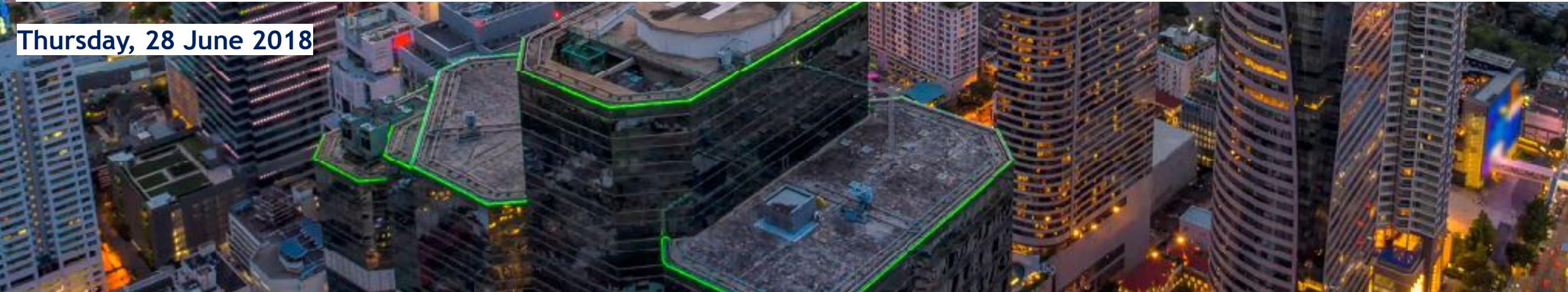




# Approaches to sustainable development - alternative development models through South-South and triangular cooperation



Thursday, 28 June 2018



An aerial photograph of a city skyline, likely Bangkok, viewed from a high vantage point. In the foreground, a large, lush green park with a winding path and a small lake is visible. A traditional Thai pagoda stands near the lake. The city skyline, featuring numerous skyscrapers and modern buildings, stretches across the background under a blue sky with scattered clouds.

