



คณะกรรมการนักธุรกิจเพื่อสิ่งแวดล้อมไทย  
Thailand Business Council for Sustainable Development

# **The 1/2012 Joint Meeting of Council and Associates of Thailand Business Council for Sustainable Development (TBCSD)**

**January 30<sup>th</sup>, 2012 at 13.30 - 15.30 hrs**

**PENTANE Room, PTT Head Office**



# 1. Chairman's Remark





“ขอแสดงความยินดีกับ คุณประเสริฐ บุญสัมพันธ์ ที่ได้รับ  
พระราชทานปริญญาบริหารธุรกิจดุษฎีบัณฑิตกิตติมศักดิ์ จาก  
มหาวิทยาลัยมหาสารคาม เมื่อวันที่ 21 ธันวาคม 2554”

จาก

คณะที่ปรึกษา และสมาชิกคณะกรรมการนักธุรกิจเพื่อสิ่งแวดล้อมไทย



“ขอแสดงความยินดีกับ ดร. ขวัญฤดี ไชติชนาทวีวงศ์  
ที่ได้รับตำแหน่งผู้อำนวยการสถาบันสิ่งแวดล้อมไทย

จาก

คณะที่ปรึกษา และสมาชิกคณะกรรมการนักธุรกิจเพื่อสิ่งแวดล้อมไทย

## 2. Business Session



## **2.1 Introduction of New Members**





# New Members

As of 2011, there are 2 new members i.e.

- 1) MCOT Public Company Limited
- 2) National Broadcasting Services of Thailand : NBT

As of 2012, there is 1 new member i.e.

- 3) Vinythai Public Company Limited





# Vinythai Public Company Limited

## *Council member*



**Mr. Bruno van der Wielen**  
Managing Director

## *Associate member*



**Mr. Sompot Cheeranorawanich**  
Vice President Corporate Affairs  
and Communication



## *Public Relation member*



**Ms. Sarintip Sritongkam**  
Corporate Social Responsibility  
Manager



## 2.2 Adoption of the Agenda



# Agenda

## ***1. Chairman's Remark***

## ***2. Business Session***

2.1 Introduction of New Members

2.2 Adoption of the Agenda

2.3 Approval of the Minutes of the 3/2011 Joint Meeting of Council  
and Associates of TBCSD

## ***3. Issues for Consideration***

3.1 Project Summary in 2011

3.1.1 Activities/Projects

3.1.2 Special Project

3.2 Changing Name and Logo

3.3 Work Plan in 2012

3.3.1 Activities/Projects

3.3.2 Special Project

## ***4. Other Matters***



## **2.3 Approval of The minutes of the 3/2011**



# 3. Issues for Consideration



## **3.1 Project Summary in 2011**

**3.1.1 Activities/Projects**

**3.1.2 Special Project**



### *3.1.1 Progress of Activities/Projects*

Programme 1	Policy Development in Thailand
Programme 2	Capacity Building with regards to Business Competitiveness and Good Practices
Programme 3	Raising Public Awareness of Culture and Environmental Issues
Programme 4	Reaching Out to the Public and Creating Wider Range of Networks
Programme 5	Creating Close Relationship between Members

