



KEY
SUCCESS FACTORS
FOR SUSTAINABLE
DEVELOPMENT



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
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HELP
THE PEOPLE
TO HELP
THEMSELVES



AREA
BASED



BALANCED
DEVELOPMENT

IN

— ECONOMIC, —

— SOCIAL, —

— AND ENVIRONMENTAL —

— DIMENSIONS —





SIMPLE



PRACTICAL

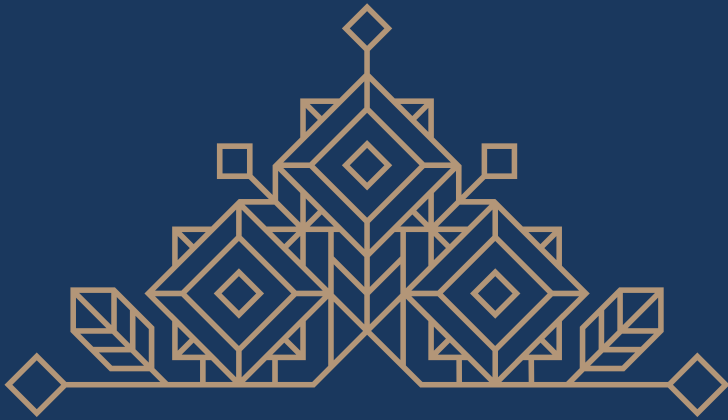


LOGICAL

Every action should be simple, practical, and logical,
so that it can be continued by other people and yield maximum benefits.



DEVELOP
BASED ON
REAL PROBLEMS
AND NEEDS OF
COMMUNITIES



ADJUSTMENT ACCORDING
TO DIFFERENT GEO-SOCIAL
REALITIES



The MFLF's development principles and approaches can be applied to any project areas, but the activities must be adjusted according to different geo-social realities.



KEEP
AN EYE
ON THE BIG
PICTURE
AND START SMALL

MUTUAL
DEPENDENCE
BETWEEN PEOPLE
AND NATURE



Local communities and natural resources rely on each other for their survival and growth. The communities use and conserve natural resources in accordance with the “Cultivate Land, Cultivate People” approach.



RESULT
ORIENTED
(What do the people get?)

Take not only the output into account, but also the outcome, that is, the community's life quality. Every penny spent must benefit the community and be worth the investment.





