



Green and Happiness Index of Thailand

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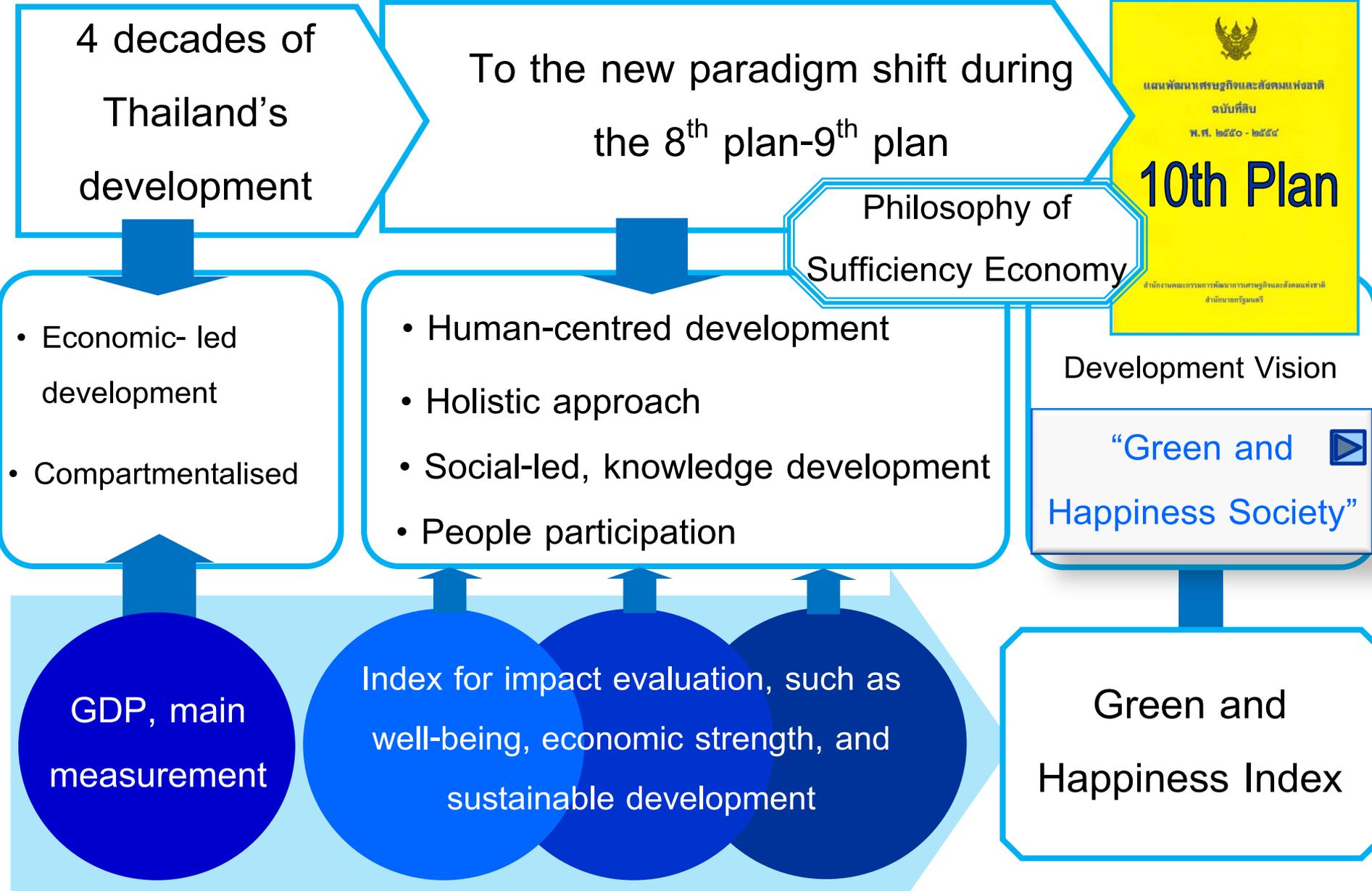
Office Of The National Economic and Social Development Board

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Venue: The Imperial Queens Park Hotel, Bangkok

