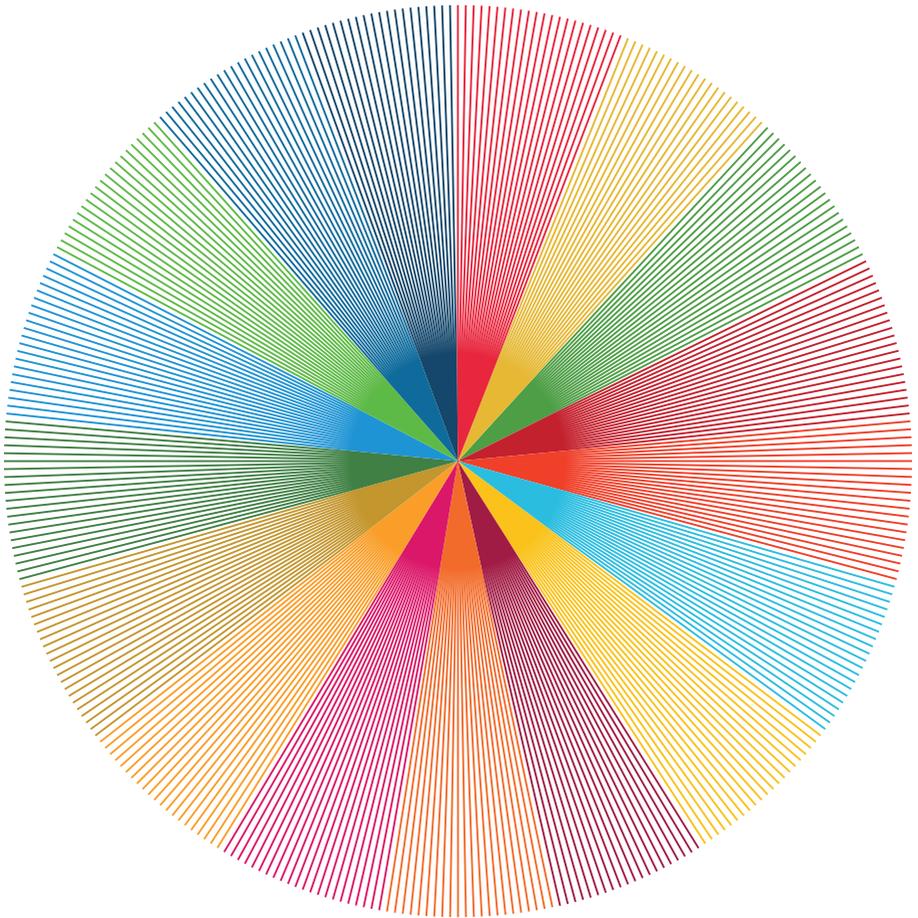


A PRACTICAL APPROACH TOWARD SUSTAINABLE DEVELOPMENT



THAILAND'S SUFFICIENCY ECONOMY PHILOSOPHY



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SUSTAINABLE
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TABLE OF CONTENTS

4	Foreword	32	Goal 9: Industry, Innovation and Infrastructure TRANSFORMING INDUSTRY THROUGH CREATIVITY
6	SEP at a Glance	34	Goal 10: Reduced Inequalities A PEOPLE-CENTERED APPROACH TO EQUALITY
8	An Introduction to the Sufficiency Economy Philosophy	36	Goal 11: Sustainable Cities and Communities SMARTER, MORE INCLUSIVE URBAN DEVELOPMENT
16	Goal 1: No Poverty THE SEP STRATEGY FOR ERADICATING POVERTY	38	Goal 12: Responsible Consumption and Production SEP ADVOCATES ETHICAL, EFFICIENT USE OF RESOURCES
18	Goal 2: Zero Hunger SEP PROMOTES FOOD SECURITY FROM THE ROOTS UP	40	Goal 13: Climate Action INSPIRING SINCERE ACTION ON CLIMATE CHANGE
20	Goal 3: Good Health and Well-being AN INCLUSIVE, HOLISTIC APPROACH TO HEALTHCARE	42	Goal 14: Life Below Water BALANCED MANAGEMENT OF MARINE RESOURCES
22	Goal 4: Quality Education INSTILLING A SUSTAINABILITY MINDSET	44	Goal 15: Life on Land SEP ENCOURAGES LIVING IN HARMONY WITH NATURE
24	Goal 5: Gender Equality AN EGALITARIAN APPROACH TO EMPOWERMENT	46	Goal 16: Peace, Justice and Strong Institutions A SOCIETY BASED ON VIRTUE AND INTEGRITY
26	Goal 6: Clean Water and Sanitation A SOLUTION TO THE CHALLENGE OF WATER SECURITY	48	Goal 17: Partnerships for the Goals FORGING SEP FOR SDG PARTNERSHIPS
28	Goal 7: Affordable and Clean Energy EMBRACING ALTERNATIVE ENERGY SOLUTIONS	50	Directory
30	Goal 8: Decent Work and Economic Growth SEP BUILDS A BETTER WORKFORCE		

FOREWORD

In September 2015, the Member States of the United Nations adopted the 2030 Agenda for Sustainable Development, comprising 17 Sustainable Development Goals (SDGs) and 169 targets – in other words, new benchmarks against which global development and sustainability will be measured for the next 15 years.

Implementation of the 2030 Agenda continues our common journey to realize collective progress and prosperity through sustainability. It is a journey in which no country and no one is to be left behind. Crucially underpinning our efforts, therefore, is the partnership for sustainable development.

For some time now, Thailand has been building bridges for South-South cooperation while fostering North-South partnerships through thousands of technical cooperation programs with over 129 countries and many regions running the gamut from trade and investment to tourism to pandemic prevention. In short, Thailand takes a collaborative approach to global partnership and cooperation, one that is inclusive, recipient-driven and mutually reinforcing.

This publication represents Thailand’s continued commitment to advancing development cooperation through the sharing of expertise and best practices. Through these pages, the reader is encouraged to explore Thailand’s development experiences aimed at achieving sustainable growth and development, from the vantage point of both the successes and the challenges. By design, the book presents quick snapshots, and can serve as a handy reference of Thailand’s journey toward sustainable development, as guided by the Sufficiency Economy Philosophy (SEP), with each chapter corresponding to specific goals.

Conceived over 40 years ago, SEP forms the central thrust of His Majesty King Bhumibol Adulyadej’s working precepts: having a mindset attuned to moderation; giving importance to reason;

resilience against external shocks; and collective prosperity through strengthening communities from within.

Since the 1997 Financial Crisis, SEP has been a key guiding principle of Thailand’s sustainable development efforts. It has been incorporated into our National Economic and Social Development Plans and major national plans and policies, including Thailand’s 4.0 vision and 20-year National Strategy Plan. Numerous studies have shown empirically that the application of SEP principles has served to strengthen the well-being of businesses, people and communities. SEP is not, however, a one-size-fits-all model. Its strength lies in its malleability, for it can be adapted to suit individuals’ needs as well as applied to countries at all levels of development.

It is hoped that, by portraying Thailand’s SEP-led development experiences, this book will also shed light on how SEP can be a means to realizing the SDGs. Ultimately, however, my hope for this book is that it will inspire the creation of “SEP for SDG Partnerships,” whereby peoples and countries the world over learn about and adapt Thailand’s best practices under SEP to suit their particular development needs. This is Thailand’s contribution to the global effort to attain the SDGs by the year 2030 and, in this respect, the Royal Thai Government, through the Ministry of Foreign Affairs, stands ready to continue to promote the exchange of SEP-related technical cooperation with other interested countries and entities as a partner for development.



Don Pramudwinai
Minister of Foreign Affairs
of the Kingdom of Thailand

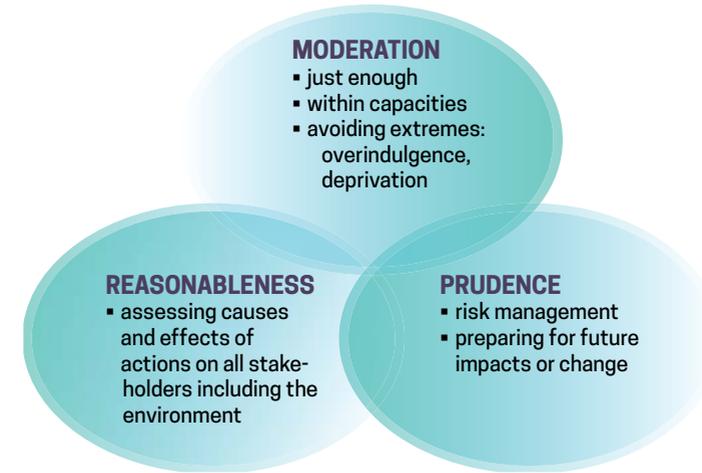
SEP at a Glance

The Sufficiency Economy Philosophy (SEP) is a **decision-making framework** that can guide us in living sustainably, **using both knowledge and virtues**. SEP is based on the principles of **moderation, reasonableness and prudence**. They translate into appropriate ways to solve problems or take action in different situations.

SEP stresses balance in the use of **economic, social, environmental and cultural capital**, while underlining the importance of preparedness in dealing with changes in these four dimensions. **Progress with balance promotes stability and, ultimately, provides a basis for sustainability**. That can be as true for national development programs as for our own agenda in life.

How does SEP get us to “sustainability”?