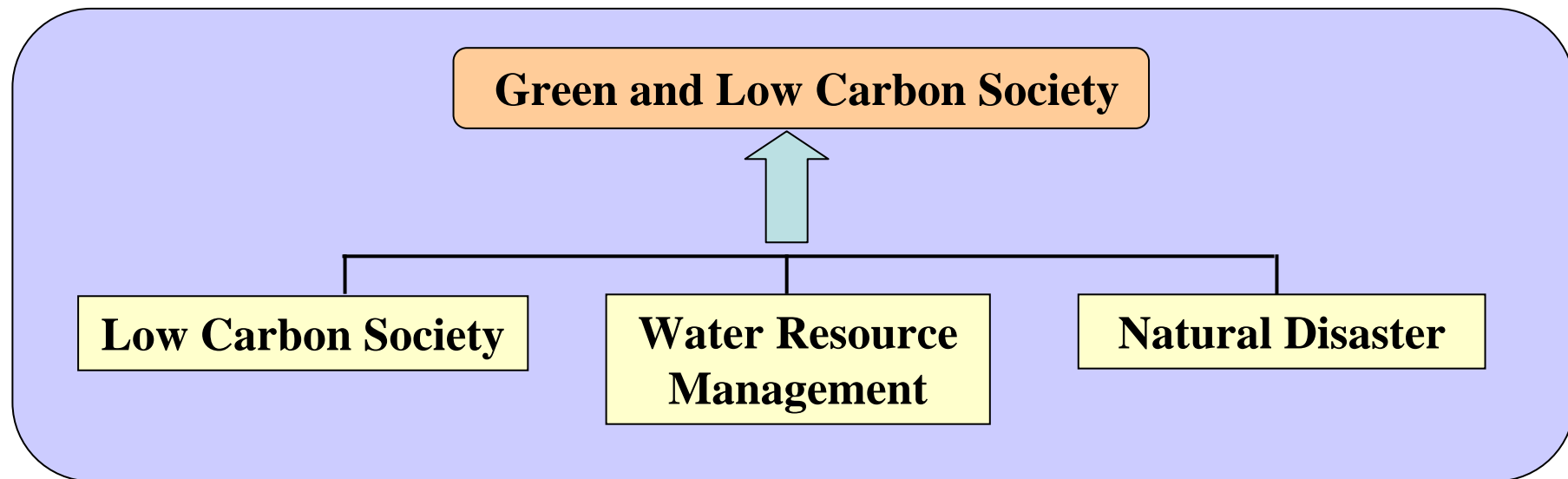




# **Programme 1: Policy Development in Thailand**



# Policy Development in Thailand



# Low Carbon Society

## Roadmap to Low Carbon Society



14.29 Mton CO<sub>2</sub>



4.5 Mton CO<sub>2</sub>/Year



กองทุนสภาพัฒนาการเมือง

TBCSD Manifesto

Green Meetings

SD Certification

Carbon Reduction

Samui: Green Island

Opening Burning Reduction  
: Sugarcane Field

Carbon Capture

18.6 ton CO<sub>2</sub>/Year

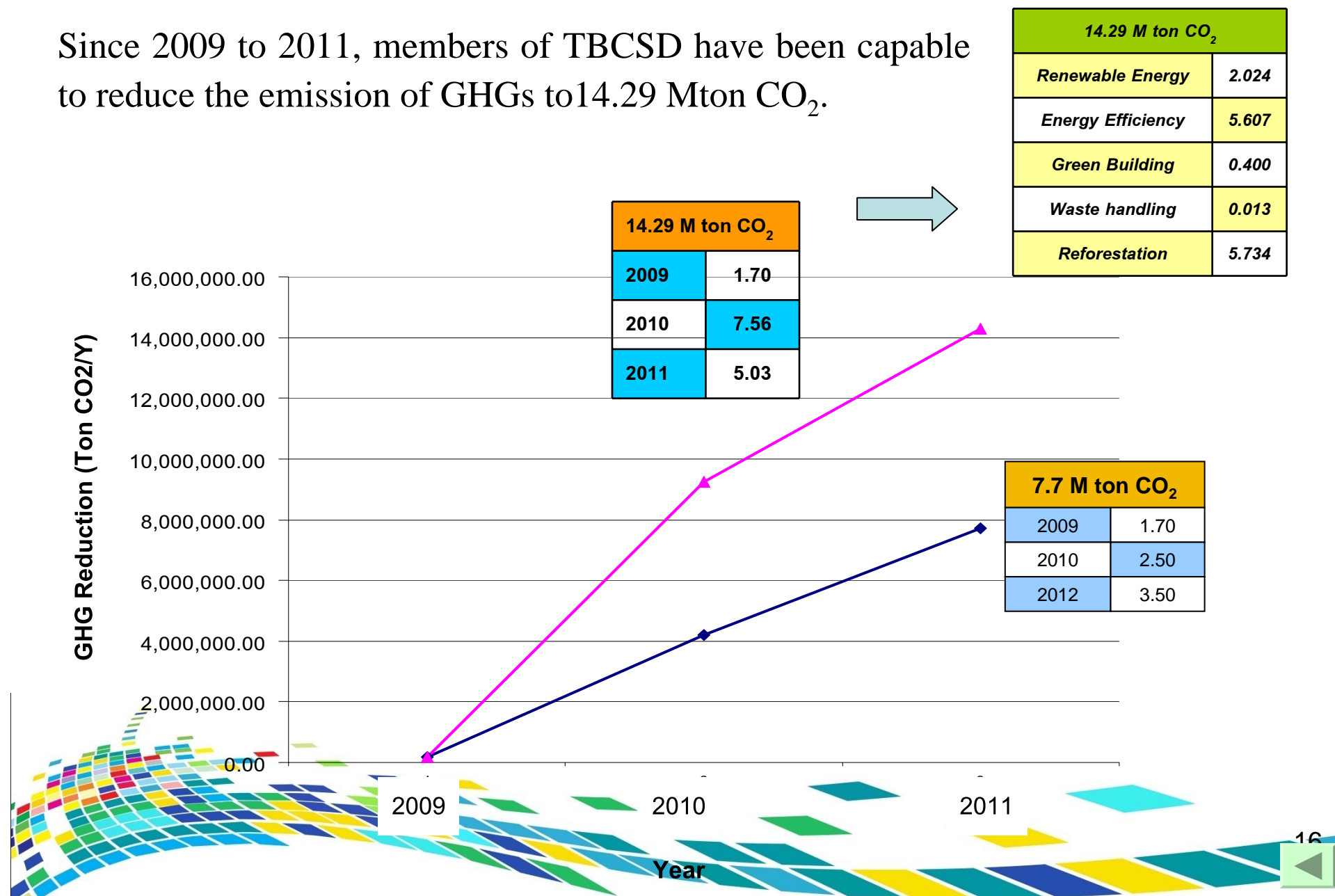
Koh Klang

Green SIEP

Rajakarun Red  
Cross Center