- Part One Prologue
- Part Two Process and Methodology
- Part Three Results

Part I: Prologue



Part I: Vision of the National Development: Green and Happiness Society

Philosophy of Sufficiency Economy

Thai people

Moral lead
knowledge,
Immunity,
Warm and
loving family

Community

Empowerment,
Peaceful

Economic
System

Strong
Stability
and Equity

Natural
resource and
environment

Good quality
environment
Sustainable
natural
resources

Administration

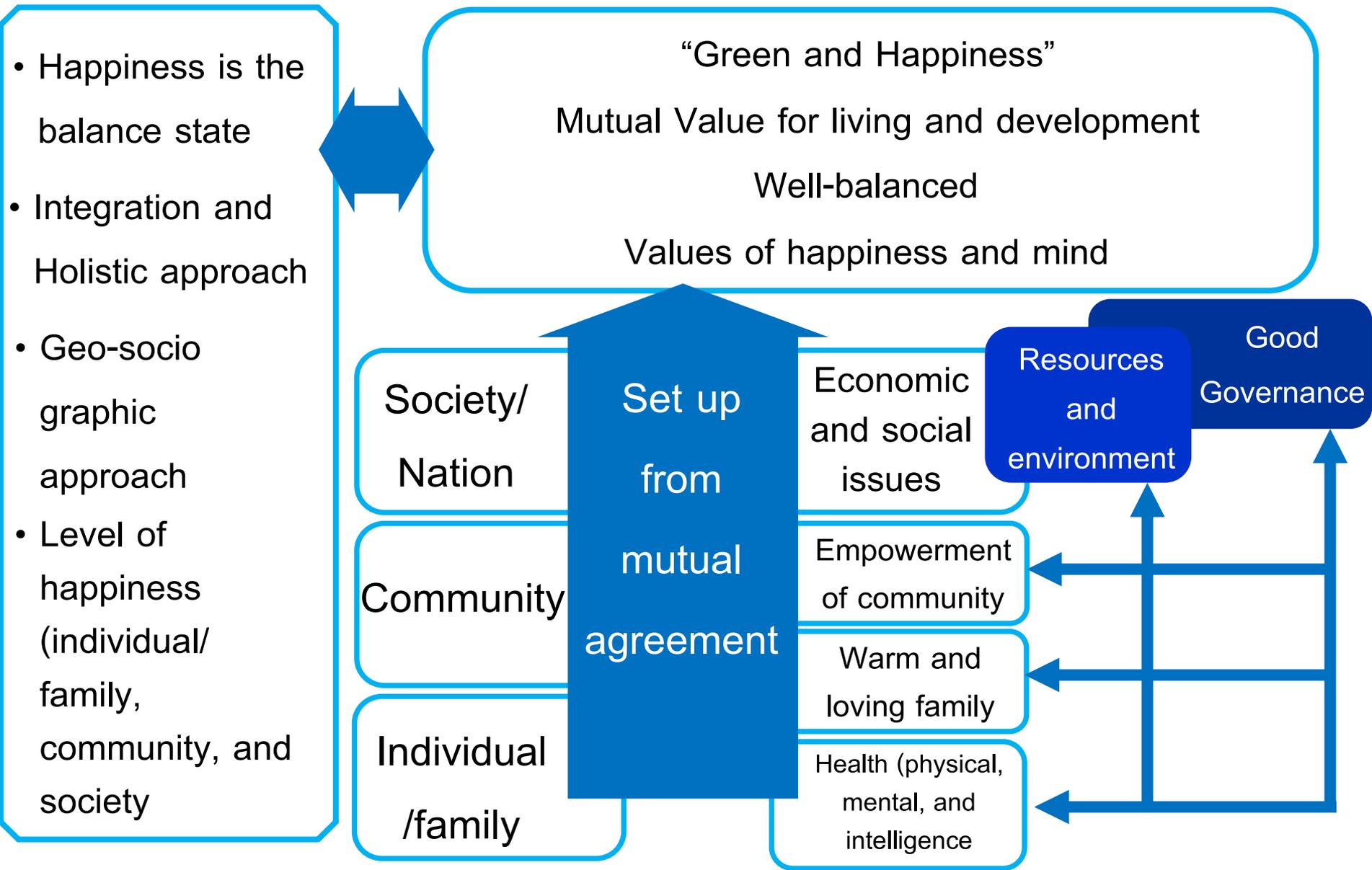
Good
governance,
Constitutional
Monarchy, live
in global arena
with dignity

Green and Happiness Society

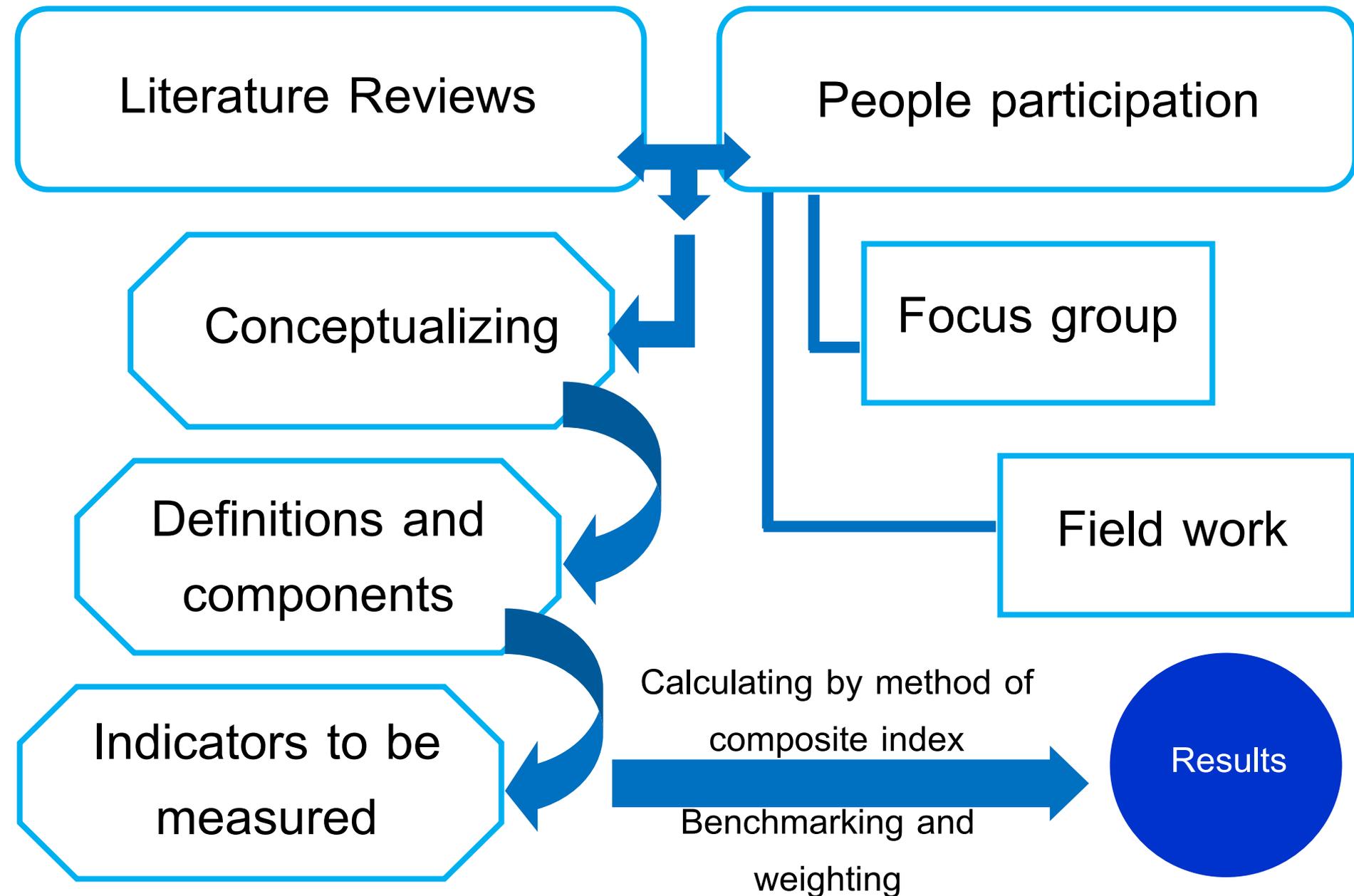
Part I: Main Objectives of GHI

- ★ To stimulate people participation
- ★ To be a major tools for suggesting guidelines of the national development
- ★ To be a driving force of the happiness-led development
- ★ To be a guideline for collecting essential data and organizing data hub, and developing other index