# Urban Living



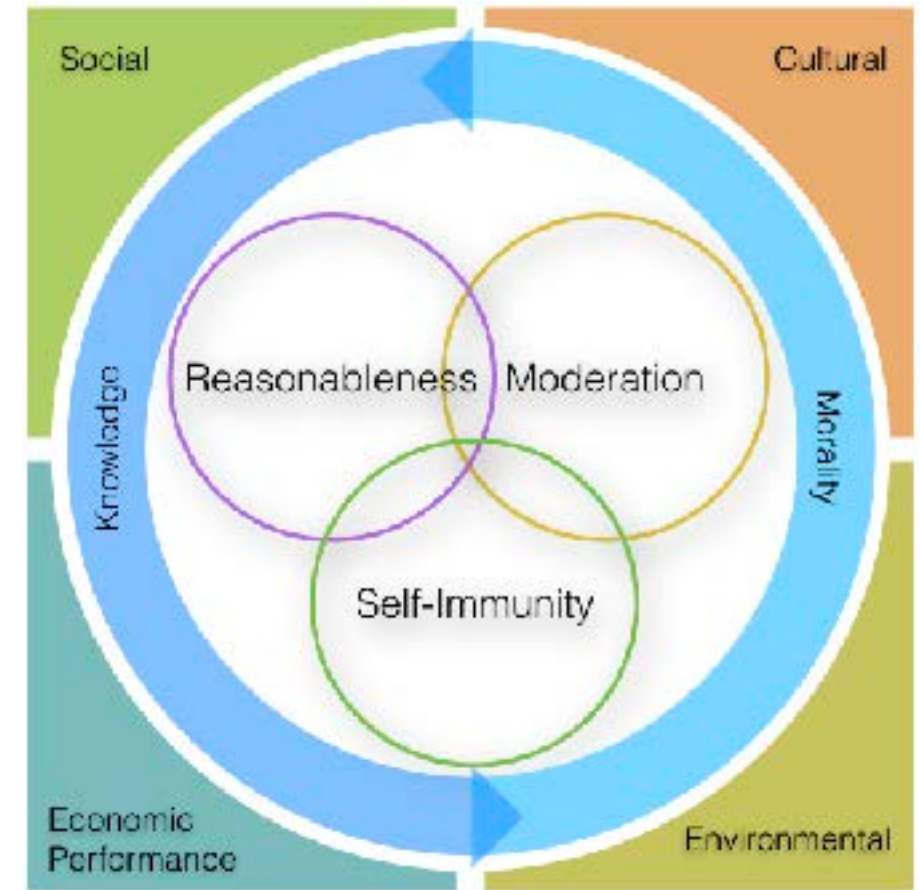


# Real Urban Living



# Vibrant Community

## An example of SEP implementation

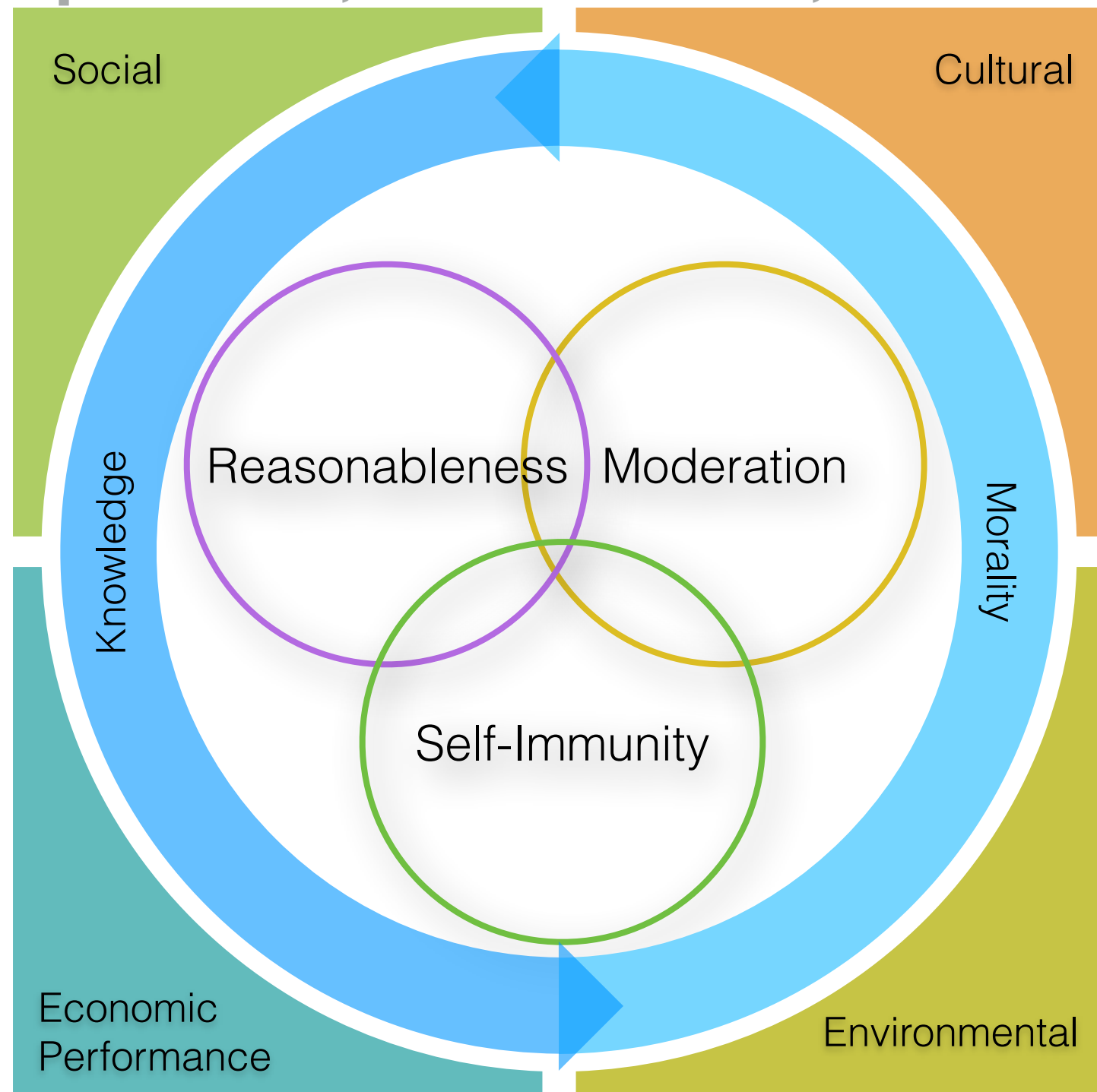


Sufficiency Economy Philosophy  
in Real Estate Development Company



# Sufficiency Economy Philosophy in Real Estate Development Company

## 3 components, 2 conditions, 4 dimensions



# Sufficiency Economy Philosophy in Real Estate Development Company

## 3 components

### Reasonableness

- Develop residences focus on standard and affordable segments.
- Focus on the quality of life of the residents with the **“Livable Community For All”** concept.
- Create a balance of benefits for all stakeholders involved.
- Consider the impacts of the business operation in all dimensions.

