



**Sufficiency Economy Philosophy:
A Model towards a Green Economy Pathways to
Sustainable Development and Poverty Eradication**

**「知足(足るを知る)」経済の哲学:
持続可能な開発と貧困根絶のためのグリーン経済
のモデル**

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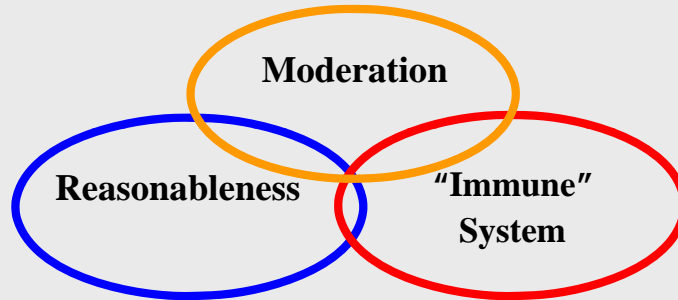
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**Philosophy of “Sufficiency Economy”
「知足経済」の哲学**

- “Sufficiency Economy” is a philosophy that stresses the **middle path** as an overriding principle for appropriate conduct at all levels of society -. **individuals, households, community, organizations** or **government**

HM King's Philosophy of "Sufficiency Economy"

The Middle Path



Wisdom Condition
 (an application of knowledge with due consideration and prudence)

Moral Condition
 (honesty, integrity, diligence, patience, perseverance)

Leading to

Life/Economic/Social

Balance/Stable/Sustainable

**GLOBAL
 KNOWLEDGE POOL
 EXPLODED & CONNECTED**

**PARTIAL INFORMATION
 WRONG INFORMATION
 MISINFORMATION**

Ethical Values
 governing
**TECHNOLOGY ASSESSMENT
 SUSTAINABILITY**

**KNOWLEDGE ACCESS
 KNOWLEDGE VALIDATION
 KNOWLEDGE VALUATION**

**KNOWLEDGE-BASED
 DEVELOPMENT &
 PROBLEM-SOLVING**
 CONTEXT, SITUATION, LOCATION,
 & TIME DEPENDENT

Sufficiency Economy

1. Daily life

- Moderation
- Reasonableness
- Self-immunity

2. Economic Development

- Agricultural/Community Development
- **Business Practices**
- Government Policies

1) CHANGES IN THE DEVELOPMENT CONTEXT : TOWARDS A GREEN ECONOMY PATHWAYS

1) 開発の文脈における変化: グリーン経済に向けて

- 1) . ECONOMIC GROUPING AND CHANGES IN GLOBAL FINANCIAL MARKETS.
- 2) . LEAPFROG ADVANCES IN TECHNOLOGIES.
- 3) . SOCIAL CHANGES
- 4) . FREE MOVEMENT OF PEOPLES.
- 5) . CHANGES IN THE ENVIRONMENT AND NATURAL RESOURCES.

II) Motivate governments to introduce Green Policies.

II) グリーン政策を政府に導入させる動機づけ

VISION FOR THAILAND

Thailand will be a **GREEN and HAPPINESS SOCIETY** in which people have integrity and knowledge of world standard

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II) Motivate governments to introduce Green Policies. (Conti.)

II) グリーン政策を政府に導入させる動機づけ(続き)

MISSION FOR THAILAND

-Develop people to have quality, integrity, knowledge of world standard, good health, living in warm families and strong communities, capable of self-reliance, pursuing their lives with security and dignity, within a balanced diversity of culture, natural and environment.

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III). LESSONS LEARNT FROM PRO-POOR GREEN POLICIES

III). 貧困削減に着目したグリーン政策の教訓

- The poor can not simply continue to receive government handouts and subsidies. The poor sector must be engaged in the process of economic growth by engaging them not only as consumers but also bringing them to become part of the production and innovation sectors. This can be done by utilizing the values of indigenous knowledge and building their capacities to learn and use new knowledge on sustainable development – e.g. through provision of micro-credits and co-benefit sharing.

Pro-poor business

貧困層に焦点を当てたビジネス

(inclusive business; business for the bottom of the pyramid; business with the base of the pyramid; inclusive business; sustainable livelihood business)