Part I: Conceptual framework of GHI



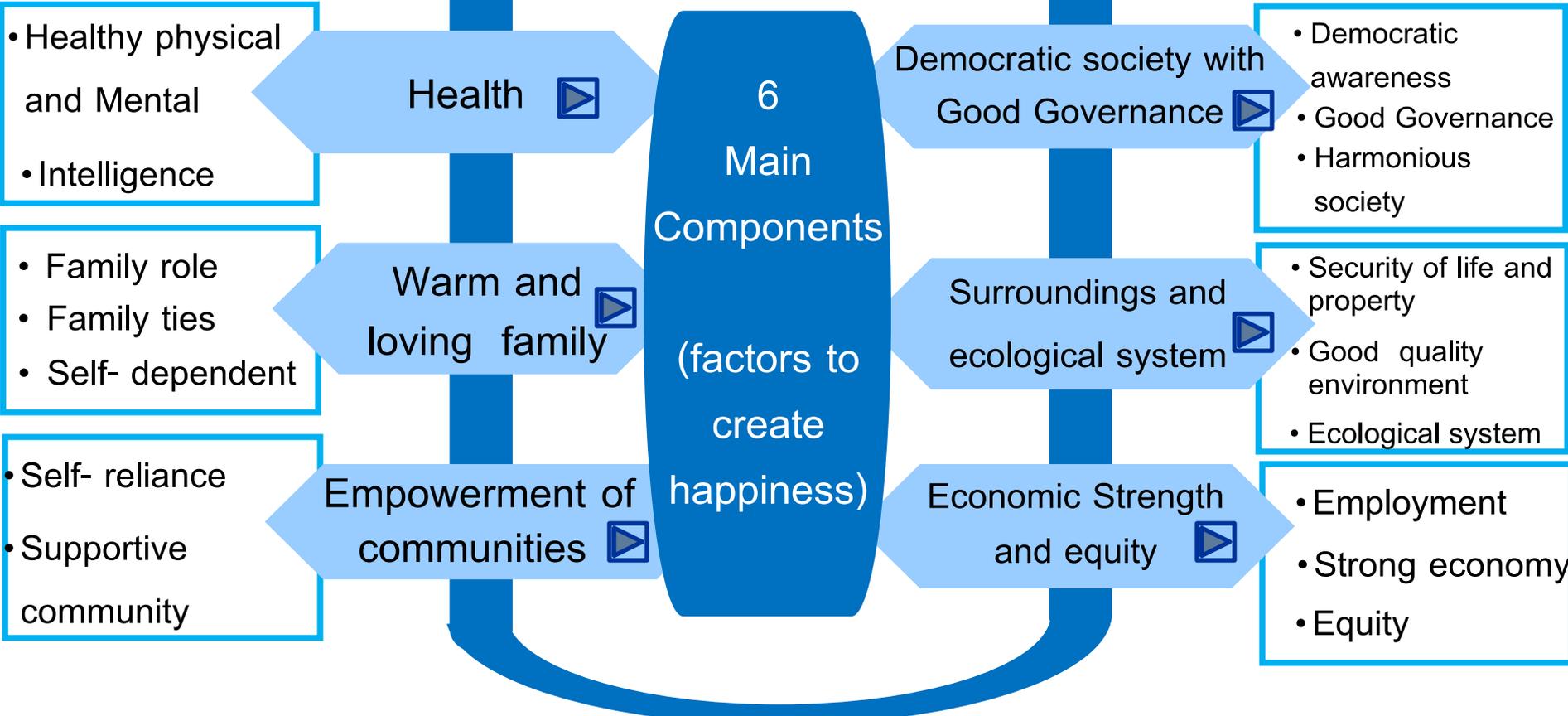
Part II: Process and Methodology of the GHI



Part II: Definition and Components of “GHI”

“Thai’s Happiness”

means a state, which Thai people are well-being with good quality of life, well-balanced between physical, mental and intelligence. The economy, society and environment are well-integrated. Thai people live in peaceful and harmonious society, in which are well-balanced between people and natural resources and environment.



Part II: Definition of each component

1

Health

Healthy Physical and longevity, kind and moral, intelligence, conceptual thinking, practical skill and live in a society peacefully

Healthy Physical
and Mental

Healthy physical and proper behavior Ability to control emotion and adjust to social environment, understanding and be able to accept changes

- Healthy
- Longevity
- Good mental condition

Intelligence

Ability to learn and apply knowledge and skills, and uphold moral values, and awareness of Thai values

- Moral behavior
- Learning capacity
- Learning quality

Part II: Definition of each component

2

Warm and loving family

Family members live together happily, love and care of each others, plays their roles properly, and also maintain close relationship.

Family role

Appropriate family roles, responsibility for family members.

- Love and care, especially for children and elderly

Family ties

Strong relationship, Supporting each others

- Intention to build up family
- Problem-solving

Self-dependent

Adequate income, Well-built housing, and Sufficient basic needs

- Income
- Housing
- Infrastructure

Part II: Definition of each component

3

Empowerment of communities

Peaceful and empowerment. Members of community are united, have self-reliance and learning process, as well as be able to maintain local tradition, culture and wisdom.

Self-reliance

Unification, effective problem-solving and learning process within community, upgrading living standard of members, and economic community's development

- Local organization
- Learning for problem-solving

Supportive community

Loving and caring, harmonious community, public mind.