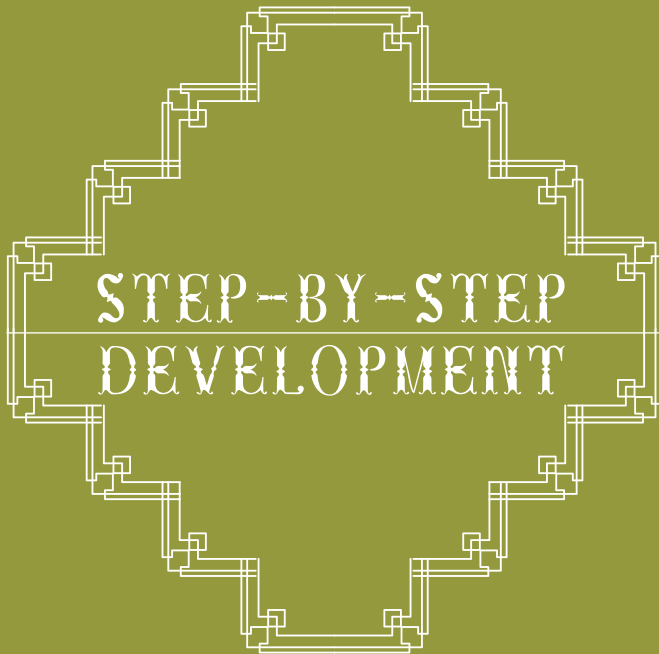
COMMUNITY'S
PARTICIPATION
IN EVERY STEP
TO FOSTER
A SENSE OF
OWNERSHIP



ALWAYS
GIVE
AN
OPPORTUNITY



CONTINUITY



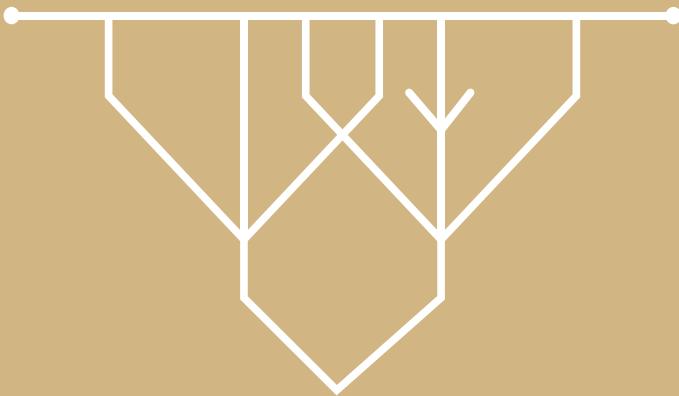
STEP-BY-STEP
DEVELOPMENT



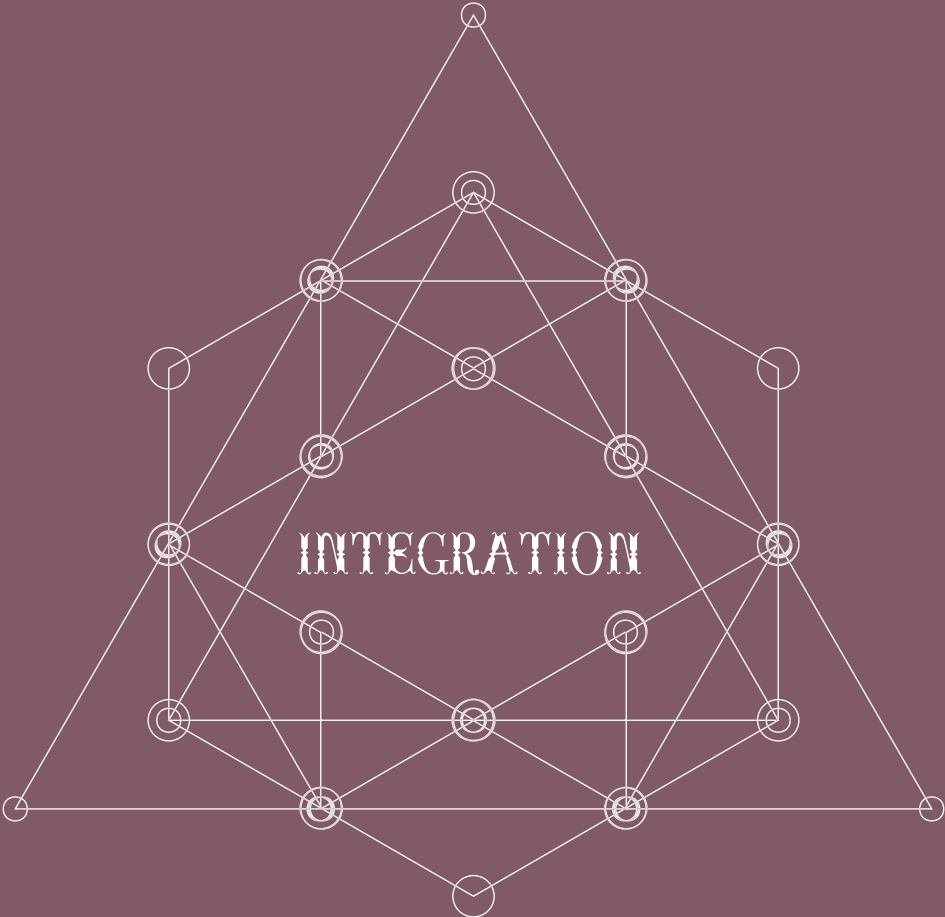
WORK ON
REAL DATA



BOTTOM-UP
AND TOP-DOWN
APPROACH



The management accepts and learns from the operations team.
The operations team provides data and opinions on the problems and real needs of the community in a straightforward manner.
The operations team always devises bottom-up and top-down coordination to put every stakeholder on the same page and ensure maximum benefits to the beneficiaries.