### Moderation

- Achieve appropriate growth rate.
- Create sufficient profit from business operation by not exploiting or taking an advantage of customers or society.
- Return the profits to society

### Self-Immunity

- Emphasize in human resources development.
- Establish strategies that are suitable for all economic situations.
- Develop our own knowledge and know-how.
- Focus on risk management



# Sufficiency Economy Philosophy in Real Estate Development Company

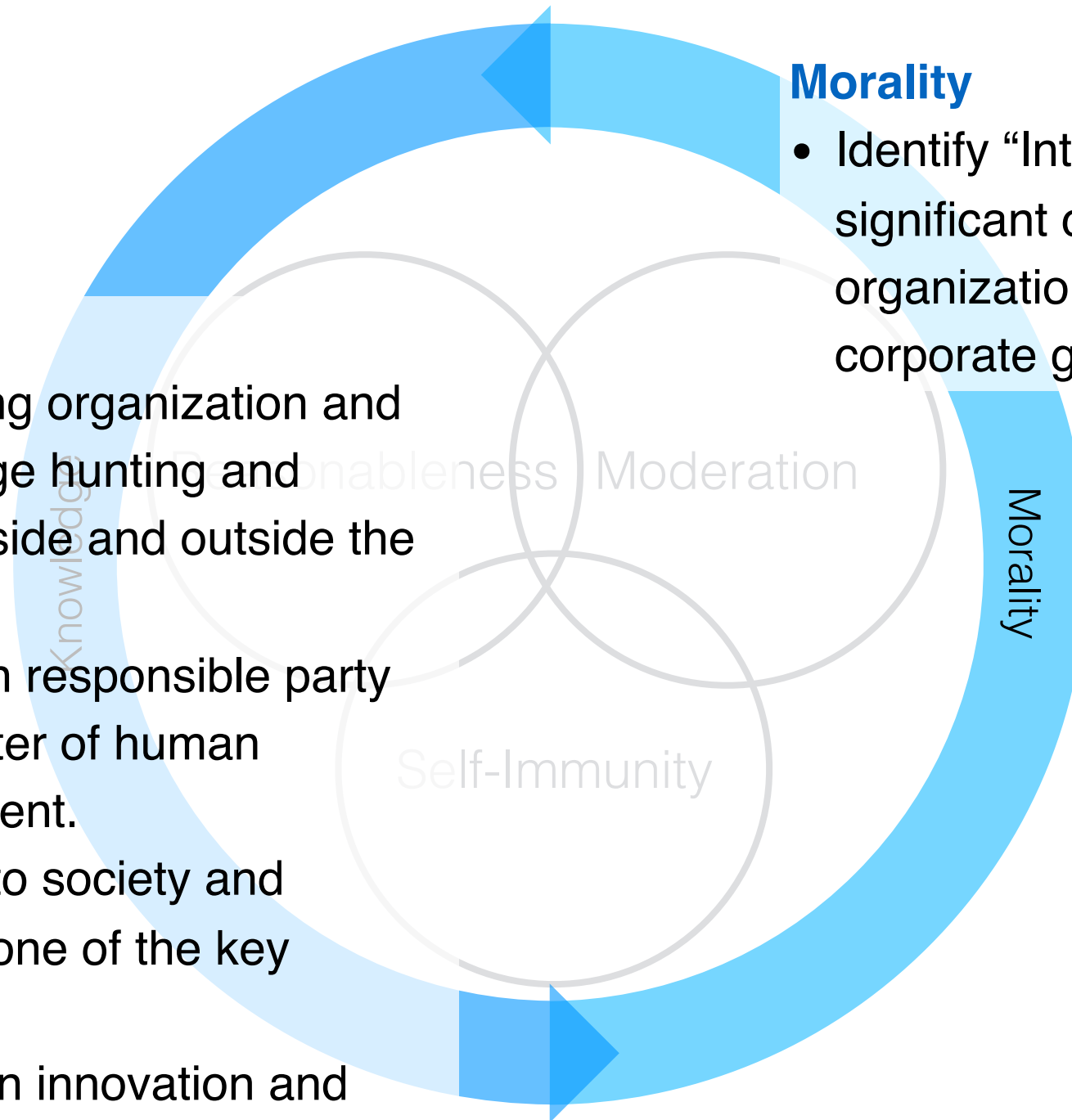
## 2 conditions

### Knowledge

- Strive to be a learning organization and encourage knowledge hunting and sharing in both of inside and outside the company.
- Academy is the main responsible party as it is the main center of human resources development.
- Knowledge sharing to society and partner company is one of the key development.
- Develop home-grown innovation and technology for using in the company