- Local welfare provision
- Harmony and help each other

Part II: Definition of each component

4

Economic Strength and Equity

Employment, continuous and enough income, security of working life, fair prosperity and income distribution, sound and stable economy

Employment

Honest job, hard-working security and safety, enough income

- Employment
- Enough income
- Security of working life

Economic Strength

stable economic growth with self-reliance, economic immunity, productivity, be able to adjust to global change

- Stable economic growth

Equity

Poverty reduction, prosperity and income distribution

- Fair distribution

Part II: Definition of each component

5

Surroundings and Ecological system

Security of life and property, fertility of natural resource, and well-balanced environment

Security of life and property

Reduction of crime and drug problems, has effective laws and judicial system

- Legal cases, especially crime and drugs

Good quality environment

Well-balanced between preservation and utilization for maintaining ecosystem

- Pollution in water, air, soil and garbage

Ecological system

Well-balanced natural resources and environment

- Fertility of natural resources

Part II: Definition of each component

6

Democratic society with Good governance

Rights, freedom and respects others' rights on the basis of fairness and democracy. Obliging rules and regulations. Upholding good governance to create transparency, value for money and fair distribution for peaceful society

Democratic awareness

People aware their rights, responsibility, and freedom, especially in political issue. They enthuse to participate in national development

- Obliging rules and regulations
- Rights
- Participation in development

Good Governance

Good governance; participation of developmental partners, responsibility, transparency and fair distribution

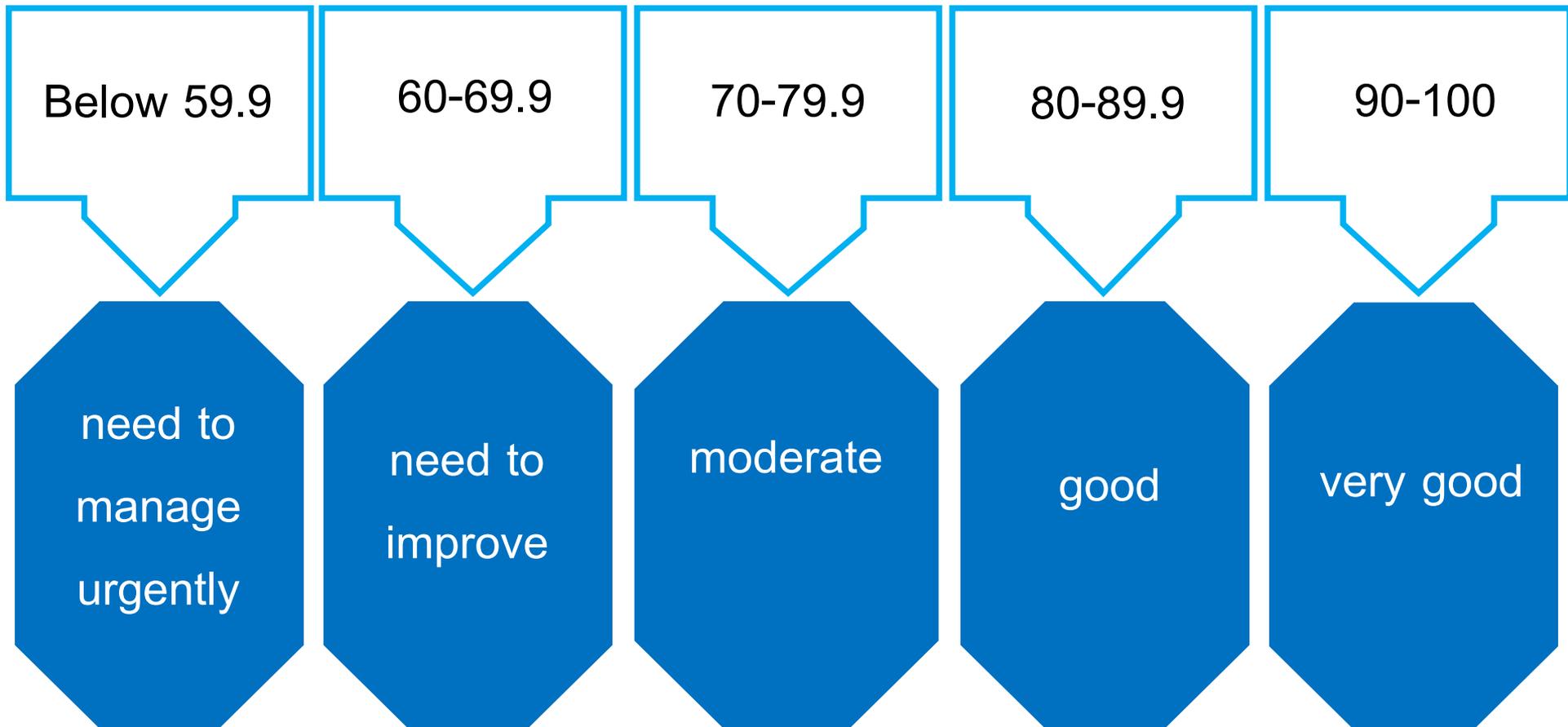
- Good governance in public and private sectors
- Decentralization

Harmonious society

Living together with harmony in the society of multi-cultural, races or ethic groups, and religions.