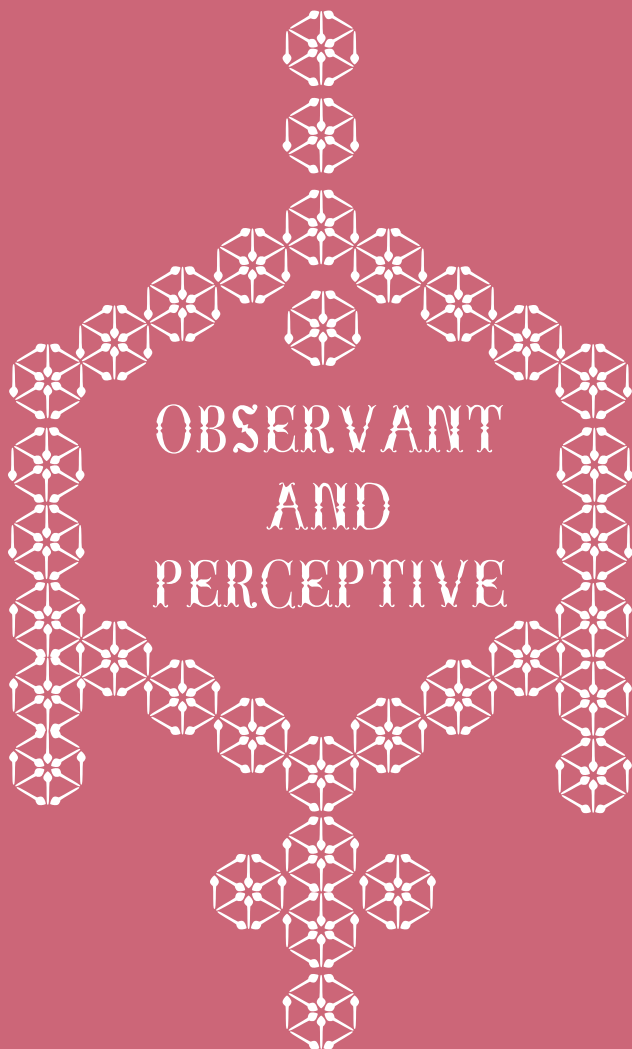


IT
CAN BE
DONE

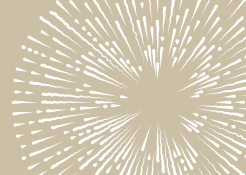
Positive attitude that does not focus solely on problems but also possibilities and solutions. “It can be done” attitude is always having oneself ready and, most importantly, believing that once given an opportunity, people can change.



KNOW
YOUR WORK.
WHOLE
HEARTEDLY



OBSERVANT
AND
PERCEPTIVE



Principle and Process Factors

1. Help the people to help themselves
2. Area based
3. Holistic development
4. Balanced development in economic, social, and environmental dimensions
5. Simple, practical, logical
6. Develop based on real problems and needs of communities (common issues)
7. Adjustment according to different geo-social realities
8. Keep an eye on the big picture. Start small and expand.
9. Value adding process
10. Market oriented approach, quality, and resource maximization
11. Mutual dependence between people and nature
12. Result-oriented (what do the people get?)
13. 3-level cooperation
14. Community's participation in every step to foster a sense of ownership
15. Building trust and faith within local communities
16. Give equal opportunities
17. Continuity
18. Lead by example

Management Factors

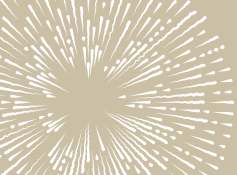
19. Step-by-step development
20. Work on real data
21. Local "joints" (the Development Volunteer Team)
22. Do not let local communities shoulder the risks (in the initial phase)
23. Bottom-up and top-down approaches

Development Practitioner Factors

24. "It can be done" attitude
25. Know your work wholeheartedly
26. Diligent
27. Honest
28. Practice what you preach
29. Observant and perceptive
30. Sincere, with no hidden agendas
31. Selfless and favouring common interest over selfish gain
32. Neutral (free of political agenda)
33. Empathetic

Local Community Factors

34. Honest
35. Hardworking and self-reliant



THE BASIC KEY SUCCESS FACTORS

Management Factors

36. Integration
37. Sound management
38. Flexible work plans
39. Risk management
40. Knowledge management
41. Evaluation standard
42. Utilisation of suitable technology
43. Continued and sufficient budget
44. Personnel development
45. Decentralised decision making power
46. Transparency

Development Practitioner Factors

47. Patient
48. Open-minded
49. Mindful of the problems and take immediate action to address them
50. Teamwork
51. Responsible for self and others
52. Communicative (effective communication)
53. Continuous self-improvement
54. Determined
55. Strong leadership

Local Community Factors

56. Patient
57. Determined
58. Strong leadership

Supporting Team Factors

59. Clear and aligned policies from the supervisors and the organization's management
60. Put academic theories into practice to benefit local communities
61. Every team and department is on the same page regarding the big picture



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