Presentation Outline

- The concept of Sufficiency Economy: sustainable consumption on Traditional Thai values
- Government Initiatives to Promote a Sufficiency Economy
- The Experiences of Building Partnerships with Stakeholders
The concept of Sufficiency Economy
（足るを知る経済の概念）

Sufficiency Economy ≠ Self-sufficiency

Official Meaning of Sufficiency Economy (SE)
（足るを知る経済の公式な定義）

• “Sufficiency Economy” is a philosophy that stresses the middle path as an overriding principle for appropriate conduct
• Apply to conduct by the populace at all levels
  – individuals,
  – families,
  – communities,
  – national development
• “Sufficiency” means moderation, reasonableness, and the need of self-immunity (self-reliance, resilience) for sufficient protection from impact arising from internal and external shocks.

• To achieve this, an application of knowledge with due consideration, great care, integrity and prudence is essential.

King Bhumibol
SE Outputs (足るを知る経済による出力)

- Moderation and Reasonableness ➔ moderate consumption and production
- Self-immunization ➔ Diversification & Balance

SE Outcome (足るを知る経済による成果)

Sustainability & Happiness
### Sufficiency Economy (SE) and Buddhist Economics (BE)

(足るを知る経済と仏教の経済学)

- Sufficiency Economy draws heavily from concepts in **Buddhism**
  - wisdom, due consideration, or *pañña*
  - great care or *sati*.
    - *pañña* must be controlled by *sati* in order to maintain ethical integrity.
  - middle path, moderation
  - self-reliance

- **BE and SE** have their theoretical basis built from actual practices
- Both stress on
  - human security and not human wealth,
  - mental peace and wellness
Consumption in Buddhist Economics (仏教の経済学における消費)

- The main objective of consumption is not to maximize pleasure or utility but to maintain good physical and mental health.
- Maximizing pleasure or utility will not always lead to less pain. Most of the time it will lead to more pain.

With moderate consumption,
- the rest can be shared to others
- an excessive production is not needed.
- “consumption” of resources can be reduced

To cope with debt problems, SE adds that over-expense will hurt oneself (and family) ➔ less self-immunity
SE in practices
（実際の足るを知る経済）

- New Agriculture Theory
- Balance revenue-expenditure for household consumption
- Well planning and good governance for private and public sectors
- Holistic approach in making decision: economy-society-nature

Government Initiatives to Promote a Sufficiency Economy
（足るを知る経済を促進するための政府のイニシアティブ）
**Major Initiatives**

- The Role of NESDB since 2003
- An SE Institute 2007
- 2008 Constitution
- SE Fund for Rural Development 2009

Political stability and political issues ???

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**National Economic and Social Development Board (NESDB)**

- SEWG and Sufficiency Economy Unit
- A process of sufficiency economy movement in September 2003
  - (1) developing and coordinating the learning network
  - (2) creating new knowledge through study and research,
  - (3) producing curriculum and learning process, and
  - (4) disseminating the information and knowledge to the public
- Target groups: schools (to families), communities, business sector
The Experiences of Building Partnerships with Stakeholders
（ステイクホルダーとのパートナーシップ構築における経験）

- **Schools & Univ.**: Courses, Book, CD
- **Scholars**: Research and Conferences / SE indicators
- **Family and Communities**:  
  – Household Accounting**  
  – Role Models (initiatives)**  
  – Awards**
- **Business Sector**  
  – CSR and SE / Role Models / Awards
- **NGOs**: Counter-balance globalization
- **International Networking**
References
(参考文献)

• Apichai Puntasen, *Buddhist Economics and Sufficiency Economy*
• NESDB website
• Others

Thank you