We make sure that our decision-making is in line with three basic principles:



We use SEP in making decisions, according to our knowledge and virtues:



We aim, as a result of our decisions, to mark **progress toward sustainability with balance** in the four dimensions of life:

PROGRESS WITH BALANCE IN LIFE'S FOUR DIMENSIONS



AN INTRODUCTION TO THE SUFFICIENCY ECONOMY PHILOSOPHY

To achieve the ambitious Sustainable Development Goals (SDGs), the global population needs to experience a paradigm shift that transforms mindsets across the board, refocusing collective efforts on safeguarding our planet's health and longevity, and prioritizing sustainability over short-term benefits. The good news is that the "will to act" already exists. We see it in the proliferation of sustainability-conscious grassroots movements and like-minded government and business initiatives.

Thailand has its own unique framework for sustainable development. It is called the Sufficiency Economy Philosophy (SEP) and it is based on more than four decades of development work, insight and observations by His Majesty King Bhumibol Adulyadej. While the philosophy was conceived by the king in the mid-1970s, it was formalized in the wake of the 1997 Asian Financial Crisis and has since become the nation's guiding spirit.

From the beginning, sustainability has been at the very heart of SEP, which is one reason it is now considered to have universal relevance and wide applications. Many of the principles underpinning SEP actually evolved from efforts to deal with issues of sustainability in Thailand – from water, forest and soil management to addressing concerns like poverty, hunger and universal healthcare. In the global context, these challenges resonate in developing countries where it can be difficult to balance economic progress, environmental protection and human needs.

Resources

- **"Sufficiency Thinking: Thailand's Gift to an Unsustainable World,"** editors: Gayle C. Avery and Harald Bergsteiner, 2016
- **"Thailand's Sustainable Development Sourcebook,"** published by EDM Books, 2015

It is important to note that SEP does not urge for a return to the past, or for people to give up all their creature comforts, or for development that denies growth or free market mechanisms. It is not anti-globalization, anti-capitalism or insular. The philosophy recommends simply that individuals, businesses and state agencies act virtuously and within their means, making informed and evidence-based decisions that take into account any and all potential repercussions. It also encourages transparency, integrity and good governance.

In 1998 the king elaborated on the importance of moderation as a cornerstone of SEP: "Sufficiency is moderation. If one is moderate in one's desires, one will have less craving. If one has less craving, one will take less advantage of others. If all nations hold this concept without being extreme or insatiable in one's desires, the world will be a happier place."

These days, developing a "moderation mindset" is of paramount importance given the world's increasingly stretched resources. SEP advocates finding the middle ground between necessity and luxury, self-deprivation and over-indulgence, tradition and modernization, as well as self-reliance and dependency. Across the globe, from now until 2030, moderation in all facets of life will be crucial to achieving key SDG targets such as less wasteful consumption and production patterns, the curbing of fossil fuel usage, and the sustainable management of marine and terrestrial ecosystems.

2030 Agenda for Sustainable Development

The 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development were adopted by world leaders in September 2015. Over the next fourteen years, with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

The SDGs build on the success of the Millennium Development Goals and aim to go further to end all forms of poverty. The new Goals are unique in that they call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection and job opportunities, while tackling climate change and environmental protection.

The Sustainable Development Goals are as follows:

1. End poverty in all its forms everywhere.
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
3. Ensure healthy lives and promote well-being for all at all ages.
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
5. Achieve gender equality and empower all women and girls.
6. Ensure availability and sustainable management of water and sanitation for all.
7. Ensure access to affordable, reliable, sustainable and clean energy for all.
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
10. Reduce inequality within and among countries.
11. Make cities and human settlements inclusive, safe, resilient and sustainable.
12. Ensure sustainable consumption and production patterns.
13. Take urgent action to combat climate change and its impacts.
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development.
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.

The second pillar of SEP is reasonableness, whereby we are asked to take into consideration the impact our actions and decisions may have both on others and the world around us. In the context of sustainable development, it is easy to see how even small individual decisions we make each day, like littering or putting our garbage into a proper container, are reasonable or not, because they either solve or create problems. But the same can be said of high-level policies formulated by companies or governments, who ultimately make decisions that impact sustainability on a much larger scale. Within the 2030 Agenda for Sustainable Development, reasonableness has numerous practical applications in combatting climate change, promoting equality and justice, developing clean energy sources and cutting down on pollution.

Another intrinsic part of the philosophy is prudence, which is all about assessing potential risks, working methodically, achieving a level of competence and self-reliance before proceeding further, and taking care not to overreach one's capabilities. The kind of risk management advocated by the third pillar of SEP applies almost across the board on global issues of significance including health, food, water and energy security.

“

Development of the nation must be carried out in stages, starting with the laying of the foundation by ensuring the majority of the people have their basic necessities through the use of economical means and equipment in accordance with theoretical principles. Once a reasonably firm foundation has been laid and is in effect, higher levels of economic growth and development should be promoted. If we were to concentrate only on fast economic progress without allowing the plan of operation to harmonize with the conditions of the country and people, an imbalance in various aspects would be caused and may bring about failure in the end.

”

– H.M. King Bhumibol Adulyadej,
The Royal Speech given to the graduates
of Kasetsart University, July 1974

In broader terms, SEP's focus on promoting human development through a people-centered approach is very much in line with the 2030 Sustainable Development Agenda. With a commitment to "Leave No One Behind," both SEP and the SDGs advocate taking a multi-stakeholder approach that involves all relevant actors, including communities and people directly impacted by decision-making. Additionally, SEP places particular emphasis on cultivating sustainability mindsets in our younger generation, who will be tasked with safeguarding the planet. A unique aspect of SEP is that it also takes into account the value of local wisdom, culture and heritage and how these features can serve as key assets in addressing localized development challenges.

Perhaps SEP's greatest strength is how it can be applied to so many different areas of life, and by extension, to so many different Sustainable Development Goals. It is equally valid when it comes to facing such contemporary quandaries as the worrying rise of household debt, or when trying to surmount the difficulties faced by big businesses where growth and increasing profits are always priorities.

In Thailand, numerous businesses, communities, civil society organizations and individuals have improved their ability to contribute toward sustainability by following the principles of SEP. The philosophy has also been successfully integrated into the constitution and the working plans of virtually every government agency.

SEP's principles have formed the basis of Thailand's 5-year Economic and

Resources
▪ **"Sufficiency
Economy Philosophy
and Development"**,
by Chaiyawat
Wibulswadi, Priyanut
Dharmapiya and
Kobsak Pootrakool,
2016

“

[His Majesty's] Sufficiency Economy Philosophy emphasizing moderation, responsible consumption, and resilience to external shocks is of great relevance worldwide during these times of rapid globalization. It reinforces the United Nations' efforts to promote a people-centered and sustainable path of development.

”

– **Kofi Annan**,
former United Nations Secretary-General,
May 2006

“

A philosophical framework like the one Thailand has... gives a country a sense of direction and it helps the country reinvigorate itself, redirect itself. And it is only around a philosophical framework that you can begin to put together a national plan of action, a framework for implementation. Because without a philosophical framework...you're working blind.

”

– **Macharia Kamau**,
Ambassador and Permanent Representative of the Republic of Kenya to the United Nations, Co-Chair of the Open Working Group on the Sustainable Development Goals, and Co-Facilitator on the Intergovernmental Negotiations for the Post-2015 Development Agenda, June 2016

“

Thailand's sufficiency economy aims to nurture development in a balanced way, with respect for people and respect for nature while offering empowerment and livelihoods...

”

– **Dr. Shamshad Akhtar**,
Under-Secretary-General of the United Nations and Executive Secretary of ESCAP, May 2015

Social Development Plans since 2002, as well as the upcoming 20-year National Strategy Plan, which is aimed at addressing sustainable development issues in the kingdom. Referred to as the “6-6-4 plan,” it consists of six areas of focus, six primary strategies, and four supporting strategies, all of which are geared toward furthering the 2030 Agenda for Sustainable Development.

Thailand 4.0, which is an economic model based on creativity, innovation and high-level services, reflects SEP's focus on preparing for the future and is designed to transform the kingdom into a valued-based economy by reforming its most important existing industries (automotive, electronics, medical and wellness tourism, agriculture, biotechnology, and food), scaling up the development of new sectors such as robotics, digital, aviation, logistics, biofuels and biochemicals, and solidifying Thailand as a medical hub.

We firmly believe that SEP can be applied in other nations to address their own unique sustainable development challenges. In fact, Thailand has collaborated with a number of countries on the implementation of successful SEP-based projects on their soil, and is actively pursuing other such partnerships. This booklet will hopefully provide a deeper understanding of how SEP can be applied as a comprehensive, practical solution to a wide range of sustainable development challenges and how it can be utilized to achieve all targets outlined by the 17 SDGs.



THE SEP STRATEGY FOR ERADICATING POVERTY

1

Alleviating hardship among the poor and vulnerable has always been a central goal of SEP. By promoting knowledge, moderation and prudent decision-making, the philosophy can enable individuals and communities to become more self-reliant and resilient in the face of the shifting and unpredictable fortunes of a globalized world.

The successful application of SEP toward the reduction of poverty has yielded a number of flagship projects in Thailand. The country's most well-known sustainable alternative livelihood initiative is the Doi Tung Development Project (DTDP) in the northern highlands. Established in 1988 in what was then the world's largest opium-producing region, the project utilized a multi-pronged approach to substitute Arabica coffee trees for opium. Not limited to opium eradication alone, the project combines agriculture, education, healthcare and the building of a brand as a means to empower ethnic minority villagers who had toiled in poverty for decades. DTDP now covers some 15,000 hectares and benefits around 11,000 people from 29 different villages. It also serves as a learning center that sows the seeds of sustainable development in students and visitors alike.

