



20 Years Journey... From Opium to Sustainable Development

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Mae Fah Luang Foundation Under Royal Patronage



MYANMAR

LAOS

THAILAND



"People use opium as drugs or medicine. If a child cries, they give him opium, if they can't sleep, they use opium, if an infant coughs, they give them opium."



"When I was pregnant with this baby I was using drugs. So he was born addicted and was always crying. I would try to keep him quiet and make him sleep, so I just kept feeding him opium," she says.





Commander of the Democratic Karen
Benevolent Army Na Kham Mwe





Heroin warlord Khun Sa brandishing M-16 automatic rifle with M-79 grenade launcher attached.





Drugs VS.



Development



DEA







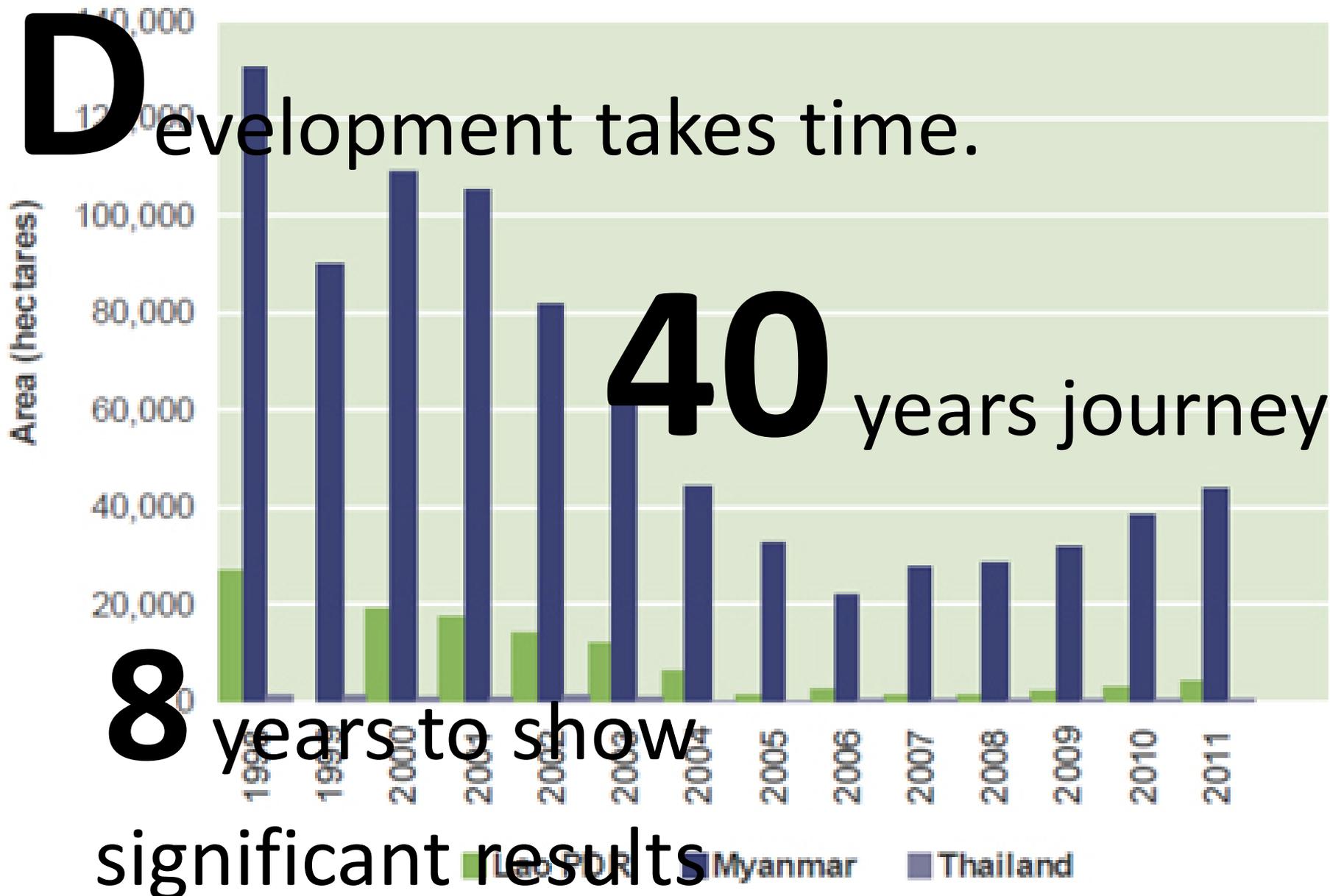
Progressive development... not eradication