# Roadmap to Low Carbon Society

Since 2009 to 2011, members of TBCSD have been capable to reduce the emission of GHGs to 14.29 Mton CO<sub>2</sub>.



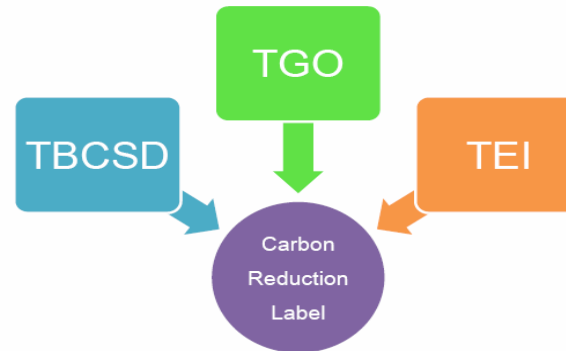


## Carbon Reduction Certificate for building

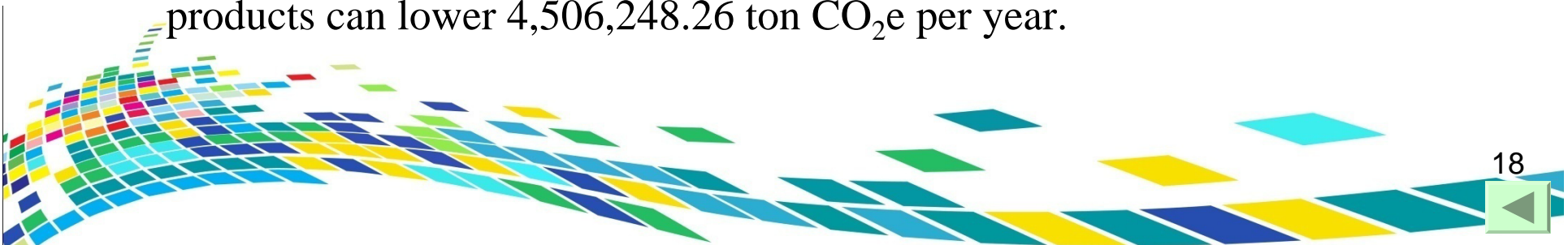
- At present , there are 6 organizations (9 buildings)-- Bangchak Petroleum PCL., EGAT, Vinythai PCL., Kasikorn Bank PCL. Energy Complex Company Limited and Sunbeam Hotel in Pattaya that have been certified
- while 2 organizations having their buildings in evaluation process— InterfaceFLOR (Thailand) Co.,Ltd. and PTT Global Chemical PCL.