This project, while just one of many, has demonstrated the hallmarks of how to apply SEP to poverty eradication. It applies a grassroots approach firmly rooted in the idea that positive change should emanate from within an individual or community. It is designed to promote new skills and sources of income, to empower communities by respecting their local wisdom and rights, and to be sensitive to the unique geographical environment and socioeconomic situation of a particular community.

Resources

- **Thailand Sustainable Development Foundation**
www.tsdf.or.th
- **The Doi Tung Development Project**
www.doitung.org

OUR PROGRESS

“ More than 8,000 SEP Model Villages have been designated to share their experiences and best practices. ”

There are more than **8,000 SEP Model Villages** in Thailand as of 2016



From 1986 to 2014, poverty in Thailand has decreased from

67%
to
11%
of the population according to the Asian Development Bank

ONLY 0.6% of Thais ARE LIVING ON **US\$ 1.90** PER DAY (67 Baht)

Overall, Thailand is considered one of the world's greatest success stories in the area of poverty reduction, with only 6 out of 1,000 people currently living below the poverty line (as defined by the World Bank, this means subsisting on less than US\$1.90 per day), and only about 11 percent living below the national standard of about US\$2.50 per day. To build on the successful implementation of SEP in remote provinces, the government and related agencies and foundations have expanded the approach to cover more than 4,400 royally initiated projects.

Since 2006, the Community Development Department (CDD) has promoted the practical application of SEP in community development. The CDD's operational framework consists of 23 indicators in four key areas used to determine the progress of SEP-based village development. By working side-by-side with communities, the CDD identifies the unique challenges faced by each and then draws up tailor-made development plans. Each plan incorporates local knowledge and modern technology, while also taking into consideration the need to protect the environment while fostering community-wide cooperation to achieve economic prosperity and resilience. The comprehensive set of indicators serve as a checklist that successful SEP villages aim to achieve in areas such as setting up village funds, use of alternative energy, etc. To date, more than 8,000 SEP Model Villages have been designated to share their experiences and best practices. This people-centered approach has also been formally integrated into the country's National and Social Development Plans.



SEP PROMOTES FOOD SECURITY FROM THE ROOTS UP

2

With a well-earned reputation as the “Kitchen of the World,” Thailand has a significant role to play in global food security. As the rice basket of Southeast Asia, it produces roughly a third of the world’s stock of rice. It is also the only net food exporter in Asia, as well as one of the world’s leading producers of cassava, chicken, eggs, tropical fruits, canned tuna and frozen seafood.

At home, promoting sustainable agriculture means helping Thai farmers remain productive and profitable while they transition to more eco-friendly cultivation practices. To that end, SEP and King Bhumibol Adulyadej’s “New Theory” of agriculture advocate integrated farming that encourages both self-reliance for the farmer and addresses larger environmental concerns. When implemented properly, these models serve to improve the diversity and resilience of farms, and break farmers out of the debt-and-poverty cycle, while also creating more nutritious crops for public consumption. As of 2016, New Theory farming has been implemented at more than 40,000 villages nationwide.

For decades, Thai farmers have been advised to choose crops that best suit their soil. As an example, in drought-prone areas this means moving away from water-intensive crops like rice. By being more savvy about what they grow, farmers can mitigate risks and help protect against the likelihood of failed crops.

From the roots up, with SEP principles guiding the way, Thais are working hard to make the agriculture sector more sustainable and eco-friendly by eliminating dependence on chemical pesticides, herbicides and fertilizers, and curbing harmful practices like monocropping and slash-and-burn farming.

Resources

- Office of the Royal Development Projects Board
www.rdpb.go.th
- Doi Kham Food Products
www.doikham.co.th

OUR PROGRESS

NEW THEORY FARMING

Using a **10-rai** plot of land, the king advises that:



30% of the 10-rai piece of land (about 3 rai or 0.48 ha) is used for a reservoir.



30% of the land is devoted to rice cultivation which will produce enough rice for household needs.



Another **30%** of the land may be used for growing more rice or horticultural crops, depending on the local conditions and the market demand.



The remaining **10%** of land (1 rai or 0.16 ha) is used for building a house, paths and ditches and also for growing household vegetables and raising livestock.

“ Thailand has six Royal Development Study Centers that support agricultural research and help farmers to learn holistic SEP-based techniques. ”

Organic farming is on the upswing in Thailand, increasing from roughly 1,000 hectares of land under cultivation in 1998 to 37,684 hectares in 2014. A growing movement to modernize Thai agriculture has also brought together a wide variety of stakeholders to promote “Smart Farming” techniques. Adhering to the SEP premise that all available, relevant knowledge should be applied toward finding the best possible approach to a given scenario, Smart Farming aims to help farmers boost productivity and improve efficiency through the incorporation of modern technology, science and upgraded machinery. In 2016, efforts to encourage crop diversification were ramped up and state-funded training sessions were carried out around the country to educate farmers on alternative crops.

Thailand also has six Royal Development Study Centers, which for decades have supported agricultural research, and helped locals to learn and apply holistic SEP-based techniques in areas like integrated soil and water resource management, land development and animal husbandry. The centers’ activities prioritize developing methods that are best suited to the different conditions of each unique area or region.

On a more macro scale, the remarkable economic growth Thailand has experienced over the last 25 years, which has put baht in pockets and food on tables, has helped the nation drastically decrease its Global Hunger Index (GHI) score from 28.4 in 1990 to 11.9 today.



AN INCLUSIVE, HOLISTIC APPROACH TO HEALTHCARE

3

SEP upholds a commitment to “Leave No One Behind,” and nowhere is the application of this more evident in Thailand than in its modern approach to healthcare. Until the year 2000, almost one-third of all Thais had no health coverage. At bigger public hospitals, long queues were the norm, whereas private hospitals were too expensive for most – and sometimes refused to admit sick patients who could not produce a proper credit card. To address many of these issues, the Universal Coverage Scheme, or UCS (popularly known as “The 30 Baht Health Scheme”), was launched in 2002. The nickname derived from the fact that patients only had to pay 30 baht (US\$0.86) for administration fees, no matter the prescription or operation, for each visit or admission to a hospital or clinic (in 2007, the co-payment was abolished and the UCS became free). Since the plan’s inception, almost the entire population has been covered by one of three major health insurance policies, inclusive of renal treatments and anti-retroviral medicines for people living with HIV/AIDS. The UCS also strives for a more egalitarian approach to public health, serving both the needs of the poor, who could not afford treatments, and helping those with means with costly treatments like chemotherapy for cancer.

While the primary goal is to provide universal healthcare access, within this system SEP also encourages people to acquire the knowledge necessary to live healthier and balanced lives, to be proactive about care, to cut down on unnecessary costs and develop a healthcare support structure within their communities.

Resources

- **“The Kingdom of Thailand Health System Review,”** by Patama Vapatanavong and others, World Health Organization on behalf of the Asia Pacific Observatory on Health Systems and Policies, 2015
- **Thai Health Promotion Foundation**
www.en.thaihealth.or.th

OUR PROGRESS

“ In 2016, Thailand became the first country in Asia to effectively eliminate mother-to-child transmission of HIV and syphilis. ”

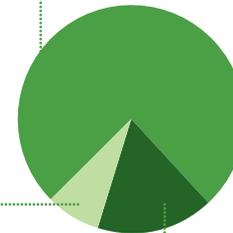
Thailand had achieved most of its health-related Millennium Development Goals by 2004, well in advance of the 2015 deadline laid down by the United Nations. Among these triumphs is the elimination of malaria in all but the most far-flung frontiers, and cutting new HIV infections by more than 80 percent since the peak of the pandemic in 1991. In June 2016, Thailand achieved another key milestone when the WHO announced that it had become the first country in Asia to effectively eliminate mother-to-child transmission of HIV and syphilis.

Meanwhile, Thailand’s own unique program to train Community Health Workers (CHW), known as “village doctors,” was launched in 1982 by King Bhumibol Adulyadej. Around the same time, the Ministry of Public Health scaled up its own CHW program. Today there are more than one million trained CHWs and “village doctors” nationwide.

In spite of Thailand’s many victories on the health front, some uphill battles remain. Obesity, alcoholism, drug abuse, smoking and a high teenage pregnancy rate all represent significant public health concerns today. In particular, the country is determined to work harder to promote healthy lifestyles and a more balanced diet among a population that is short on free time and increasingly engrossed in sedentary activities. Ensuring a more even distribution of health resources would also go a long way toward making the UCS more equitable.

HEALTHCARE COVERAGE

75% **Universal Coverage Scheme**
48.61 million people, including children, the elderly and disadvantaged



8% **Civil Servant Medical Benefit Scheme**
5 million civil servants, including their spouses and children under 21

17% **Social Security Scheme**
10.77 million private sector employees

Thailand had more than **+ 1,047,800** **Community Health Workers** and “village doctors” by the year 2015



INSTILLING A SUSTAINABILITY MINDSET

4

Although Thailand has a high literacy rate and its people enjoy near universal access to free education and vocational training, strengthening the education system is a top priority for the government. In particular, Thailand has struggled to shift away from an approach based on rote learning and standardized tests toward a more child-centered learning style focused on helping students develop the critical thinking approach, problem solving abilities and other 21st-century skills required by the global workforce today. The application of SEP within the education system has begun to address many of these issues, while also promoting Goal 4's target of ensuring that students "acquire the knowledge and skills needed to promote sustainable development."