- Acceptance the difference in races, religions and cultures

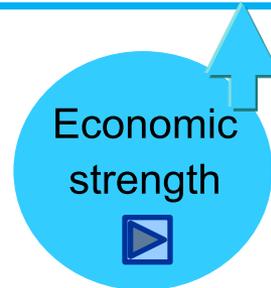
Part II: Rating scores



Part III: Results

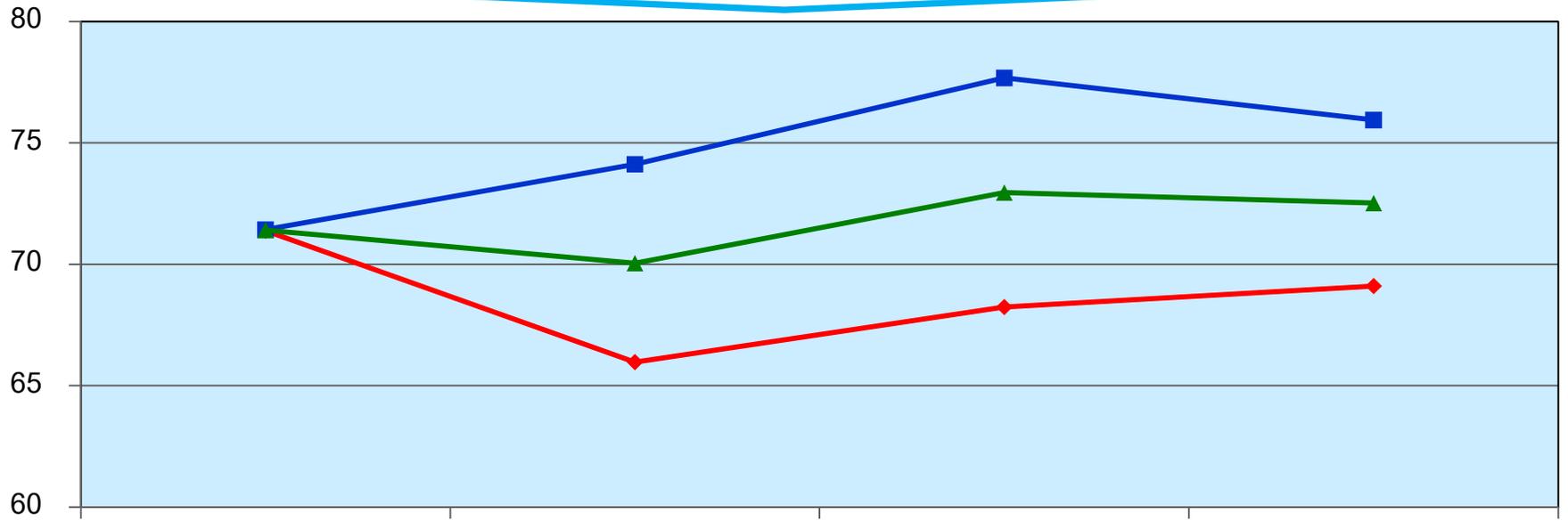
Green and Happiness has positive sign, however at unsatisfied level

2006 = 65.89 2009 = 65.74



Part III : Health

Health of Thai people increased from 71.41 (2006) to 72.52 (2009)



Average

Physical and Mental

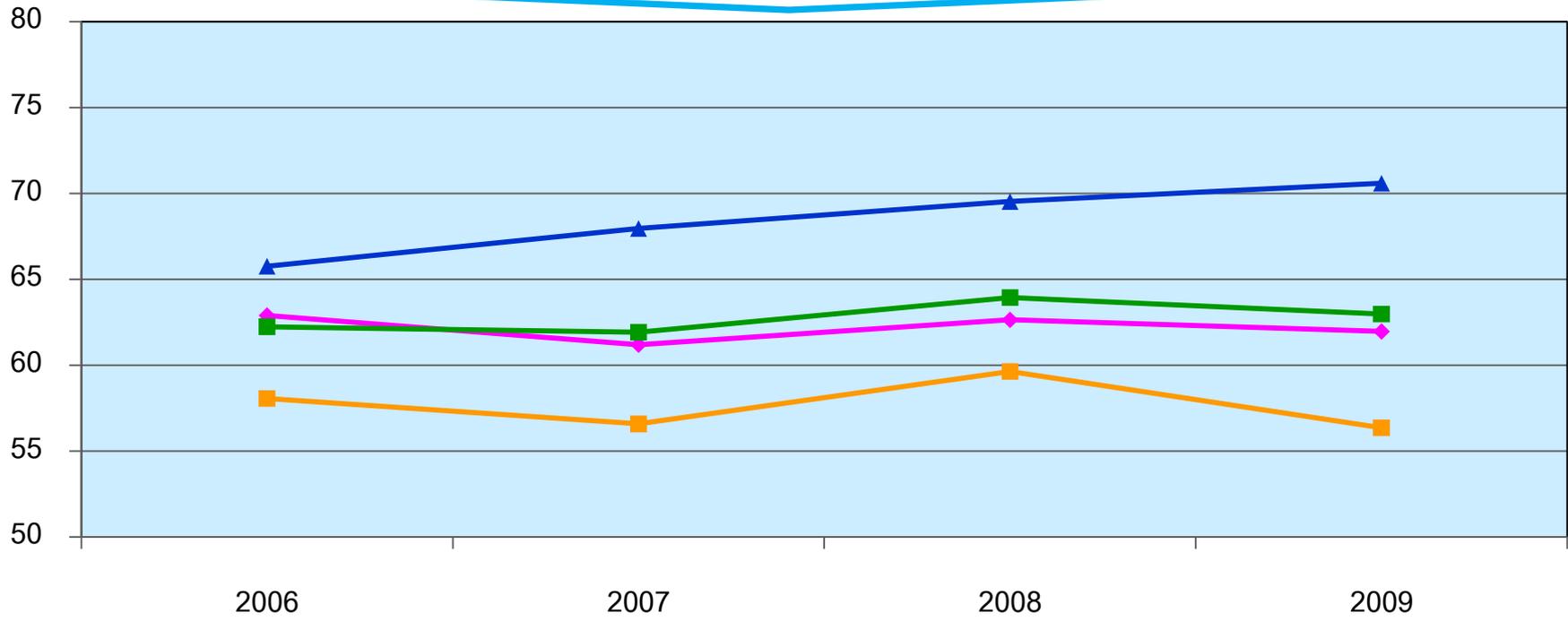
Intelligence

Better mentality
Better Health and

Quality of education
needs to be
managed

Part III: Warm and Loving Family

'Warm and loving family' decreasing continuously from 62.24 (2006) to 62.98 (2009)