# Carbon Reduction Label for Product and Service (Cooperation of TGO, TEI & TBCSD)



- Goods and services with low-carbon have been promoted continually as well as the publication of “Low-carbon Products” Book which collects the products that received low-carbon labels in 2008-2011.
- There are 6 organizations currently received low-carbon labels i.e. IRPC, Carpet Inter, Interface, SCCC, SCG and Mitraphol.
- Thai Namthip is being in the processing procedure.
- The proceeding of GHGs emission reduction through low-carbon label products can lower 4,506,248.26 ton CO<sub>2</sub>e per year.





# Green SIEP : The Sirindhorn International Environmental Park

The debut of Tree Planting Program is an operation to support The Sirindhorn International Environmental Park in developing 6 rai of Koh Nok area as an ecological learning center sponsored by EGAT.



# Samui : Green Island

## Water Security :

- This project is in the middle of coordination among Lipa Yai community on Samui Island and Siam City Cement and Department of National Parks, Wildlife and Plant Conservation in thoroughly planning and budgeting of constructing Check Dam (waiting for results from the local operator)

## CDM :

- 11 hotels have been selected as the pilot for the feasibility study in Verify Emission Reduction (VER).

## Waste Solutions :

- Tetra Pak (Thailand) Company Limited has worked together with the local to separate beverage UHT pack in order to support Green Roof Project for Friends in Need (of “PA”) Volunteers Foundation Thai Red Cross.



# The Health and Global Warming Project

- The Ministry of Public Health in collaboration with Toyota Motor Thailand Co., Ltd. and Thailand Environment Institute Foundation held a seminar “Global Warming and Thai People’s Way of Life” on February 15, 2011 to gather ideas from the academic and the involved organizations; as well as general public and the youth, for prevention and treatment of health problems occurring from the global warming.
- Moreover, they also give support to the Health and Global Warming Fund by carrying out activities to raise funds and publicize the operation. On the preceding May 22, 2011, can finance be 2.7 million (after deduction of expenses) the charity concert was held for fundraising.
- However, a portion of the budge, 230,000 baht, was contributed to the youth from 25 schools throughout the country; total 28 projects, for doing local research in the topic of “Effects of Global Warming to Ecosystem, Environment and Health”.







## TBCSD Manifesto for Energy Efficiency in Buildings

**There are presently 16 organizations express their interest to take part in the Manifesto**

- **12 organization members** i.e. Amway, Double A, EGAT, EGCO, PTTCH, IRPC, Bangchak Petroleum, Khon Kaen Sugar, Siam City Cement, PTT, Carpet Inter and Thai Namthip
- **4 external organizations** i.e. A.L.S. Laboratory Group (Thailand) Co., Ltd., N.T.N. Manufacturing (Thailand) Co., Ltd., Mongkut Wattana Hospital and Rattathibet Hospital.

At this time, we are in the middle of collecting plan, target and strategy in reducing energy consumption in building; as well as performance report from the participated organizations in order to publicize further performance of the project.

# Opening Burning Reduction :Sugarcane Field

- TBCSD has organized a seminar in the topic of “Guideline for reducing Opening burning: sugarcane field” on April 26, 2011, at InterContinental Hotel, Bangkok to disseminate the concept of reducing the burning to local government with concerning responsibility and the interested private sector. The governors from 20 provinces, doing sugarcane farm, attended and received the handbook of sharing knowledge to distribute to the farmers in their areas.



# Koh Klang: Carbon Capture and Storage Island

- Launched a press release to inaugurate the program and sign the memorandum of understanding for the Koh Klang: Carbon Capture and Storage Island to restore the mangrove forest area 3,000 rai, and conserve the coastal resources in the Koh Klang area so that the island can serve as place to store carbon. The program received exceptional cooperation from the Electricity Generating Authority of Thailand, Siam City Cement Public Company Limited, the Klong Luang Local Administration and the Islanda Eco Village Resort. TBCSD already led members, local agencies, the communities and the business sector in planting a total of 3 rai, 1,000 mangrove trees.
- Organized the activity “TBCSD together maintain mangrove forest” on 24-25 January 2012 to educate the communities, local stakeholders and youth on coastal resources and mangrove conservation.