The aim of the SEP campaign for education reform is to promote sustainability practices and mindsets as a basis for national development. By encouraging prudence and moderate consumption, for example, SEP helps students to form lifelong habits that will make them more self-reliant and able to contribute to the building of a sustainable society. SEP also offers its own model for the development of critical thinking skills by promoting active learning and decision-making through the process of doing (questioning, planning, acting and reflecting). Students are taught to use reasoning and be conscientious when applying knowledge, and to do so with the aim of contributing to the betterment of their schools and communities. SEP also champions a "whole school" approach that applies the philosophy to all school endeavors including management, community outreach and extracurricular activities.

Resources

- *Thailand Development Research Institute*
www.tdri.or.th
- *"A Critical Study of Thailand's Higher Education Reforms: The Culture of Borrowing,"*
by Rattana Lao, 2015

OUR PROGRESS

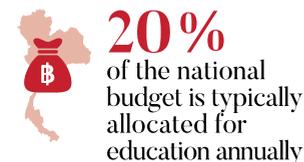
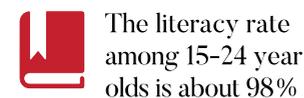
EDUCATION AT A GLANCE



140 universities

21,000 +
SEP-certified schools

121 Sufficiency
Education
Learning
Centers



“ SEP’s proven ability to cultivate sustainable mindsets in youth could easily transfer to other nations’ education models. ”

Since 2008, the application of SEP principles in the national education system has yielded substantial results. By 2016, of Thailand’s approximately 40,000 primary and secondary schools, some 21,000 had been certified as having successfully integrated SEP as a practical component of teaching. In addition, 121 schools have qualified as Sufficiency Education Learning Centers, which offer teaching, advice, mentoring and supervision to other schools aiming to become SEP-accredited.

National research has found that students who attend SEP schools are more aware about how their actions affect their world and the other people who inhabit it. These students demonstrate greater moderation, innovative thinking, enhanced analytical skills, and the ability to efficiently utilize and share limited resources. Far from being only a Thai-centric solution, SEP’s proven ability to cultivate sustainable mindsets in youth could easily transfer to other nations’ education models.

SEP’s focus on promoting knowledge is also reflected in other unique projects such as the Distance Learning Foundation and its flagship school for broadcasts at Klai Kangwol palace in Hua Hin. The hundreds of hours of original educational programming produced each month cover primary and secondary school curricula, as well as vocational training, community education, university education and classes in six languages. The project, which began broadcasting in 1995, is particularly useful to schools that lack teachers to cover key subjects.



AN EGALITARIAN APPROACH TO EMPOWERMENT

5

Thai women have made enormous strides in the past few decades. Galvanized by SEP's egalitarian methodology and its focus on promoting self-reliance, a range of empowerment initiatives have helped women across the kingdom to develop sustainable livelihoods, become more independent, and take on leadership roles. Perhaps no other figure illustrates gender equality in Thailand as aptly as its consistent ranking in the world's top 10 countries with the highest number of female executives. In 2014, 38 percent of Thailand's executives were women, well above the global average of 24 percent. The kingdom also boasts a high workforce participation rate for women (64.3 percent aged 15 and above are employed).

By acting as a moral compass, SEP discourages societal ills such as domestic violence, sexual assault and the perpetuation of negative gender stereotypes. The "Leave No One Behind" aspect of SEP fosters inclusiveness, which in turn can help curb discrimination. In many respects, this mentality has helped to ensure that Thai women enjoy essential freedoms and protections. Married women, for example, are free to adopt titles or family names according to their preference. The rights of women to file for divorce and gain custody of their children and assets are also recognized. Thailand also ensures rights to maternity and paternity leave.

Thanks to the national policy on eradicating gender disparity at all levels of education, both girls and boys are entitled to 15 years of free education. Thai society is also well-known for its acceptance of gender diversity.

Resources

- **Association for the Promotion of the Status of Women**
www.apsw-thailand.org
- **Pratthanadee Foundation**
www.pratthanadee.org

OUR PROGRESS

“ Numerous organizations are helping to empower marginalized women to be more self-reliant and act as agents of change. ”

Gender equality was first mentioned in a Thai constitution in 1974, and since then has become increasingly enshrined in Thai law and society. In 1985, Thailand ratified the Convention on the Elimination of All Forms of Discrimination Against Women and also adopted its Optional Protocol in 2000. The 1998 Labor Protection Law stipulates gender equality in the workplace, while the Domestic Violence Victim Protection Act of 2007 not only protects victims, but also seeks to punish and reform offenders.

The 2015 Gender Equality Act, which aims to eliminate discrimination among the sexes, is the first Thai law to explicitly recognize gender diversity. The act has also led to the formation of a special committee to promote parity and mediate on cases of gender discrimination among the sexes.

Numerous organizations are helping to empower marginalized women to be more self-reliant and act as agents of change. The SUPPORT Foundation trains women and girls to make traditional crafts. In addition to providing an income stream, the acquisition of new skills means that beneficiaries are better equipped to determine their own futures. The Thai Women Empowerment Fund, as the name suggests, funds projects that address women's issues, encourage female leadership, and enhance the financial or social status of women. Meanwhile, the Department of Women's Affairs and Family Development has set up eight centers across the country to provide vocational training specifically for women in hairdressing, dressmaking, nursing, handicraft production and traditional Thai massage.

38%
of Thailand's
executives
are women
as of 2014



64.3%
of females
aged 15
and above
are employed

Thailand has over
70
provincial skills training
centers and a further

8
specifically dedicated
to vocational training
for women





A SOLUTION TO THE CHALLENGE OF WATER SECURITY

6

Few issues in Thailand are as urgent and potentially impactful as water security. And few are as complex. On one hand, Thailand is fortunate to have been endowed with abundant water resources, owing in part to a six-month-long wet season. However, this period of plenty has occasionally resulted in devastating floods, while the subsequent dry season is known to trigger severe drought. This perpetual cycle of floods and droughts has presented the kingdom with an enormous challenge that has environmental, economic and social consequences: how to manage its water resources effectively.

SEP offers some long-term solutions. It encourages stakeholders at all levels, from farmers to private companies to policymakers, to acquire the knowledge and skills needed to make efficient use of the nation's water supply. By promoting reasonableness and prudence, SEP is also in line with the ideals of conservation and environmental protection that are key to creating water security and sustainable solutions around the world.

In Thailand, SEP-inspired initiatives have helped rural villagers take an active role in better managing their water resources. Indeed, more than 4,400 royally initiated projects are applying the philosophy, primarily through the construction of weirs and check dams to manage the flow of rivers and streams, and "monkey cheek" reservoirs and ponds. Across Thailand today, there are some 190 "monkey cheek" water retention areas, which store floodwaters during the rainy season to be used later when other sources have dried up, thus helping to mitigate the effects of drought. Such affordable, environmentally friendly solutions that harness the raw power of nature and rely on localized action are hallmarks of SEP.

Resources

- **Hydro and Agro Informatics Institute**
www.haii.or.th
- **Royal Irrigation Department**
www.rid.go.th

OUR PROGRESS

“ In areas where droughts kill crops and stunt household incomes, innovative sufficiency-minded projects have helped to slake thirsts. ”

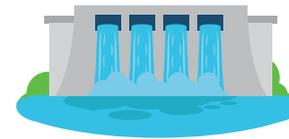
While less than one percent of Thailand had access to water and sanitation in 1960, the country reached almost universal coverage by the year 1999. To further improve water quality, Thailand is in the midst of constructing several new wastewater treatment plants to complement its existing 101 facilities.

In areas of the country where droughts kill crops and stunt household incomes, innovative sufficiency-minded projects have helped to slake thirsts in some cases. In drought-prone Udon Thani province, the Royal Initiative Discovery Foundation provided technical assistance and helped to lay 6,200 meters of PVC pipes that allow locals to tap into the Huay Klai Reservoir to gain year-round access to water.

The Laem Phak Bia Environmental Research and Development Project, launched in 1990, has used natural processes to clean up the Phetchaburi River and its tributaries. The project channels wastewater from Phetchaburi town through an 18.5-kilometer pipe to Laem Phak Bia where the water is purified through three innovative processes including lagoons, a plant-and-grass filtration system and artificially constructed wetlands.

To create a tool that can help to mitigate the impacts of seasonal flooding, the Royal Irrigation Department significantly widened and deepened Lat Pho canal in Samut Prakan. Water channeled through the canal from the Chao Phraya River now only has to travel 600 meters to reach the Gulf of Thailand instead of 18 kilometers on its natural course. In addition, four floodgates were installed to mediate the flow of drainage and better control water levels.

There are about
190 Monkey Cheek
water retention areas
across Thailand



68% of about
4,400 royally initiated
projects focus on
improving water security



600

communities
nationwide utilize
geospatial information
from GPS for integrated
water management
planning



EMBRACING ALTERNATIVE ENERGY SOLUTIONS

7

Innovation and risk management, two cornerstones of SEP, are essential for any country hoping to achieve a sustainable energy mix. Recognizing that fossil fuels will one day be a thing of the past, Thailand is making concerted efforts to safeguard its long-term energy supply, while exploring new ways to produce clean energy. In doing so, it has distinguished itself as a regional leader in the promotion of renewables, embracing sustainable technology across numerous sectors.