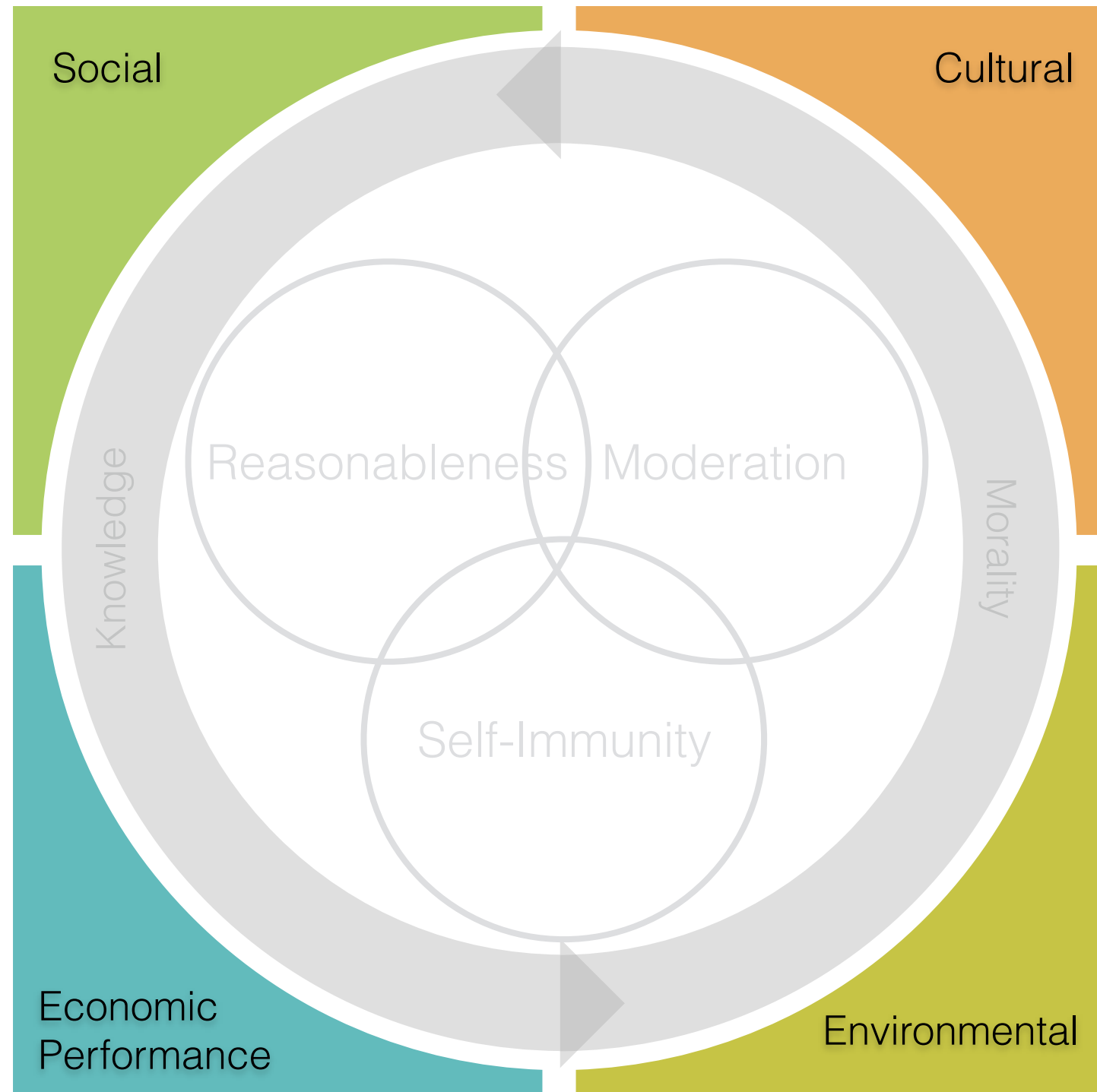
### Morality

- Identify “Integrity” as the most significant corporate values of the organization leading to good corporate governance.



# Sufficiency Economy Philosophy in Real Estate Development Company

## 4 dimensions





Lumpini Development has developed 102 projects throughout 29 years of operation. We have developed more than 110,000 condominium units as a **"home" for urban residents.**

