

Sufficiency Economy and Sustainable
Consumption: Experiences of Thailand
(足るを知る経済:タイの伝統的価値観に基
づいた消費)

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Presentation Outline
(発表概要)

- 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

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The concept of Sufficiency Economy Economy (足るを知る経済の概念)

Sufficiency Economy ≠ Self-sufficiency

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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

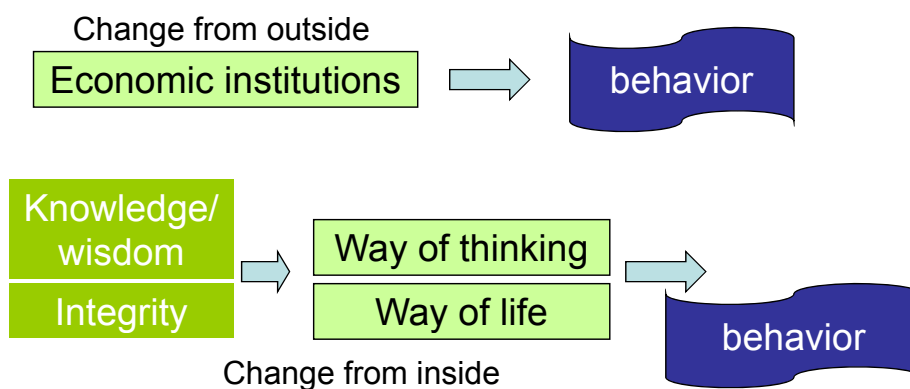
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- **“Sufficiency”** means *moderation, reasonableness, and the need of self-immunity (self-reliance, resilience)* for sufficient protection from impact arising from internal and external shocks.
- To achieve this, an application of *knowledge with due consideration, great care, integrity and prudence* is essential.

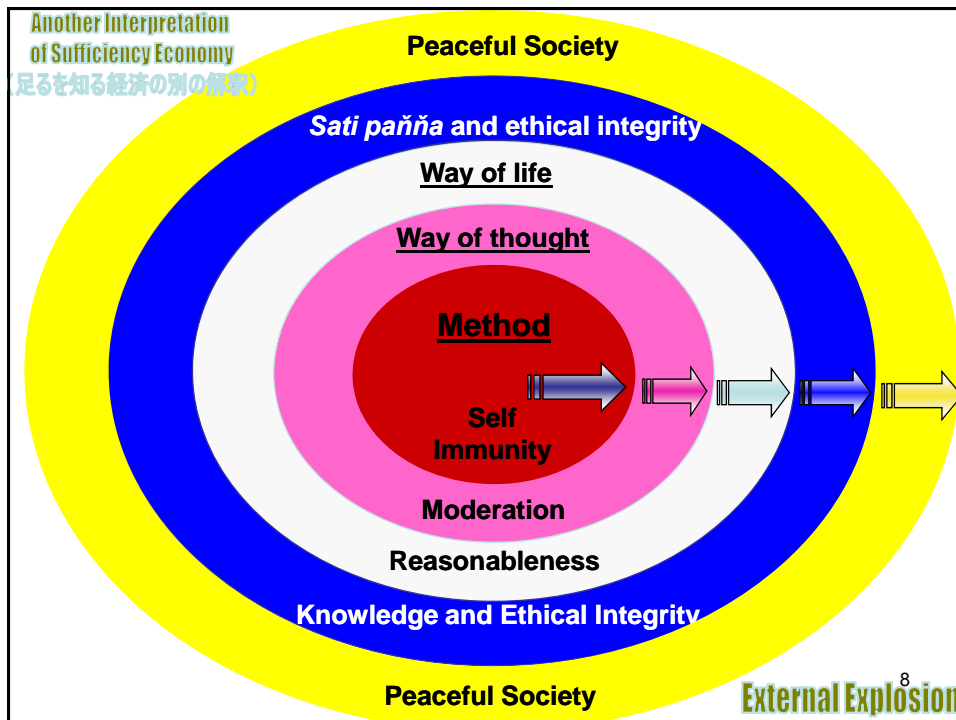
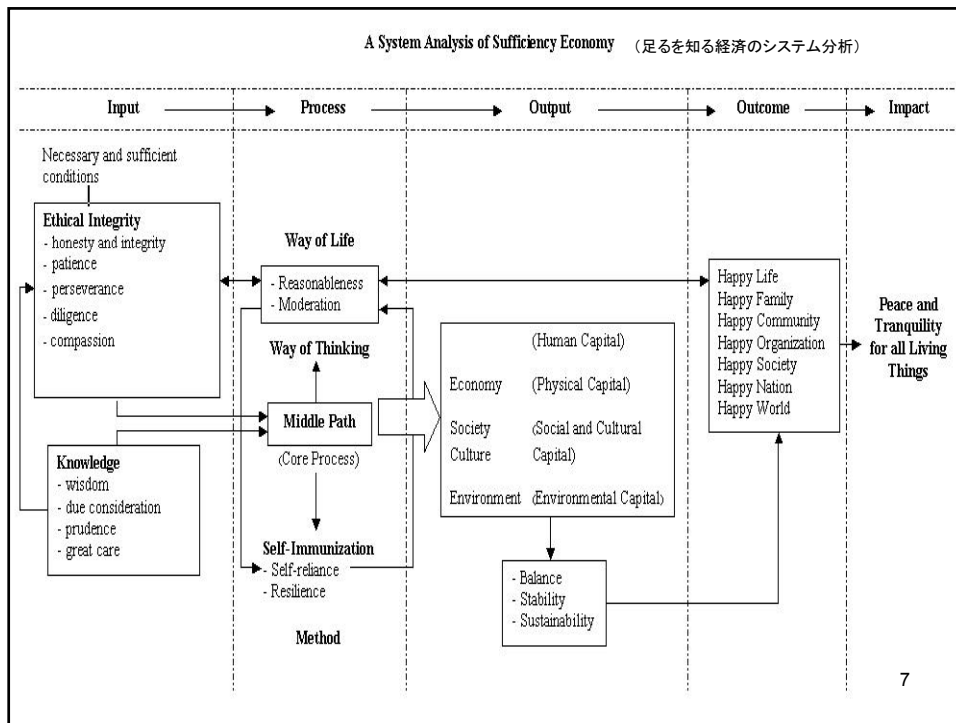
King Bhumibol