SEP also calls on the private sector to think in terms of long-term sustainable solutions that benefit society as a whole. To further this aim in the energy sector, the government offers forward-thinking businesses a number of attractive incentives to invest in clean technology. Among Asian nations, Thailand was one of the first to implement a feed-in tariff (FIT), incentivizing the development of renewable energy as a way to spur public participation and boost private sector investment. Since 2007, Thailand's FIT program has offered renewable energy producers long-term contracts to sell electricity at attractive rates. Companies that generate power through biomass, biogas, hydro, wind, waste energy and solar are all eligible. Carbon credits are also being used to offset the carbon footprints of a range of Thai organizations and products.

At the national policy level, SEP has influenced the formulation of Thailand's Energy Efficiency Development Plan (2011-2030) which aims at reducing energy intensity by 25 percent over 20 years, and the Alternative Energy Development Plan 2015-2036, which was drafted to increase alternative energy production to meet 30 percent of domestic consumption needs by 2036.

Resources

- "Thailand Ignites Solar Power Investment in Southeast Asia," Reuters, July 12, 2015
- Department of Alternative Energy Development and Efficiency
www.dede.go.th

OUR PROGRESS

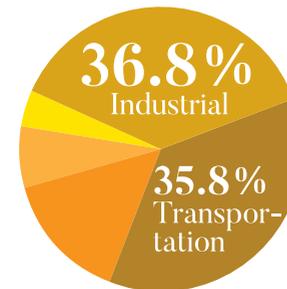
“ Biogas, biomass and biofuel hold huge potential which Thailand is exploring through policy support and innovation. ”

Today nearly 100 percent of Thailand's population has access to electricity. While developing domestic fossil fuel sources remains a priority, the share of alternative energy in production has been rising consistently, increasing from 8.4 percent in 2012 to around 21.4 percent in 2015, according to the Department of Alternative Energy Development and Efficiency.

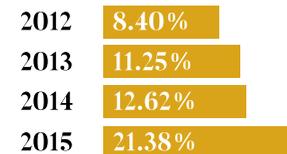
Solar is fast emerging as the lead alternative energy industry in the kingdom. A decade ago solar amounted to less than 0.1 percent of Thailand's power, but by 2014 it produced about four percent of the nation's electricity. Though still modest compared to global solar leaders like Germany and China, Thailand maintains a position as the solar powerhouse of the region. By 2036, Thailand aims to increase solar capacity to nine percent of total electricity generation and to meet the needs of up to three million households.

Other renewable technologies are showing promise as well. Kanchanaburi is home to Southeast Asia's first concentrated solar thermal power plant, and windmills are being tested in various parts of the country. Biogas, biomass and biofuel also hold huge potential which Thailand is exploring through policy support and innovation. In an effort to maximize the potential of agricultural byproducts and waste, the Royal Chitralada Projects have experimented with biofuels since 1985, leading to the successful production of gasohol, biodiesel and solid charcoal substitutes.

THAILAND'S FINAL
ENERGY CONSUMPTION
BY ECONOMIC
SECTOR IN 2014



There has been a steady rise in energy production from renewable resources:





SEP BUILDS A BETTER WORKFORCE

8

The immense economic development Thailand has enjoyed as a result of the push to industrialize following World War II has been generally beneficial, helping to lift millions of Thais out of poverty and improve living standards. More recently, though, we have recognized the need to move up the “value chain,” or, in other words, to start producing goods and services of higher quality. This requires overhauling our workforce, and doing so within a sustainable growth model that embraces high-value-added and advanced manufacturing technology, as well as research and innovation.

The drive to promote decent work and economic development requires that all pistons are firing in unison, meaning that the state, private sector and the employees themselves all cooperate with the ultimate aim of building smarter, more capable workers who are able to compete in an increasingly globalized workforce.

We see SEP as the spark. Within individuals, SEP’s emphasis on self-reliance and perseverance ignites ambition and the curiosity to seek knowledge and become productive contributors to society. At the same time, the incorporation of SEP principles into the education system and vocational training programs has been central in helping Thais to develop the kind of 21st-century skills required to hold down stable jobs in the digital age. This, in turn, helps people gain a sense of security for their future. Among employers and government agencies, SEP also urges altruism within labor policies and practices, and by extension, discourages exploitation. It also helps to promote fair wages and humane working atmospheres.

Resources

- *The Office of SMEs Promotion*
www.sme.go.th
- *“Employment Practices and Working Conditions in Thailand’s Fishing Sector,”* ILO and Asian Research Center for Migration under the Institute of Asian Studies, Chulalongkorn University, 2013

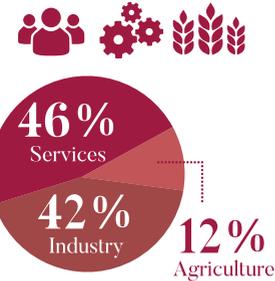
“ Empowerment initiatives targeting marginalized groups help to ensure that vulnerable individuals are not left out in the cold. ”

Thailand has worked hard to keep its people at work, demonstrating SEP’s “Leave No One Behind” mentality. As of 2015, the workforce consisted of 39.2 million people (71 percent of the working age population). And the unemployment rate has remained low over the past decade, averaging around 1.06 percent between 2006 and 2015. This prevalence of jobs, plus the steady price of goods, make Thailand the happiest place on Earth, according to Bloomberg’s 2016 Misery Index.

Numerous SEP-based empowerment initiatives targeting marginalized groups have also helped to ensure that vulnerable individuals are not left out in the cold. Princess Maha Chakri Sirindhorn’s Sai Jai Thai Foundation – established in 1975 – supports handicapped military personnel, police officers and civilians by offering both a stipend and vocational training to encourage self-reliance. Phufa stores, which sell high-end handicrafts and region-specific goods, offer rural and impoverished communities a distribution channel and encourage the use of local resources and fair trade as a way to promote sustainable livelihoods.

Thailand also emboldens its entrepreneurs with support through the Office of Small and Medium Enterprises Promotion, the SME Development Bank of Thailand and the Market for Alternative Investments. Today, the kingdom has some 2.9 million SMEs, which account for nearly four out of five of the nation’s jobs and contribute around 40 percent to the country’s annual economic output.

THAILAND’S ECONOMIC STRUCTURE BY SECTOR



Thailand scored **1.1% in the Misery Index**, making it the happiest place in the world in terms of holding a job and keeping the rising cost of goods in check, **among 70 countries surveyed** by Bloomberg

There are **2.9 million** SMEs across Thailand



TRANSFORMING INDUSTRY THROUGH CREATIVITY

9

Developing reliable, sustainable, resilient infrastructure and industry is a fundamental component of both Goal 9 and the Sufficiency Economy Philosophy. Based on SEP, Thai policymakers have prioritized preparedness on this front, with a view toward long-term benefits and economic security. As a result, Thailand has developed solid foundations to support industry with good roads and ports for import/export, and policies and bodies such as the Board of Investment (BOI) that promote industry and trade. With the rise of the ASEAN Economic Community, Thailand's location in the geographic heart of Southeast Asia also makes it well situated to become the logistical hub for trade among ASEAN countries. This makes maintaining and improving infrastructure and "connectivity" all the more important.

Thailand has promoted "green manufacturing" in its private sector since 2011 as part of the 11th National Economic and Social Development Plan. As of 2015, more than 11,000 factories in 30 key industries had joined the Ministry of Industry's Green Industry Program, which aims to establish Thailand as a green manufacturing hub for the ASEAN region. The program has also been integrated into the International Organization for Standardization program ISO 26000. In addition, the Ministry of Industry introduced Thailand Industrial Standard 9999, which was developed based on SEP with the larger aim of promoting sustainability.

SCG and Bangchak Petroleum are among the growing number of Thai companies that have implemented SEP and other standards to ensure that any environmental impacts are monitored and improved. Meanwhile, the related idea of "lean" manufacturing – a system of waste reduction – is used by companies like Toyota and Toshiba in their Thai factories.

Resources

- **One Tambon, One Product**
www.thaitambon.com
- **Thailand Board of Investment**
www.boi.go.th

OUR PROGRESS

Thailand ranks
32nd
among 140 nations
in the Global
Competitiveness Report
(2015-2016)

As of 2015, more than



11,000
factories

in 30 industries have
joined the Ministry
of Industry's Green
Industry Program



US\$ 3 billion
earmarked
for infrastructure in 2016

“ Thailand is scaling up development of its own Original Design and Original Brand Manufacturing. ”

In Thailand's sojourn as an up-and-coming economy, it has already gone through three development phases, but now it is time to evolve again. That is why we are pushing full-steam-ahead on Thailand 4.0, an economic model based on creativity, innovation and high-level services. Thailand 4.0, which demonstrates SEP's emphasis on knowledge and reasonableness, is designed to transform the nation into a valued-based economy by reforming major industries and scaling up development of new sectors such as robotics, digital, aviation, logistics, biofuels and biochemicals, and solidifying Thailand as a medical hub. Development of these industries also helps improve self-reliance.

Thailand is also fast embracing more value-added economic options such as its own Original Design and Original Brand Manufacturing. To further this aim, the Ministry of Industry is setting up the Thailand Industrial Design Center, which is intended to help add value to Thai products through branding, innovation and design. We want to build on the success of the One Tambon One Product (OTOP) program, which supports local entrepreneurs by selecting one superior product from each *tambon* (sub-district) to receive formal branding as a "starred OTOP product" in the national and international marketplace.

