Adulyadej. This set of people-centred principles, known as SEP (Sufficiency Economy Philosophy), has been promoting well-managed growth and influencing government policies across the country since the 1997 financial crisis: individuals and institutions are advised to operate within their means and make informed decisions that take into account every potential repercussion. Moderation is the cornerstone of SEP and the proliferation of this “SEP mindset” across the world could prove a useful tool in achieving the UN’s list of 17 SDGs (Sustainable Development Goals) by 2030 (a selection of SEP examples are presented here).

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