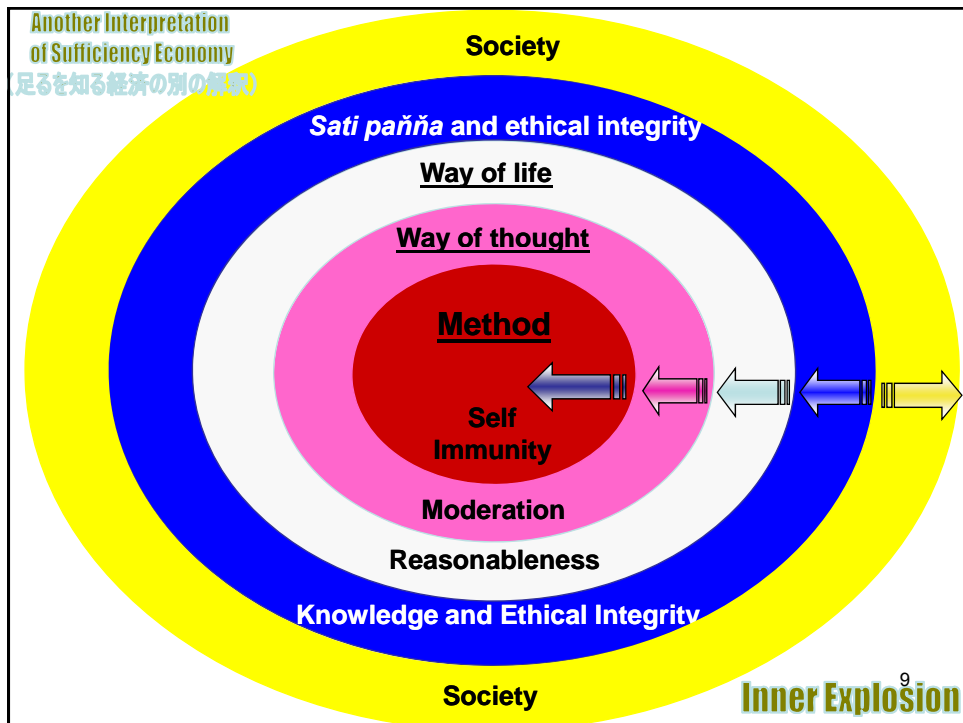
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Economic mechanism vs. SE mechanism
(経済メカニズム 対 足るを知る経済のメカニズム)



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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

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- **BE and SE have their theoretical basis built from actual practices**
- **Both stress on**
 - human security and not human wealth,
 - mental peace and wellness

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**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.**

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- **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

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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**

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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)

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Major Initiatives (主なイニシアティブ)

- **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) (国家経済社会開発委員会)

- **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**

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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)

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

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References

(参考文献)

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

Thank you