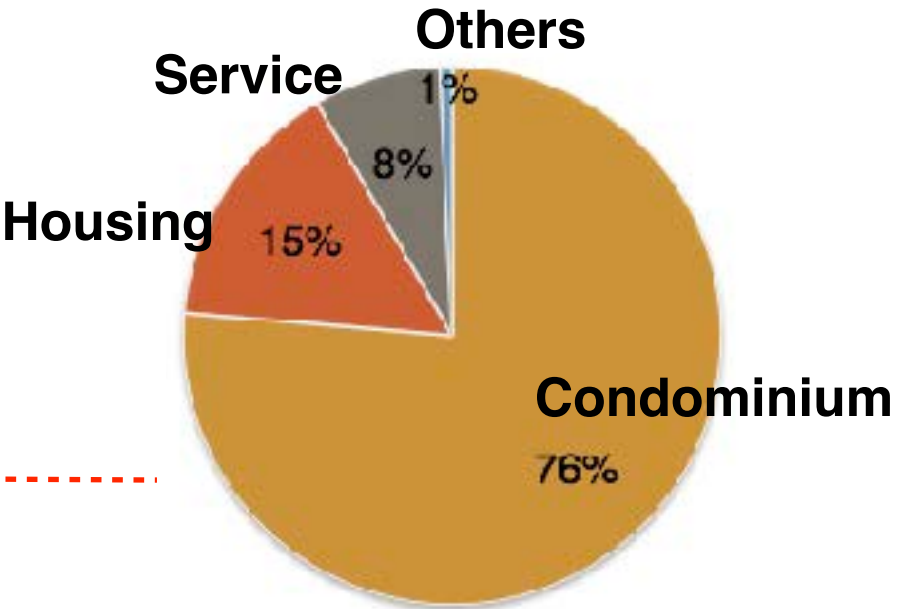
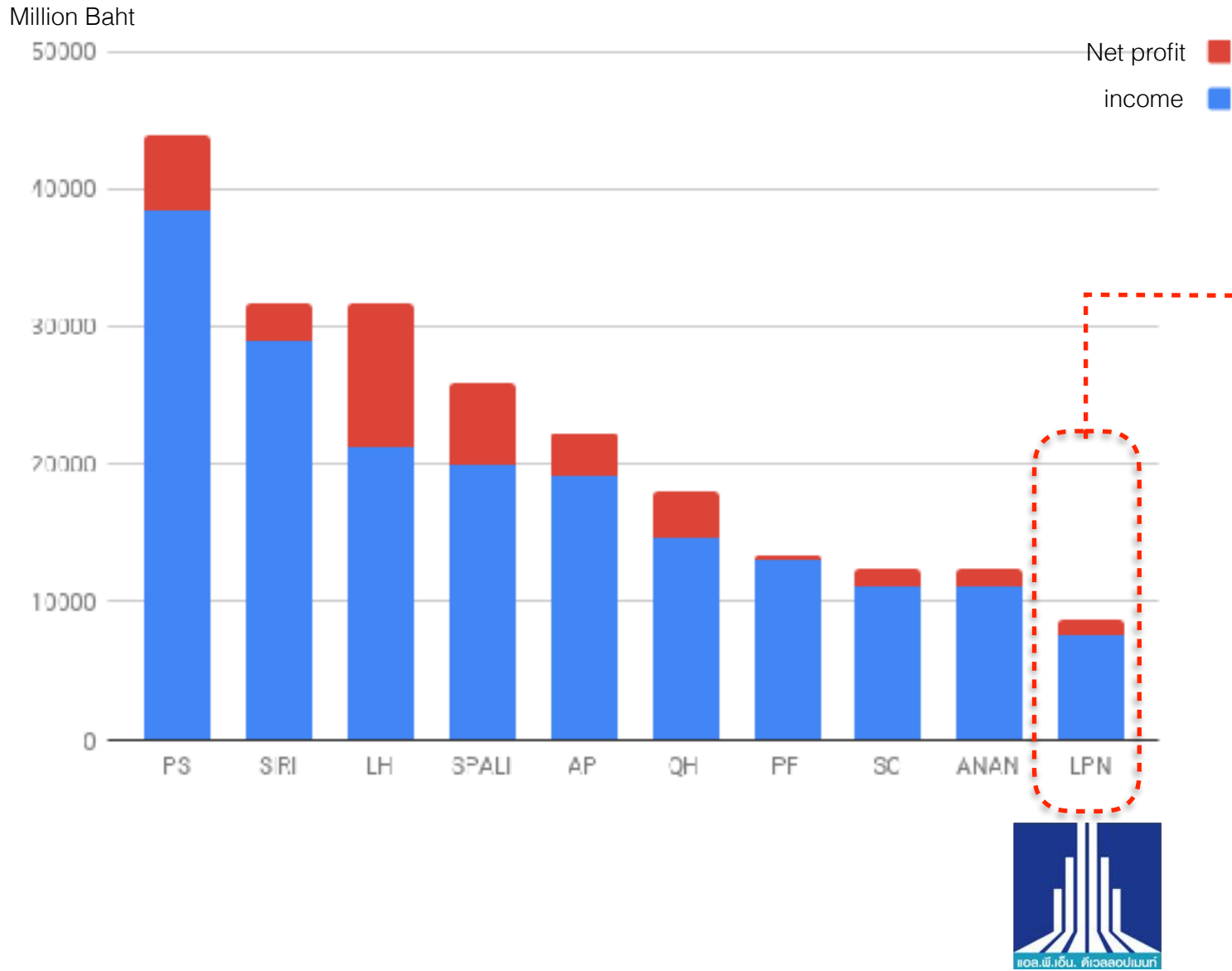
Bangkok and peripheral area	94	projects
Chonburi	5	projects
Cha-am	2	projects
Udomthani	1	projects