Transforming Opium Poppy to

synthetic

Opium poppy cultivation in South East Asia (hectares), 1998 - 2011



Since 2006, opium poppy cultivation has doubled in Myanmar, says the Survey

The Doi Tung Development Project



Doi Tung in 1987





Solving Problems at the root cause

Drug and social problems are only **SYMPTOMS!**

The root cause is **POVERTY** and
LACK OF OPPORTUNITY.



the opportunity to do good.”

Holistic Approach

HEALTH

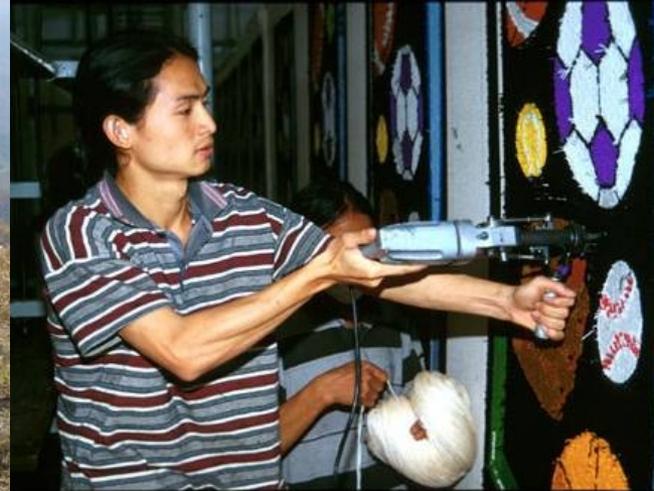


LIVELIHOOD



EDUCATION





**From 30 years...
... to 6-12 years**



The 3Ss Model of Sustainability

Sustainability

- **Enough Savings**
- **Capacity for self-development**
- **Independence**
- **Social and economic immunity**
- **Entrepreneurs / etc.**

Sufficiency

- **Living wage**
- **Sufficient food all year round**
- **Access to infrastructure and education**
- **Better health**
- **Some and/or all debts repaid**

Survival

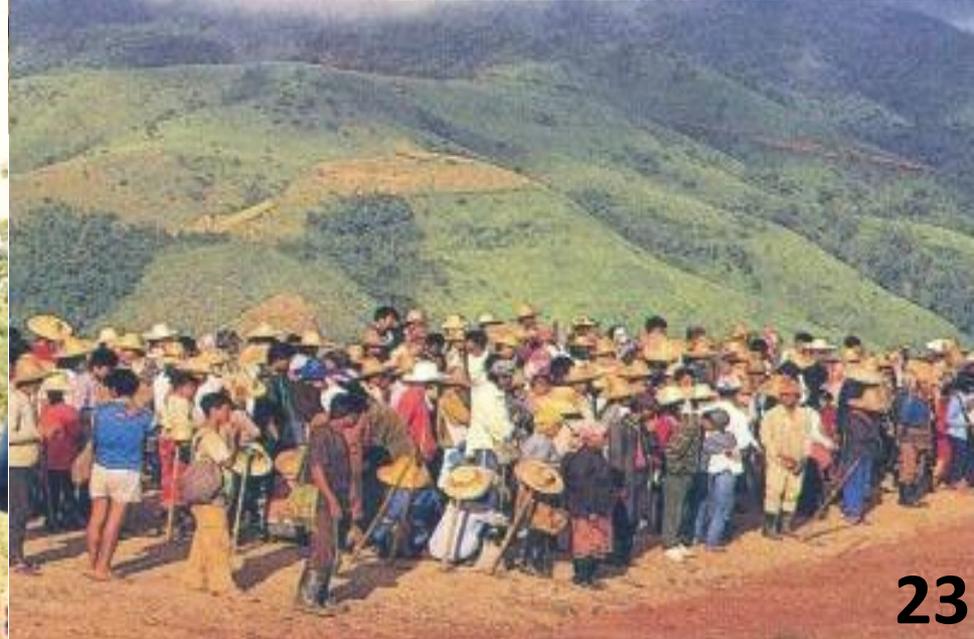
- **Hand to mouth**
- **Living in poverty and sickness**
- **Zero infrastructure**
- **In debt**



**COMMUNICATION
COMMUNICATION
AND MORE COMMUNICATION!**

**PARTICIPATION
PARTICIPATION
AND PARTICIPATION!**

From Opium Farmers..to Forestry Workers



Economic Forest





Coffee Value Chain



Cherry beans \$0.50 / kg. Green beans \$2.00 / kg. Roasted beans \$10 / kg.