Thailand is also ramping up infrastructure investment and is on track to spend some US\$3 billion on infrastructure development in 2016. That figure is expected to rise to an average of US\$9 billion per year until 2020, with a focus on improving Thailand's overall quality of roads, railway infrastructure and import-export facilities.



A PEOPLE-CENTERED APPROACH TO EQUALITY

10

Because the Sufficiency Economy Philosophy champions moderation and people-centered development, more equality is an inherent outcome of this approach. On the one hand, SEP attempts to provide the poor or vulnerable with the knowledge and skills they need to become more self-reliant, while on the other hand it encourages those of means to be less extravagant in their consumption. This approach seeks to foster inclusiveness, guaranteeing that everyone in the community has the same opportunities to learn, develop and prosper.

The philosophy also espouses reasonableness and virtue, serving to strengthen the moral fabric of those who follow it. Individuals forged from this process are more likely to be knowledgeable, tolerant, conscientious and ethics-minded. In this sense, SEP acts as a natural check on discrimination, unfair treatment and immoral behavior. In practical terms, we see reflections of this in Thai society, which is generally accepting of individuals irrespective of age, sex, disability, sexual orientation and religion.

Religious tolerance has been a long-held value of Thais and has been enshrined in the country's constitutions. The kingdom's laws and policies are non-discriminatory. Thailand has also fought hard to eradicate poverty, and to provide universal access to healthcare, education, employment, adequate sustenance, electricity, transportation, the Internet, mobile phone service, and water and sanitation. Since the turn of the millennium, policies such as debt moratoriums for farmers, community-level soft loans, a minimum wage hike and the Universal Health Care scheme have also helped to reduce inequalities.

Resources

- *“Unequal Thailand: Aspects of Income, Wealth and Power,”* by Pasuk Phongpaichit and Chris Baker, 2016
- *Asia Research Center for Migration at Chulalongkorn University*
www.arcmtailand.com

OUR PROGRESS

“ Thailand allocates funds to some 79,000 villages nationwide through the Village and Urban Community Fund Project. ”

Goal 10 is not just about promoting equality within borders, but also about reducing inequalities among nations. Thailand's status as a major manufacturing hub makes it a popular destination for migrant workers. By opening up its borders, Thailand not only contributes to its own GDP, but also toward empowering migrants from neighboring countries. The kingdom also promotes a more equitable global society through Official Development Assistance to Least Developed Countries in the form of technical assistance, infrastructure development and social projects.

Domestically, Thailand is trying to address imbalances in its economic structure and the uneven distribution of land. Of utmost importance is promoting more balanced distribution of wealth and public resources, and reducing disparities of income between the relatively small number of people with good jobs in the modern economy and the vast majority who still work in the informal and agricultural sectors.

In 2001, in an effort to decentralize spending, Thailand began allocating funds to roughly 79,000 villages nationwide through the Village and Urban Community Fund Project. But the fund is about much more than just money. It prioritizes sustainable development that supports vibrant communities, with a focus on imparting knowledge to beneficiaries and improving the cohesion and moral fabric of society. Fund activities, which follow SEP principles, are determined collectively by a committee in each village with the aim of creating a local development plan that encourages holistic activities, and emphasizes shared knowledge and development that is in tune with each village's capital and capacity.

The Village and Urban Community Fund Project features

8.5 million  **annual borrowers** through **79,225 funds** 

with more than **200 billion** baht dispersed

Income inequality remains a key challenge with **Thailand ranking**

89th worldwide in terms of the Gini coefficient measure



SMARTER, MORE INCLUSIVE URBAN DEVELOPMENT

11

From mega-city Bangkok to the kingdom’s most remote villages, one of SEP’s central focuses is on shoring up safe, resilient communities. This requires foresight and involves laying solid foundations on which to build a sustainable future – namely safe transportation systems, affordable housing, adequate waste management programs, and plenty of green public spaces as is also recommended by Goal 11.

In addition, SEP cautions us to “avoid extremes” and advocates an analytical approach that when applied to urban development can help us assess any potential consequences of our actions. Doing so helps us to prevent the kind of reckless development that leads to poor air quality, polluted water sources and untenable construction. In turn, this helps communities reduce overall adverse per capita environmental impacts.

The Thailand Sustainable City model project, based partly on SEP, supports local governments in environmental management by promoting public participation, developing capacity-building activities and transferring experiences from city to city. Since 2004, over 400 municipalities have joined the program and successful projects carried out in Bangkok, Phuket city and Chiang Rai city have been recognized with awards from the ASEAN Working Group on Environmentally Sustainable Cities. Among many achievements, Phuket was recognized for implementing an air quality monitoring system and a “Waste to Energy Program” that meets 2.7 percent of the city’s electricity demands. Chiang Rai city, meanwhile, initiated comprehensive strategies for efficient solid-waste management, and developed a Green Area Management program to increase green space, conserve biodiversity, maintain water balance and improve air quality.

Resources

- **Community Organization Development Institute**
www.codi.or.th
- **Sustainable Cities International**
www.sustainablecities.net

OUR PROGRESS

“ Inclusive, participatory urban development has been gaining momentum across Thailand. ”

THE 25 LARGEST
SHOPPING MALLS
IN BANGKOK (468 ha) **2,926** RAI



THE 25 LARGEST
PUBLIC PARKS
IN BANGKOK (409 ha) **2,556** RAI



84

municipalities



in Thailand have achieved targets set out by the Low Carbon Municipalities Project

The idea of inclusive, participatory urban development has been gaining momentum across Thailand since 2003 through initiatives pioneered by the government-run Community Organization Development Institute’s Baan Mankong Collective Housing program. Much of Baan Mankong’s work has focused on upgrading slums, which is also an important target of Goal 11. Taking a bottom-up approach as SEP recommends, Baan Mankong assists the urban poor in upgrading their living environments within slums through infrastructure subsidies and housing loans. Working hand-in-hand with municipal authorities, experts, urban planners and NGOs, enterprising slum dwellers become empowered to make their communities more livable through the creation of better housing and public spaces. Since its inception, Baan Mankong has helped locals build around 100,000 homes in over 1,800 communities as part of some 900 collaborative grassroots projects.

To counter an overindulgence of motorized transport, Thailand continues to make concerted efforts to get people out from behind the wheel and onto public transport. In 1999, Bangkok’s elevated train system came online, followed by the subway five years later. Both are being expanded to cover the city’s outer reaches, and in August 2016 the newest 23-kilometer extension began service to Nonthaburi.

All the new green spaces sprouting up around the capital also demonstrates how SEP is encouraging balanced development. Examples include the Bangkok Metropolitan Administration’s Chalermkla Park, Metro Forest funded by the PTT energy company, and Siam Square One shopping mall’s rooftop green space.



SEP ADVOCATES ETHICAL, EFFICIENT USE OF RESOURCES

12

There is rising awareness in Thailand regarding the need for more sustainable lifestyles, and SEP is partly to thank for this. Following its principles of moderation and reasonableness can help individuals to be responsible consumers, and guide businesses to implement sustainable production processes.

On the consumer side, those who abide by SEP are more likely to make ethical, knowledge-based decisions about what they buy, in what quantity, and who from. They recycle, avoid wasteful practices, try to generate less trash, and come up with do-it-yourself answers to stretch resources. Manufacturers that incorporate SEP into their businesses also tend to be more conscientious about the impacts their processes may have on the environment. They strive to reduce their carbon footprint, use ethically sourced labor and materials, and prioritize sustainability over maximizing profits.

The Doi Chaang Coffee Company is an excellent example of a small, community-based enterprise that achieved responsible production by following SEP principles. From humble roots in the 1970s, it has grown to become an internationally recognized brand known for high quality Arabica coffee produced through methods that are eco-friendly, provide much-needed livelihoods and preserve indigenous culture. Major conglomerates like SCG have also proven their commitment to SEP principles and environmentally sound practices. SCG's Lampang cement plant adopted the Semi Open Cut mining process to reduce noise and dust pollution, and to minimize damage to the mountain ecosystem. SCG implemented a "Zero Waste to Landfill" policy to minimize its industrial waste. SCG's product life-cycle assessment also ensures that the company's products have minimal environmental impacts.

Resources

- "Sustainable Life Path Concept: Journeying Toward Sustainable Consumption," by Sue L.T. McGregor, Journal of Research for Consumers, July 2013
- ChangeFusion
changeFusion.org

OUR PROGRESS

Green Label products in Thailand jumped from



13

Thai-listed companies

included on the Dow Jones Sustainability Index (DJSI) as of 2015



Dow Jones Sustainability Indexes



“ Thailand’s first Green Public Procurement plan resulted in CO₂ reductions of about 25,685 tons. ”

Thailand has promoted the integration of SEP into corporate policy, value chains and governance since 1997. The Royal Development Projects Board (RDPB) organizes two national contests to identify top SEP businesses. Mahidol University, meanwhile, developed the “Sufficiency Economy Business Standard,” which is being used as a tool to promote the adoption of SEP. And the National Economic and Social Development Board established a network of large Thai companies to implement SEP throughout their value chains.

Since 1994, the government has promoted sustainable consumption and products via various labeling and certification schemes. The oldest, Green Label Thailand, distinguishes the products that cause the lowest environmental impacts in their respective sectors (as of June 2016, the list included 450 products in 24 categories from 59 companies).