Average

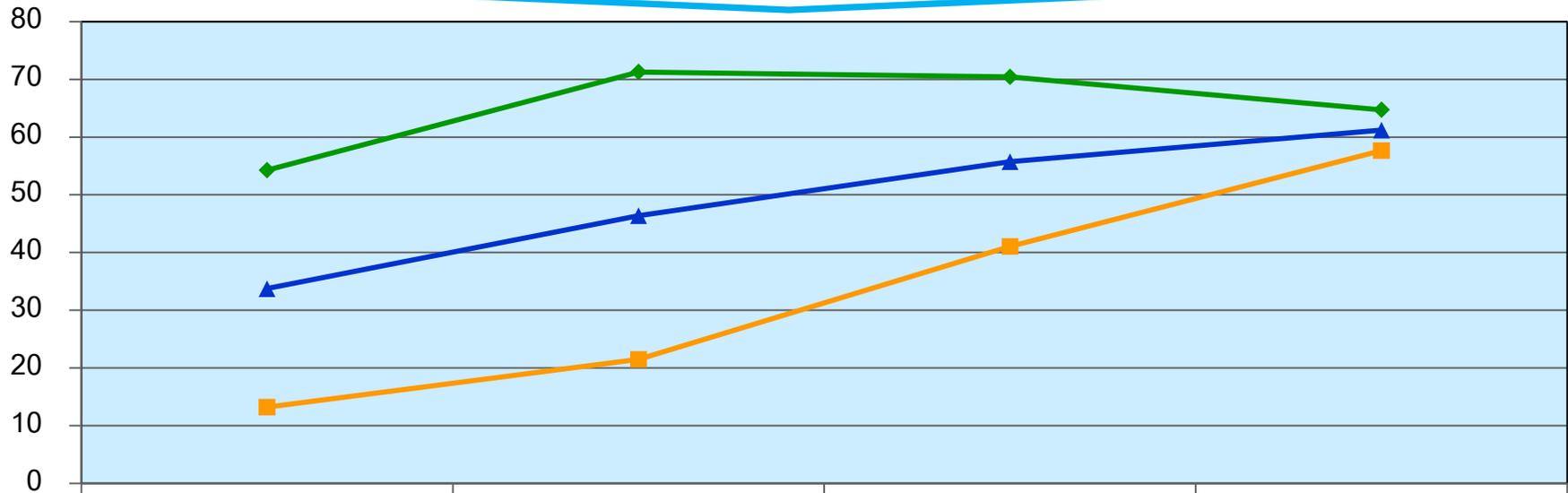
Family role increasing in numbers of abandon children and elderly

Family tied
Increase in broken family

Self-dependent
Increase in income and be able to access to infrastructure

Part III: Empowerment of Community

Empowerment of community is in positive sign
from 33.74 (2006) to 61.19 (2009)



2006

2007

2008

2009

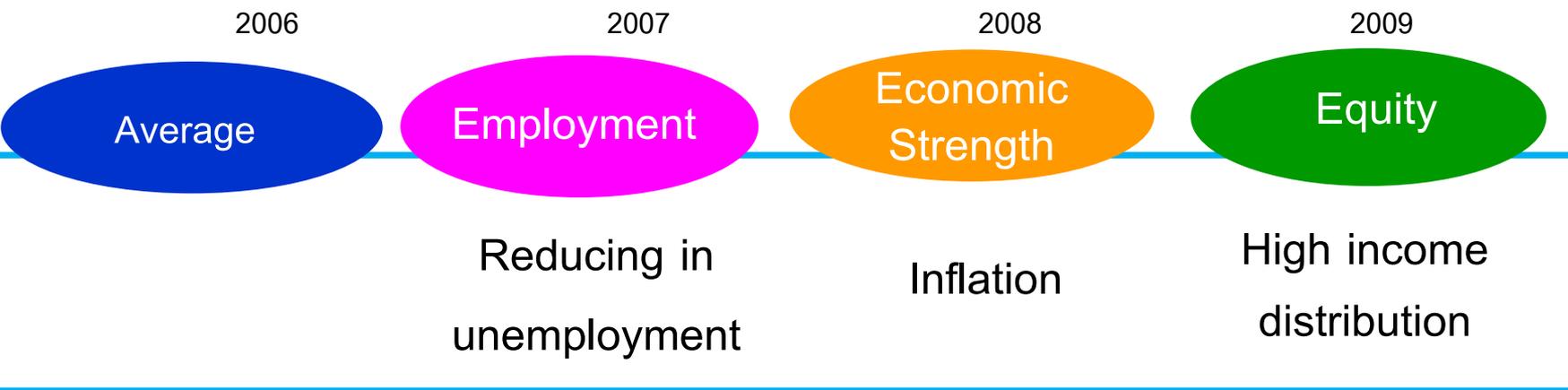
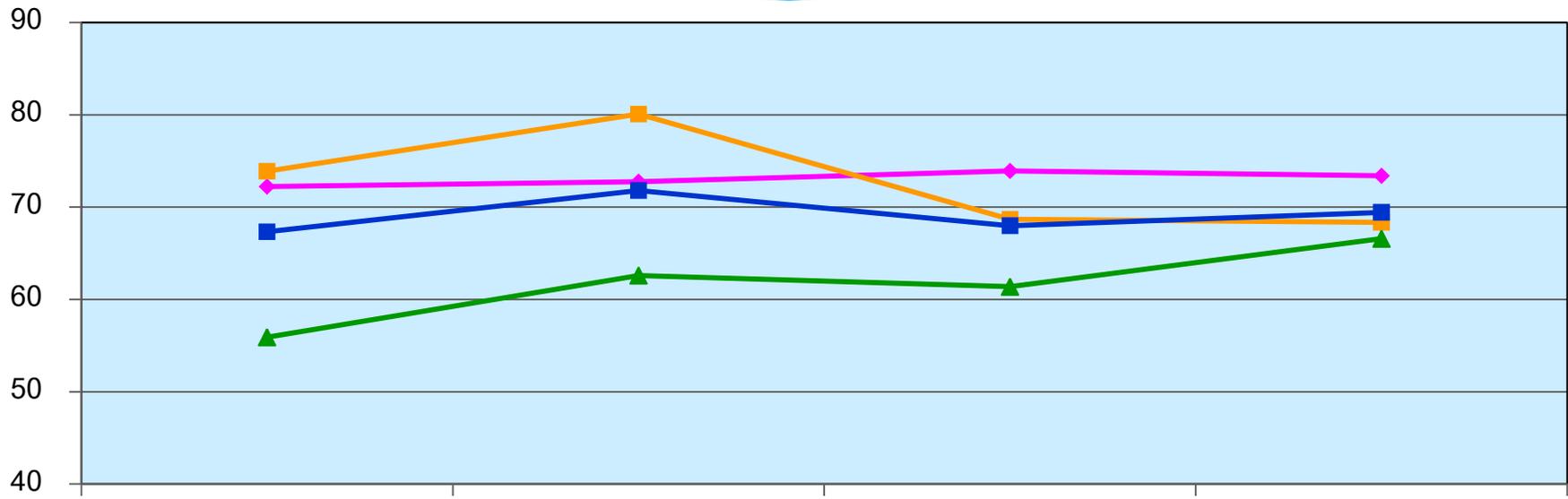
Average