Packaged coffee \$20 / kg.



Doi Tung Café \$200 / kg.

DoiTung Brand



Food

Handicrafts

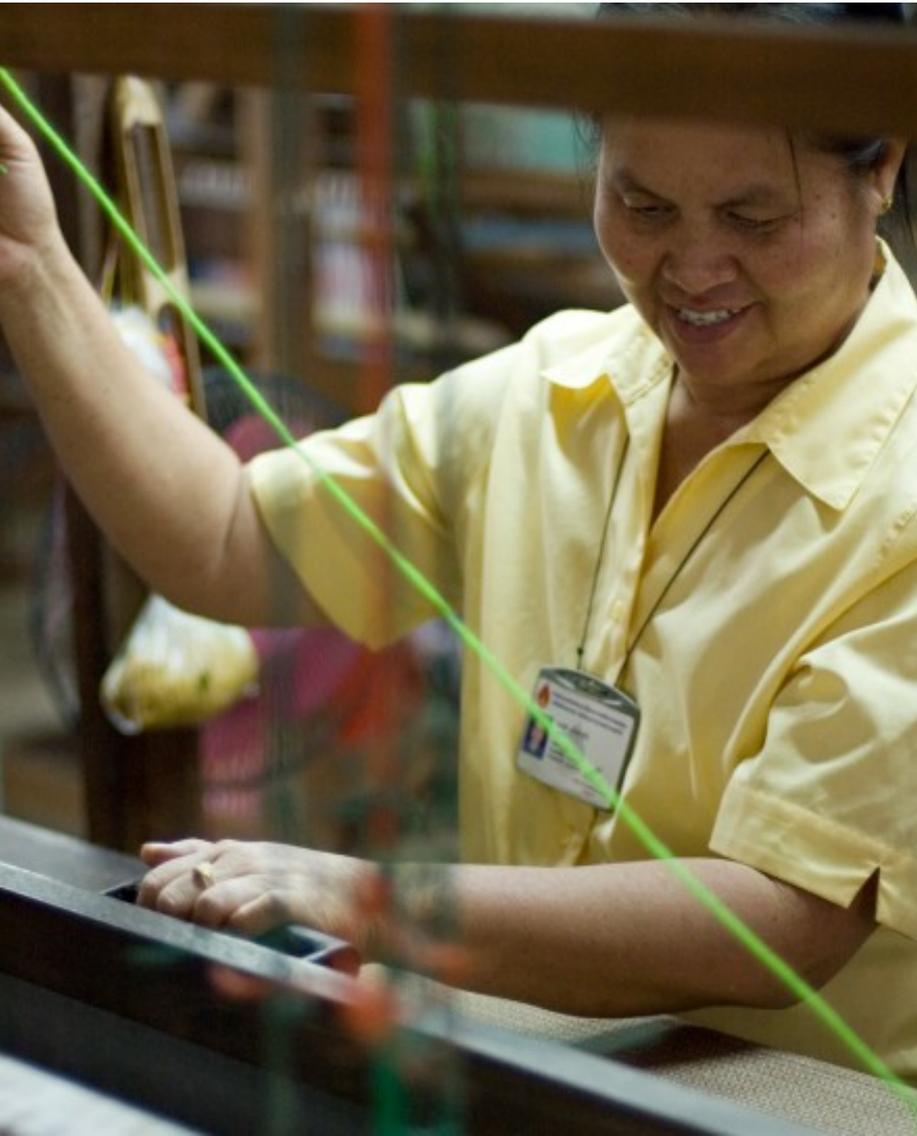
DOITUNG
Lifestyle for Livelihood™

Horticulture

Tourism



Develop Human Potential



When people are given opportunity, their potentials are realized



IKEA



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage





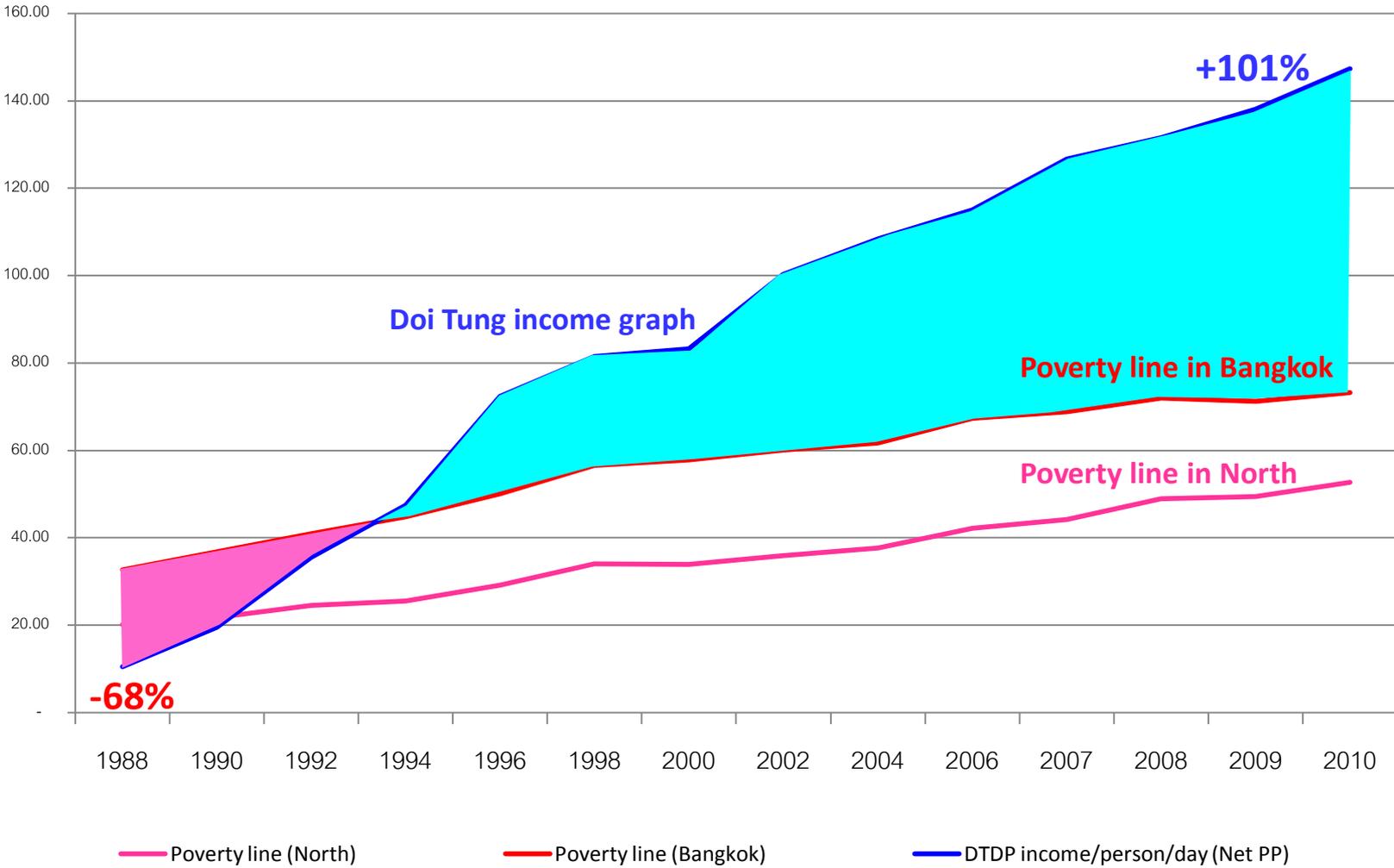
UNITED NATIONS
Office on Drugs and Crime

The sale of this product contributes to the achievement of drug free world. Through alternative sustainable development, villagers who once depended on opium production and use can now earn secure legitimate incomes by making these products.