Green Public Procurement (GPP) policies have also gained momentum. Thailand’s first GPP plan (2008–2011) resulted in CO₂ reductions of about 25,685 tons and the Pollution Control Department spending 62 percent of its budget on eco-friendly products. The 2nd GPP plan (2013–2016) aims at increasing GPP volume, stimulating more green products, supporting private sector green production, encouraging government implementation of GPP, improving monitoring, and promoting sustainable consumption in the public and private sector as well as among the general public.



INSPIRING SINCERE ACTION ON CLIMATE CHANGE

13

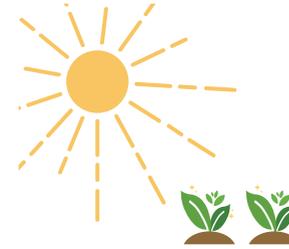
Climate change represents one of the most complex challenges humanity has ever faced. Because climate change is a global crisis without boundaries, mobilizing people in Thailand and around the world to take corrective action is immensely challenging. In Thailand, SEP provides us with both a mindset and strategy to help reduce and mitigate these growing threats. At the heart of SEP is the idea of acting with knowledge and with virtue. This means not being wasteful or consuming too extravagantly, and planning ahead for future risks and shocks. This type of prudent, moderate resource management and forward thinking can help Thailand across the board – on the individual level, among private sector actors and in terms of national policy – when it comes to climate action.

As the SEP mindset and strategy have been adopted by some of Thailand’s largest companies, some of the greatest causes of climate change – such as the release of greenhouse gases – are being sincerely addressed. The typical profit-focused vision of the private sector is now being tempered by the more sensitive and holistic strategy advocated by SEP, for example, through corporate visions that take into account business’s impact on the environment or local communities. Rather than acting as powerful lobbyists against regulation, private sector actors who are practitioners of SEP are rallying to the cause of solving climate change. As such, we are seeing more positive corporate-led initiatives in areas like the development of “clean” energy technologies, the adopting of “green” manufacturing practices and environmental protection mechanisms.

Resources

- *“The Age of Sustainable Development,”* by Jeffrey D. Sachs
- *“Mainstreaming Climate Change into Community Development Strategies and Plans: A Case Study in Thailand,”* by Suppakorn Chinvanho and Vichien Kerdsuk, Adaption Platform Knowledge, 2013

“ Through the cultivation of sufficiency mindsets, Thailand is working toward sustainable climate change solutions on multiple scales. ”



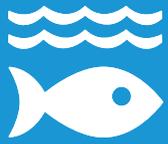
Thailand could suffer losses of **15-55%** of agricultural production by 2080 due to climate change, according to UNEP

Thailand has pledged to cut greenhouse gas emissions by **20 to 25 percent** by 2030, as part of the Intended Nationally Determined Contributions (INDCs)



With extreme weather patterns likely to exacerbate the cycle of floods and droughts that have disrupted trade and agriculture, and the capital of Bangkok susceptible to rising sea levels, Thailand is taking seriously the need to contribute to the global push for climate action. On the national level, to reduce the impact of climate change, policymakers are working to curb greenhouse gas emissions in Thailand by promoting domestic alternative energy sources. Thailand also announced the Intended Nationally Determined Contributions under which the country intends to reduce greenhouse gas emissions by 20 to 25 percent by 2030. In addition, Thailand’s Climate Change Master Plan (2013–2050) and National Disaster Prevention and Mitigation Plan (2015) outline integrated policies that support climate change and disaster preparedness initiatives that are in line with SEP as well as the kingdom’s socioeconomic contexts.

While Thailand is fully aware of the vast and varied challenges presented by climate change, we also realize that more needs to be done. Fortunately, through the cultivation of sufficiency mindsets the country is working toward sustainable solutions on multiple scales, such as better and more integrated water resource management, regional land zoning and public participation at the community level to address disaster risk reduction. In this way, SEP serves as the basis for a sustainable development model that balances economic prosperity and environmental conservation.



BALANCED MANAGEMENT OF MARINE RESOURCES

14

The Sufficiency Economy Philosophy is helping Thailand stem the tide of excessive exploitation of its marine ecosystems and coastal resources for economic purposes. By encouraging moderation, prudent decision-making and stakeholder engagement, Thailand is seeing a new mindset developing in this area of key concern. Recognizing that practices such as shrimp farming, the destruction of mangroves, overfishing, and development and encroachment by the tourism industry are putting the future of Thailand's majestic seas and coasts at risk, a new, more balanced approach in line with the principles of SEP is taking hold in the private sector, and at both the community and national levels.

For fishermen, this can mean abandoning the use of harmful bottom-trawling nets that damage coral and scoop up everything in their path. In the US\$64-billion a year tourism industry, the notion of "reasonableness" implicit in SEP might require enforcing a cap on the number of annual visitors to Thailand's 22 national marine parks, or preventing the construction of tourism-related infrastructure in pristine areas. At the village level, successful conservation efforts often manifest in the community taking ownership of initiatives such as the protection and rehabilitation of mangroves, or the development of eco-friendly aquaculture systems.

Regarding energy resources, increased dialogue between the many stakeholders is also helping to create a more sincere balance between Thailand's economic needs and the concerns of local communities who also depend on the local environment for their livelihoods. By using the principles of SEP through the promotion of conservation and environmental protection, Thailand's "Life Under Water" is proving to be rich enough to satisfy all interests.

Resources

- "Building Resilience to Climate Change Impacts in Coastal Southeast Asia (BCR)," by Angela Jöhl, International Union for Conservation of Nature, 2013
- 7 Greens via the Tourism Authority of Thailand www.7greens.tourismthailand.org

OUR PROGRESS

“ Small communities are increasingly taking responsibility for stewardship of the ecosystems they depend on. ”

Over the years, the spirit of unity inspired by SEP has helped bring together an array of like-minded talent focused on protecting and rehabilitating the country's marine resources. Founded in 1981, the Kung Krabaen Bay Royal Development Study Center has had notable success in restoring mangroves, promoting eco-tourism, improving livelihoods, and increasing the output of local fisheries and shrimp farms.

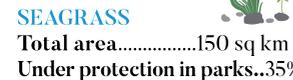
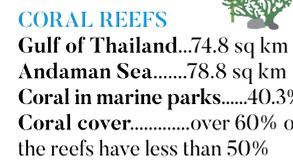
In the late 1990s, with the support of Princess Sirindhorn, a group of forward-thinkers on Koh Talu island launched an innovative coral replantation project that became a watershed in marine conservation. Using PVC pipes as a breeding ground for coral reef fragments, the group has successfully transplanted around 40,000 corals to seabeds over the past 20 years. More recently, Chulalongkorn University's Faculty of Science successfully completed its tests in 2014 to breed and release corals with a markedly high survival rate of 40 to 50 percent over the first two years.

Small communities are also increasingly taking responsibility for stewardship of the ecosystems they depend on. In Trat province, the Ban Pred Nai Community Forestry Group banded together to preserve nearby mangroves by patrolling, expelling harmful businesses, constructing artificial reefs, establishing a no-fishing buffer within three kilometers of the shore and implementing a moratorium on crab harvesting at peak breeding periods. In other coastal areas, community-run crab banks have been lauded for their efforts to conserve the declining crab population, often rallying behind the sufficiency-based maxim: "Stop catching a hundred - wait for a million."

MARINE RESOURCES



HABITATS UNDER THREAT





SEP ENCOURAGES LIVING IN HARMONY WITH NATURE

15

Thailand's forest cover is roughly 31 percent today, representing a steep decline from 1945 when around 60 percent of forests were still standing. Though deforestation rates have slowed to as little as 0.2 percent per year, we are still seeing the impacts which manifest in floods, landslides, erosion and the loss of biodiversity. Fortunately, as a comprehensive approach to achieve Goal 15's targets, SEP has revealed a way forward that is sensitive to the environment and shows respect for the many virtues of forests, such as their ability to act as watersheds, carbon sinks and regulators of climate change. In practical terms, SEP also demonstrates how Goal 15 can be achieved while taking into account economic needs and advocating balanced use of resources.

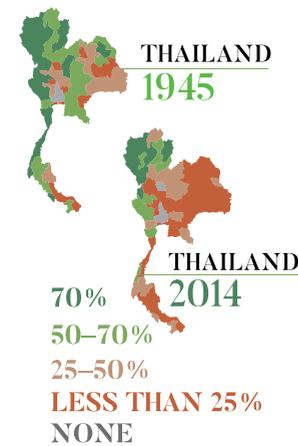
Thailand has actually been working for decades to restore degraded forests by applying SEP and King Bhumibol Adulyadej's "three forests, four benefits" strategy, the latter of which recommends planting diverse forests that supply timber, fruit and firewood, and also improve soil and protect watersheds. The Huai Hong Khrai Royal Development Study Center, in particular, has been a paragon among integrated reforestation projects. Upstream, mountainous areas were reforested with a variety of trees and slopes planted with vetiver grass to help the land retain moisture and prevent runoff/soil erosion. More trees were planted in the degraded forest, while downstream eight large reservoirs were constructed. In addition, smaller reservoirs, check dams and channels were built throughout the area to distribute moisture, slow down runoff, and keep fertile alluvial soil from being washed away.

More recently, the government has set a goal to increase forest cover to 40 percent over the next decade and has begun reclaiming land listed as forest reserves from villagers, resort moguls and plantation owners.