Creating "Vibrant Community" for urban residents



# Top 10 Listed Real Estate Developer Ranking



LPN Condominium new project portfolio	
Construction site area	216,612.69 sq.m.
Number of unit	4,729.00 units
Project value	14,000 MB







# Green Building

Recycle

Building

Natural Look

save water

Energy saving

Solar Cell

Green Wall

LEED

High Technology

EIA

Environmental Friendly

Lots of green area

**Expensive**

Need incentive

**High upfront cost**

**Difficult**

For premium building

**Time consuming**

High standard

Minimum requirement

**Change**

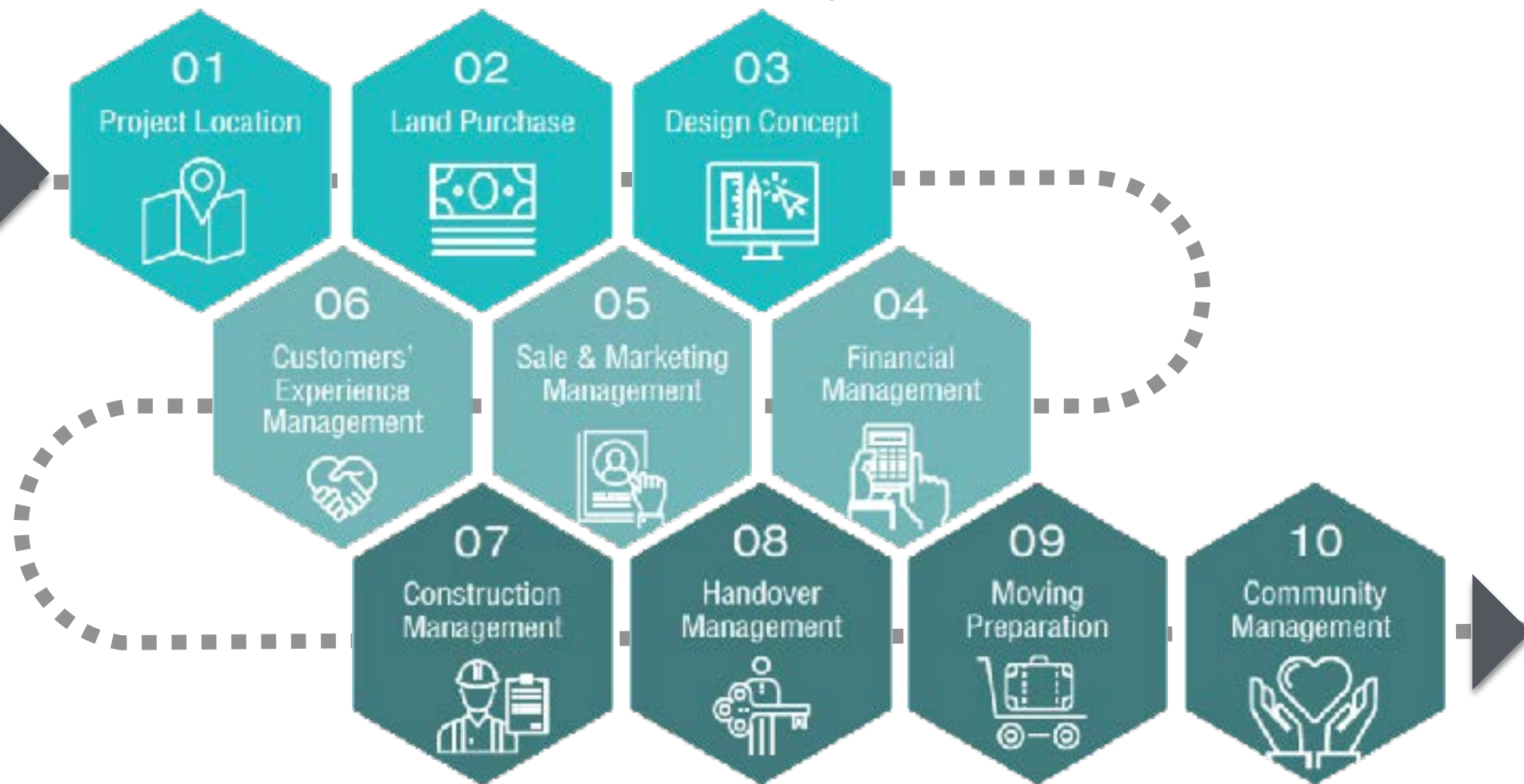
# Why?