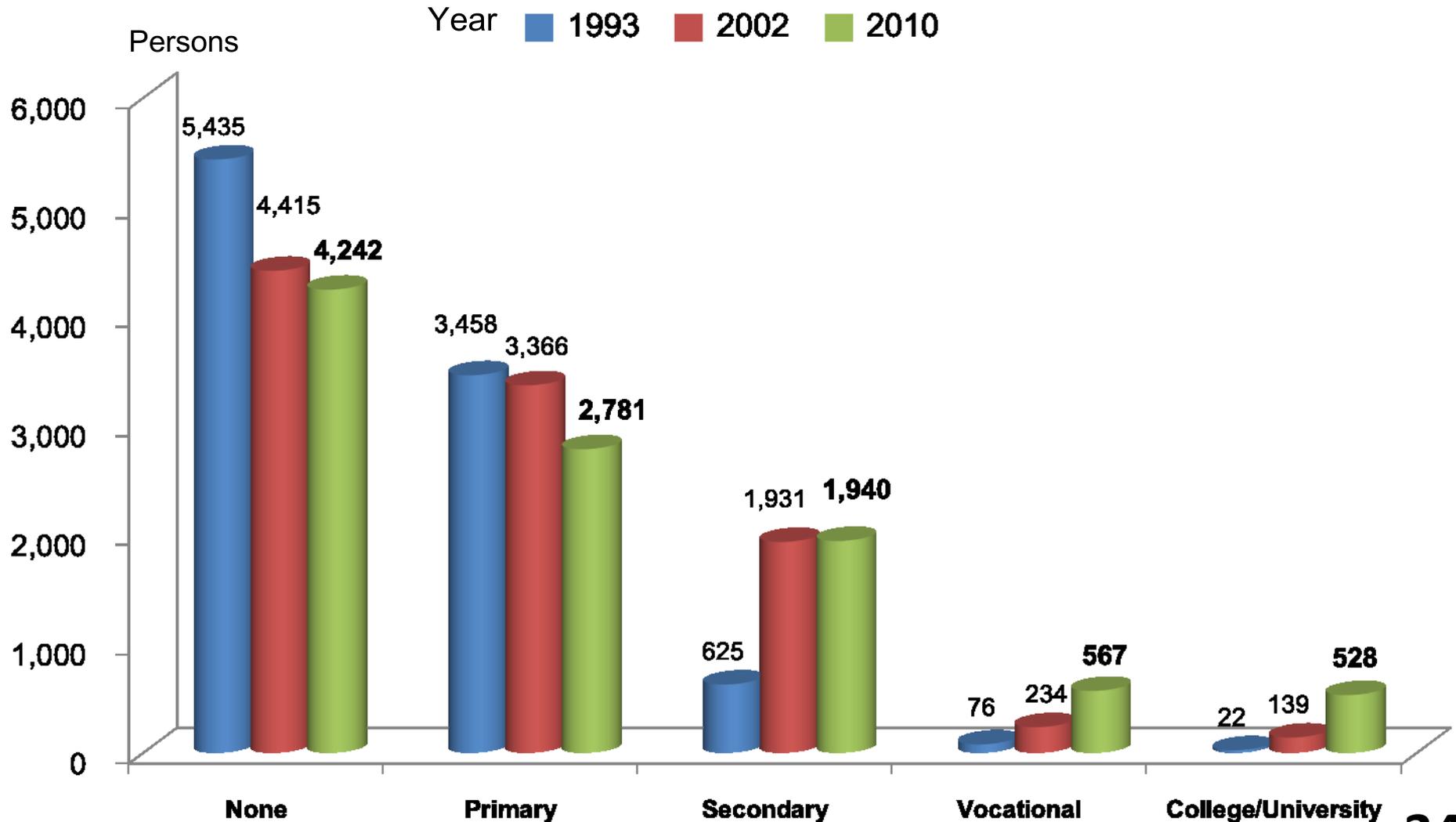


**“What do the people get
out of it?”**

Economic Improvement: Income Increase



Social Improvement: Higher Education



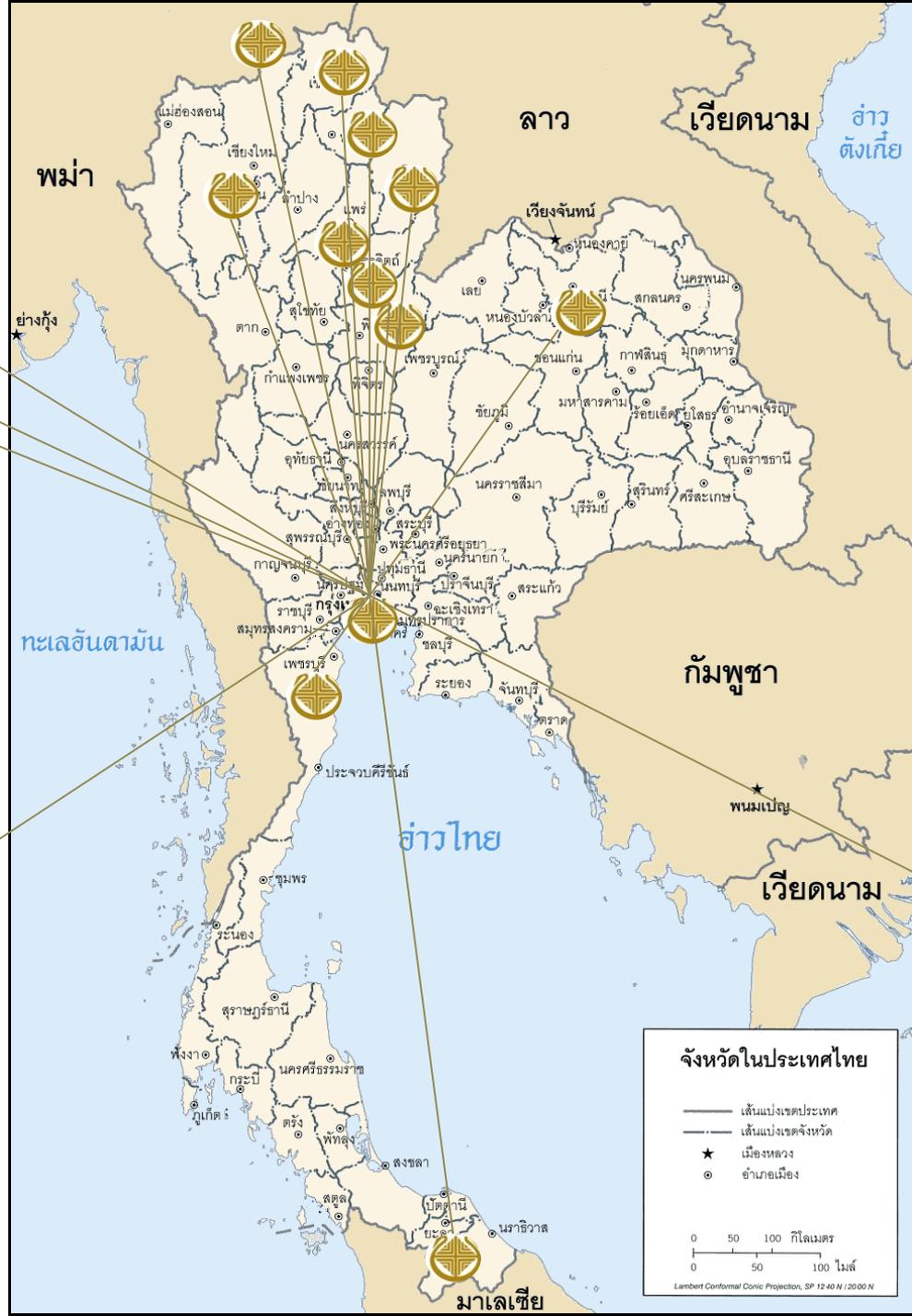




Myanmar



Afghanistan



จังหวัดในประเทศไทย

- เส้นแบ่งเขตประเทศ
- — — เส้นแบ่งเขตจังหวัด
- ★ เมืองหลวง
- อำเภอเมือง

0 50 100 กิโลเมตร
0 50 100 ไมล์

Lambert Conformal Conic Projection, SP 12 40 N / 20 00 N



Indonesia 36

Same Principles, Different Adaptations

Myanmar

Afghanistan

Indonesia

HEALTH



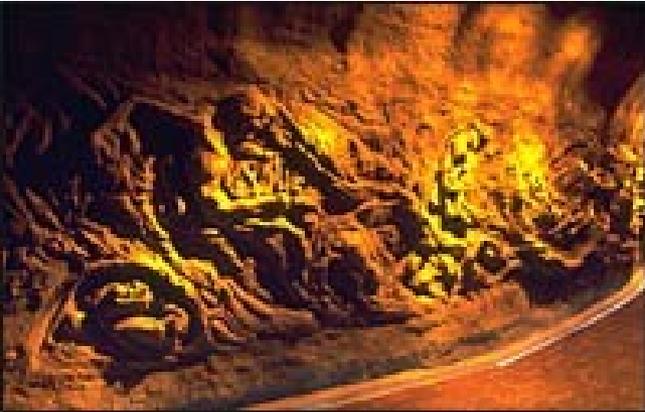
LIVELIHOOD



EDUCATION



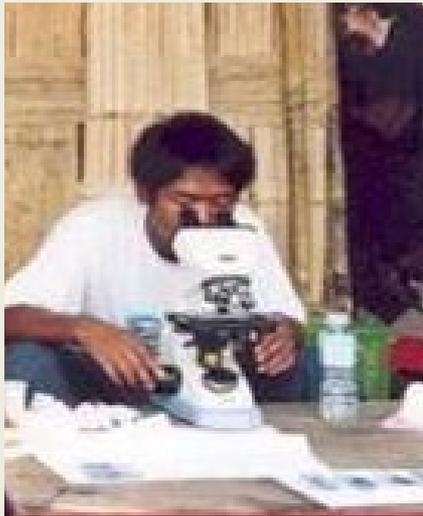
Hall of Opium