Self-reliance
Increasing in knowledge sharing in community

Supportive community
Increasing in welfare management by community

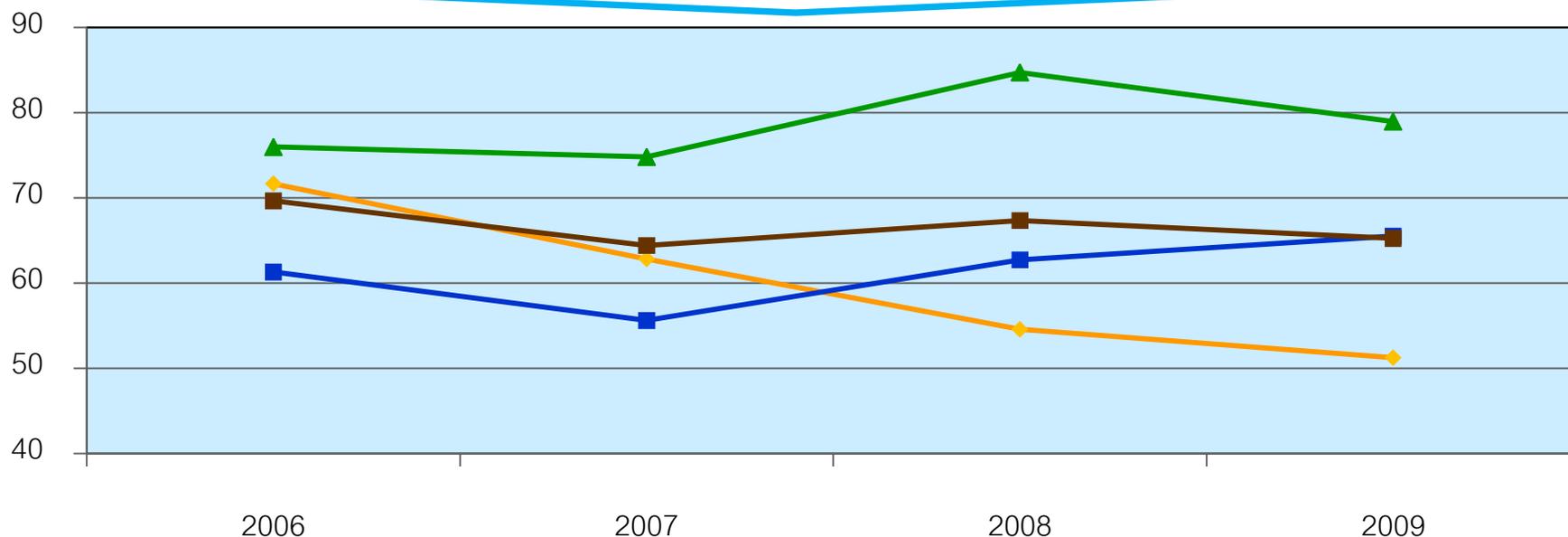
Part III: Economic Strength and Equity

Economic Strength and Equity increased from 67.34 (2006) to 69.44 (2009)



Part III: Surrounding and Ecological System

Surroundings and ecological system need to be taken care of
from 69.64 (2006) to 65.23 (2009)