**“DIFFERENTIATION”**



## 10 core processes of the property development



## 8 Stakeholders



## 6 GREEN





First signature green project



6 Green LPN



Green Design and Construction Standard



First LEED certified project



Green Housing Design and Construction Standard



Product Development Center



TREES certification



2013

2014

2015

2016

2017

2018



Top-down command  
Force, Push and Drive!



Training, Learning by Doing



Engage Engage Engage!





# Responsible Construction



## Neighbor and social care



# Promote and Foster Traditional Culture



# Social Enterprise



Underprivileged women staff of Lumpini Property Service and Care Co., Ltd



Green Site Monitoring Application

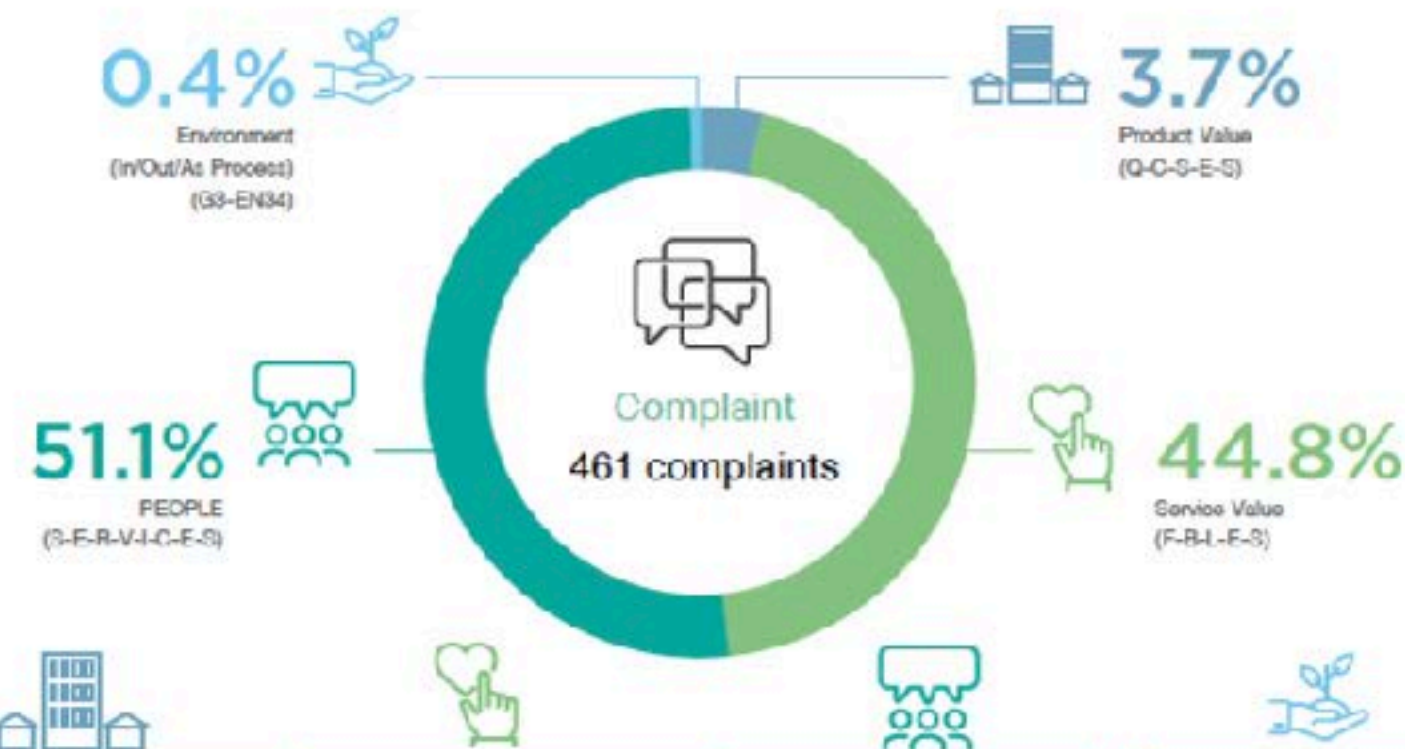






The gross income is 9,655 million THB.

The net profit is 1,062 million THB.