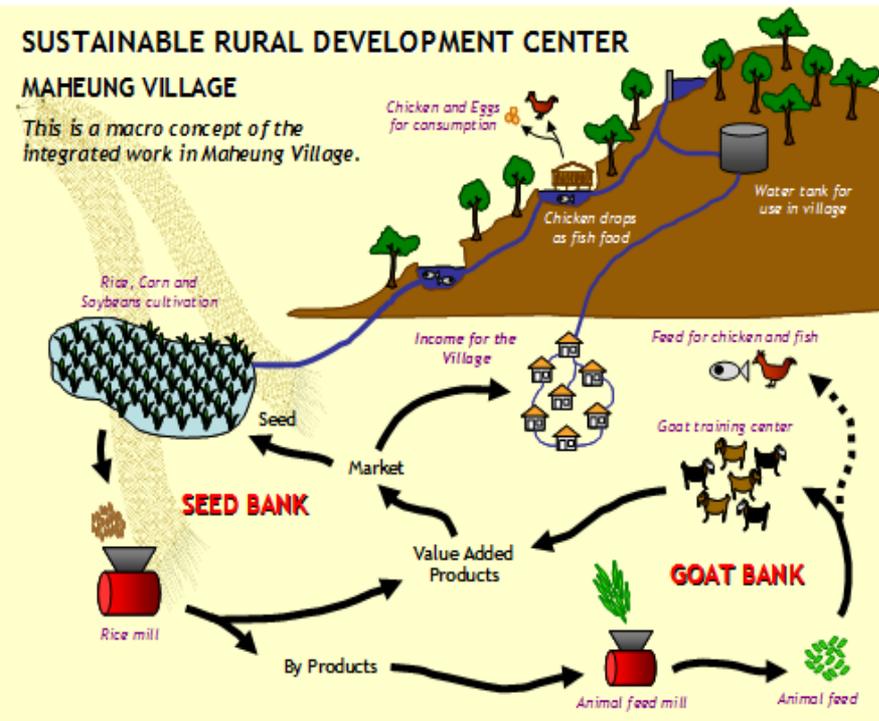
The Mae Fah Luang Art and Cultural Park



Shan State, Myanmar (2002-2005)



Aceh, Indonesia (2007-Present)



Yenanchaung, Myanmar (2011-Present)



MOU between Myanmar and Thailand at the Doi Tung Development Project



Ta Chi Leik, Myanmar (2012)



What was achieved in 3 years – and at what cost?

Cost:

- Total cost of **\$640,000** for 6,022 persons
- Avg. cost of \$106 per person
- ¢10 /person/day

Benefits:

- Total value is **\$704,574** for 6,022 persons
- Avg. income of \$117 per person
- ¢11 /person/day

Other Benefits

- Food security
- Zero cash to \$117 in 3 years
- Better healthcare
- School
- Skills training

Indirect Benefits:

- Halting opium cultivation
- Spread of communicable diseases
- Environmental degradation
- Illegal migration



Afghanistan Drug
Co-ordination Conference
Kabul 23 July 2002





Balkh, Afghanistan (2006-Present)



Create trust



Inclusive development



Freeing them from
illicit livelihood



Living University



ICAD



An aerial photograph of a lush green valley. A winding road snakes through the dense forest, and a river flows through the distance. The landscape is hilly and covered in vibrant green vegetation. The text "Thank you" is overlaid in a large, bold, yellow font on the left side of the image.

Thank you