Average

Security in life and
property

Crime and drug
problems

Quality of Environment

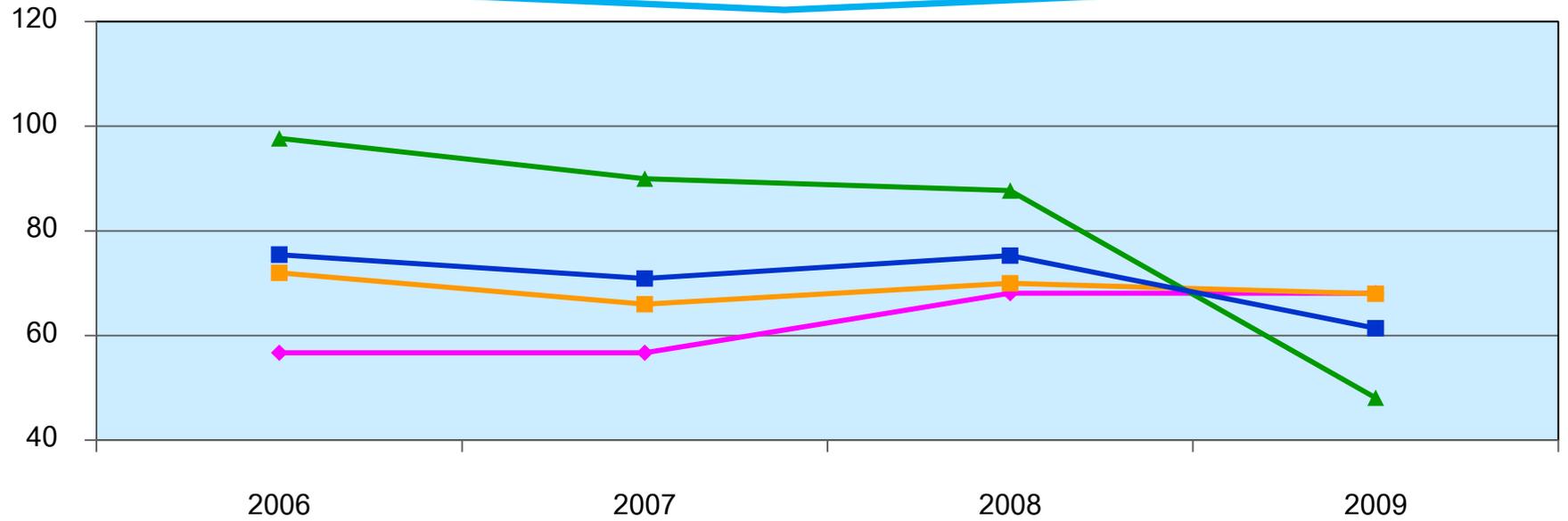
Increased, but
need to be
managed

Ecological system

Increasing in Fertility
of ecology but lower
than standard

Part III: Democratic Society and Good Governance

Democratic society with good governance decreased from 75.46 (2006) to 61.41 (2009)



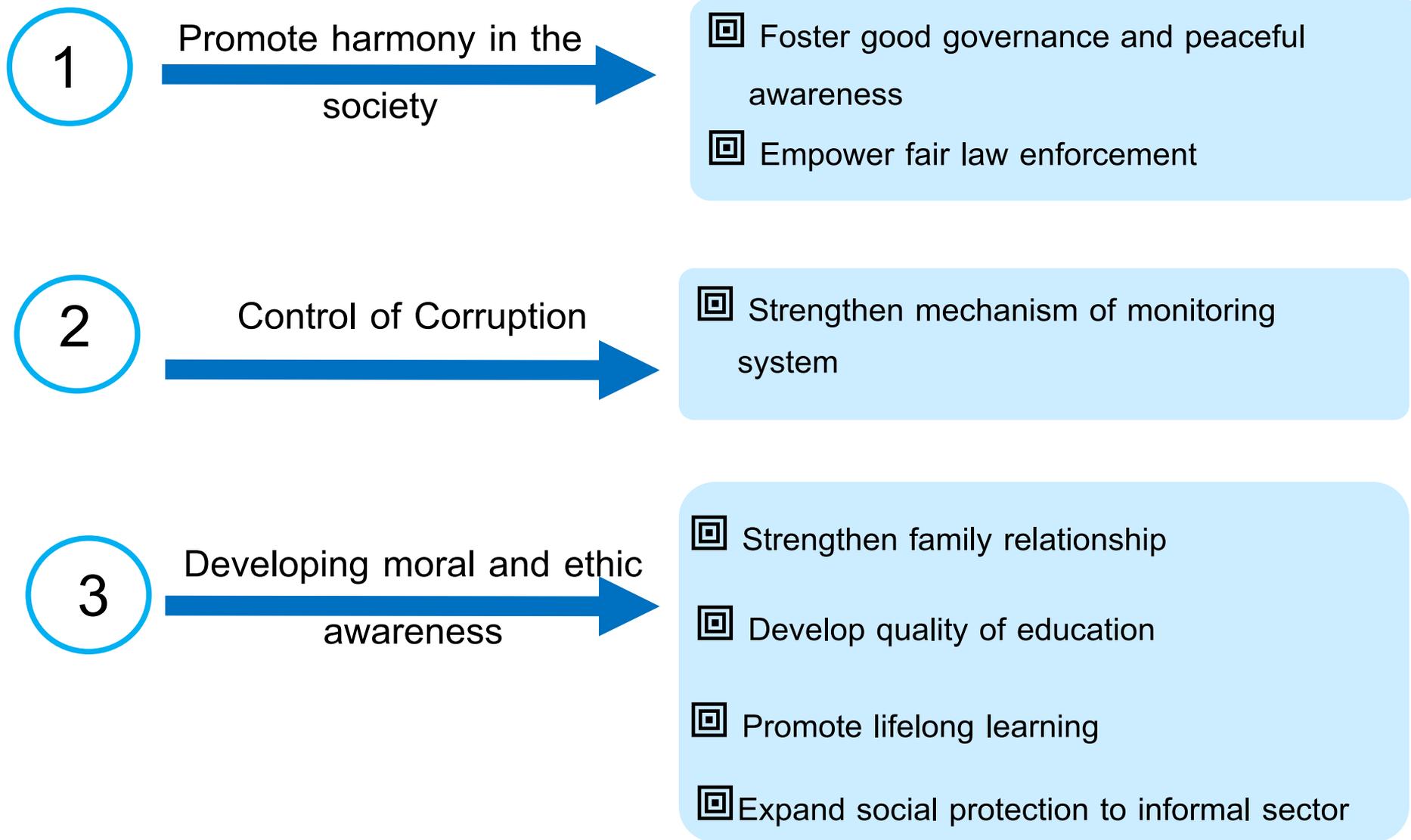
Average

Democratic awareness
 Increasing in awareness of freedom and rights; higher in people participation

Good governance
 Problems of Corruption

Harmony
 Lots of problems on harmony and Human rights

Part III: Policy Recommendation for urgent implementation



Policy Recommendation for urgent implementation

4

Empowering Community



- ▣ Develop social welfare in community
- ▣ Set up knowledge organization in community
- ▣ Strengthen local economy
- ▣ Enhance local role for environmental management

3

Economic Strengthening and Fair
Income Distribution



- ▣ Restructure agricultural sector to meet market needs
- ▣ Alleviate poverty and enhance income distribution
- ▣ Promote Philosophy of Sufficiency Economy for using in daily life
- ▣ Upgrade the country's competitiveness



Thank you