Product Value	Service Value	People	Environment
17 complaints	205 complaints	237 complaints	2 complaints
<div>Q</div> 17 <div>C</div> - <div>S</div> - <div>E</div> - <div>S</div> -	<div>F</div> 31 <div>B</div> - <div>L</div> 163 <div>E</div> 1 <div>S</div> 10	<div>Human</div> (230) No follow-up <div>Non-Human</div> (7) Errors	<div>IN</div> 2 <div>OUT</div> - <div>AS</div> -





With our best practices study and implementation,  
LPN believes that we are able to take part in the following goals:





**IT'S A JOURNEY,  
NOT A DESTINATION**



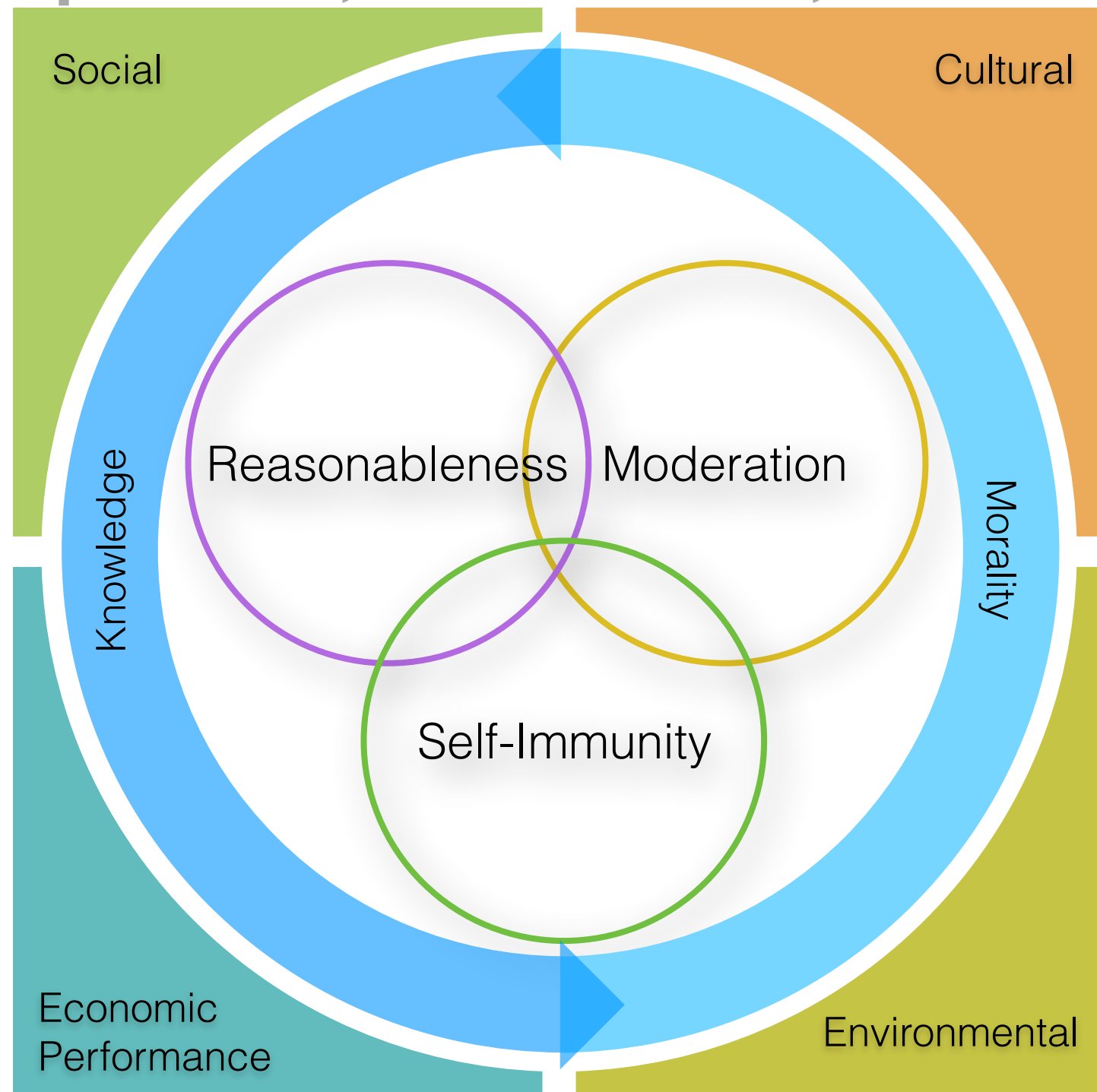
# JOURNEY + PERSEVERANCE





# Sufficiency Economy Philosophy in Real Estate Development Company

## 3 components, 2 conditions, 4 dimensions





# THANK YOU