Resources

- *"Parks for Life: Why We Love Thailand's National Parks,"* by Songtam Suksawang and Jeffrey A. McNeely, Department of National Parks, Wildlife, and Plant Conservation and UNDP, 2015
- *"Cost of Implementing National Biodiversity Strategies and Actions in Thailand: A Conceptual Approach,"* UNDP, 2016

FOREST COVER



Between 1990 and 2010, Thailand planted **1,318,000 hectares** of trees



- Between 1990 and 2000, trees were planted at a rate of **44,000** per year
- Between 2000 and 2005, trees were planted at a rate of **67,000** per year
- Between 2005 and 2010, trees were planted at a rate of **108,000** per year
- Additionally, reforestation efforts led to the replanting of **72,879** hectares from 2007 - 2014

OUR PROGRESS

“ Thailand has 128 national parks, 60 wildlife sanctuaries and 60 non-hunting areas covering 20 percent of its total landmass. ”

In Thailand, over one million people live in and depend on forests for their livelihoods, making their conservation a top priority to these individuals. Recognizing the intrinsic value of their local knowledge, Thailand has sought to empower these woodland people to become stewards of the forests. Across Thailand, there are now more than 9,000 “community forests,” where local residents help to manage these ecosystems, sometimes collaborating with government agencies, civil society groups and even Buddhist monks. One such example is the Joint Management of Protected Areas project in the Western Forest Complex, where rangers and villagers equipped with GPS survey the area to determine together which lands can be used for agriculture and which must remain protected forest.

Since 1968, Thailand has also seen the proliferation of successful soil treatment projects. In Narathiwat province, the Pikun Thong Royal Development Learning Center broke ground by using techniques to “trick” soil into becoming more fertile and less acidic, while in drought-prone Phetchaburi province the Land Development Project used irrigation, organic fertilizers and soil treatments to rejuvenate the land.

The intensive SMART Patrol system – set up in 2006 by the Wildlife Conservation Society and Thailand's Department of National Parks, Wildlife and Plant Conservation – has helped the Huai Kha Khaeng Wildlife Sanctuary acquire the status as the only site in Southeast Asia where researchers have confirmed tiger populations are growing, with 90 individual tigers documented.



A SOCIETY BASED ON VIRTUE AND INTEGRITY

16

At present, Thailand is reforming many of its key institutions. Using SEP as an ethical blueprint, these efforts aim to strengthen the accountability, effectiveness and transparency of institutions. When practiced at the individual and community levels, and incorporated into businesses and a cohesive national development strategy, SEP serves as a foundation for resilient institutions and an inclusive, prosperous society.

SEP's teachings on morality also have practical applications in terms of ensuring fair, inclusive and equitable justice for all. For example, SEP addresses the needs and wants of people, empowers them so that they can stand on their own feet, and develops quality citizens who act with virtue and knowledge. Within the criminal justice system, the Bangkok Rules program addresses the needs of women in conflict with the law and provides moral support, basic healthcare and opportunities during imprisonment and after their release. Its rehabilitation and pre-release program for women prisoners teaches SEP principles to help beneficiaries better re-integrate into society, achieve self-reliance and prevent relapses. Ban Kanchanaphisek Juvenile Training Centre, an innovative youth rehabilitation initiative, uses the SEP principle of compassion to help youth offenders restore their self-esteem and set new life goals. Moreover, the Department of Probation launched the Volunteer Probation Officer scheme in 1985 to encourage public and community cooperation with the justice system on rehabilitation and capacity building for local offenders.

In general, SEP serves to strengthen a sense of community among citizens by promoting inclusiveness, open dialogue and harmony. As such, Thailand's constitutions have supported a strong civil society, and today there are more than 18,000 NGOs registered in the kingdom.

Resources

- **Thailand Institute of Justice**
www.tijthailand.org
- **King Prajadhipok's Institute**
kpi.ac.th

OUR PROGRESS

“ SEP serves to strengthen a sense of community among citizens by promoting inclusiveness, open dialogue and harmony. ”

Corruption runs counter to the tenets of SEP, which emphasize moderation, integrity and a spirit of unity. Fighting corruption is currently a top national priority with several new laws and measures enacted. To root out corruption and create good governance in the spirit of SEP, Thailand has also established a number of government and independent agencies such as the Office of the National Anti-Corruption Commission, the Office of the Public Sector Anti-Corruption Commission, the Anti-Money Laundering Office, the Office of the Auditor General and the Office of the Ombudsman Thailand. The Official Information Act, seen as one of the key laws to help stop graft, has been in place since 1997.

The spirit of collectivism inspired by SEP has also guided the private sector to create agencies such as the Anti-Corruption Organization of Thailand and Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) to monitor and implement measures to ensure the transparency of procurement projects while also raising public awareness and promoting actions against corruption.

Since the CAC's inception in 2010, nearly 180 companies have been certified for their effective anti-corruption policies. In addition, the Institute of Directors has trained more than 1,000 company directors, executives and secretaries on good governance and best management practices. Consequently, Thailand ranked top in ASEAN between 2013 and 2015 in corporate governance.

IN THAILAND

177
companies

have been
certified as
having anti-
corruption policies



18,000
NGOs

are registered in
the kingdom





FORGING SEP FOR SDG PARTNERSHIPS

17

With decades of experience in advancing human and economic development through the application of SEP, Thailand is well-positioned to be a key contributor to the kind of “global partnership” called for in Goal 17. Whereas Thailand was once primarily an aid recipient, it has now evolved to become an important donor, trade partner, technical advisor and provider of Foreign Direct Investment (FDI).

The kingdom’s global development approach is guided by SEP-inspired principles that emphasize the importance of human development, capacity building, fostering self-reliance and sharing lessons learned. With a strong commitment to assist its neighbors to achieve sustainability and prosperity, Thailand has been providing technical assistance and capacity support to countries in the region for more than five decades.

Reaching far beyond Southeast Asia, Thailand is also pursuing a policy to promote constructive South-South cooperation through the sharing of experiences and best practices. Through numerous multi-stakeholder partnerships, Thailand plays a crucial role in bridging gaps among developing countries in the global south, and between developed and developing countries (through North-South Cooperation and Triangular Cooperation). Disseminating its own expertise, Thailand has collaborated with many developing countries on how to tackle issues such as rural poverty, integrated farming, public health, HIV/AIDS and human trafficking.

Thailand also provides significant amounts of FDI and Official Development Assistance (ODA), most of which is earmarked for regional Least Developed Countries (LDCs). In 2015, Thailand’s ODA was estimated to be about US\$78 million. In 2014, the Thai cabinet also approved duty-free and quota-free market access for 74 percent of products originating from LDCs.

Resources

- *Thailand International Cooperation Agency*
www.tica.thaigov.net
- *“Positioning the ASEAN Community in an Emerging Asia: Thai Perspectives,”* compiled by the Department of ASEAN Affairs, Ministry of Foreign Affairs of the Kingdom of Thailand, 2016

OUR PROGRESS

THAILAND PROVIDED

\$ 78 million US\$
in 2015

in Official Development Assistance

Thailand’s Outward Foreign Direct Investment to developing countries was

\$ 58 billion US\$
as of Q1 of 2016,
\$3.7 billion of which was in Least Developed Countries

Representatives from

98
countries participated in SEP training courses from 2006 to 2015



“ Representatives from 98 countries participated in SEP training courses from 2006 to 2015. ”

Thailand held the G77 Chairmanship in 2016, which it used as an opportunity to share how SEP can be implemented to advance the aims of the SDGs. By 2016, Thailand had already helped to establish SEP-based projects in a number of countries including Cambodia, Indonesia, Laos, Lesotho, Myanmar, Timor-Leste and Tonga. In most cases, these SEP initiatives promote sustainable livelihood development and the use of integrated agriculture based on SEP and “New Theory” farming. Some notable achievements include the establishment of a learning center for the development of sustainable agriculture in accordance with SEP at the Dong Kam Chang Agricultural Technical School in Laos, and the Sustainable Agricultural Development Project in Lesotho.

Additionally, Thailand organizes Annual International Training Courses and provides full scholarships for individuals from developing countries to study SEP-related courses at prestigious Thai universities under the Thai International Postgraduate Program. Thailand regularly hosts the Buakaew Roundtable International Study Visit, during which participants from developing countries can see firsthand how SEP can be applied to address sustainable development challenges in their own countries.

Initiated by the Ministry of Foreign Affairs, the SEP for SDGs Youth Partnership brings together Thai and international youth to learn first-hand how the universal values of SEP such as moderation, inclusiveness and conservation are crucial for sustainable development. The program offers youth insight on how SEP can be applied in different contexts and in their own countries. It also fosters a shared commitment to save the planet and help the disadvantaged, making the participants crucial change agents for sustainable development.

DIRECTORY

Bangchak Petroleum PCL
www.bangchak.co.th

Biodegradable Packaging for Environment Co Ltd
www.thaibpe.com

The Chaipattana Foundation
www.chaipat.or.th

Chiang Mai University's Forest Restoration Research Unit
www.forru.org

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www.cri.or.th

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english.dip.go.th

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www.eppo.go.th

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www.gpf.or.th

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www.itdpinternational.org

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www.maefahluang.org

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www.cmmu.mahidol.ac.th

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www.thaichamber.org

Thai Red Cross Society
english.redcross.or.th

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Thailand Knowledge Park
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Thailand Sustainable Development Foundation
www.tsdf.or.th

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www.tongsaiabay.co.th

Total Access Communication
www.dtac.co.th

UNESCO Bangkok
www.unescobkk.org

Wildlife Fund Thailand
www.wildlifefund.or.th



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