# Green Meetings

- There are currently 15 organizations; i.e. PTT, Bangchak Petroleum, Double A, Mitraphol Sugar, Tetra Pak, Amway, Siam Synthetic Latex, Dow Chemical and an affiliated company of Dow Chemical 5 organizations, Chedi Luang Subdistrict Municipality, Mae Saruay District, Chiangrai Province and Department of Sanitary Engineering, Faculty of Public Health, Mahidol University accepted to apply the Green Meetings ways.
- The TEI scholars had already evaluated the Green Meetings operation of Siam Synthetic Latex, Bangchak Petroleum Dow Chemical and Double A.
- At this time, it is in the coordination process with other participated organizations to have further evaluation.



# Certificate for Business: Standard for Sustainable Development

Organized a meeting of the advisory board together with the experts and delegation from business sector who are experienced in business and social development on October 12, 2011 to jointly consider guidelines and (draft) consideration criteria of standard certification for business sector on sustainable development. The criteria for consideration are currently in the improvement process to cover business, social development and environment aspects.



# Green Park for Historical Monument and Health : Rajakarun Red Cross Center

Carried out a survey in Rajakarun Red Cross Center and offered recommendations for reclamation of 4 areas:

- 1) to manage the green areas (there are presently 4 gardens in the center – garden of Royal auspicious plants from 76 provinces, herbal garden, eastern region orchard and garden of plants in the Buddha history.
- 2) to explore the natural route and bird watching
- 3) to survey the bicycle route and walkway light plan
- 4) to inspect the condition of electric equipment and sanitary system

the report of the survey and recommendation for improvement had been submitted to Thai Red Cross.



# **Programme 2:**

## **Capacity Building with Regards to Business Competitiveness and Good Practices**



# Capacity Building with Regard to Business Competitiveness and Good Practices

## Learning Together

25/01/11	The seminar on “Creativity of News Issue and Writing for Publication”
22/02/11	The seminar on “Flooding Impact to Thai Business...How to prepare?”
10/03/11	The seminar on “Be Good Personality”
26/04/11	The seminar on “The Direction of Environmental Law Enforcement...Environment Tax for Environmental Management in the Thai Industrial Sector”
26/04/11	The seminar on “Ways to Reduce Open Burning from Sugarcane Field”
26/04/11	The seminar on “Energy Conservation and Greenhouse Gas Reduction Tips for Building Managers”
28/06/11	The second seminar on “The Direction of Environmental Law Enforcement ... Environment Tax ... for Environmental Management in the Thai Industrial Sector”



# Capacity Building with Regard to Business Competitiveness and Good Practices

## Seminars with TEI

24/06/11	together with Austrade organized a seminar on three topics : (1) Water Recovery and Reuse for Industrial Water Security (2) LED: Energy Efficiency for a Brighter World (3) Bioenergy – A Sustainable Contribution to the World’s Future Energy Demand
22-24/08/11	The seminar on “Guideline to Improve Buildings for Energy Saving”
19-20/12/11	together with Institute for Global Environmental Strategies (IGES) of Japan and Thailand Greenhouse Gas Management Organization (Public Organization) to organize a seminar on “Workshop for Verification Agency Candidates”





# Capacity Building with Regard to Business Competitiveness and Good Practices

## Domestic Site Visit

(6-7/05/11 )

### *TBCSD Carbon Neutral Trip:*

### *Rehabilitating the Thai Coastal Area, Conserving the Coastal Ecosystem”*

- Study trip on “Coastal Biodiversity” at Krabi Province
- Visited the EGAT’s natural resource conservation activities
- Mangrove reforestation at Koh Klang
- Rehabilitate flooded areas with local agencies



# Capacity Building with Regard to Business Competitiveness and Good Practices

## Miscellaneous (i.e. Social Activities)

6/05/11	Cooperated with SCG and the SCCC assisted flood victims in Krabi Province by donating cement to rebuild temple and mosque. This activity is also a part of the TBCSD Carbon Neutral Trip: Rehabilitating the Thai Coastal Area, Conserving the Coastal Ecosystem.
6/05/11	The Council donated books to the four schools in Klong Pra-song Sub-district, Muang District, Krabi Province.
28/09/11	Granting funds of 10,000 bahts to MCOT for supplying sports equipments and education funds to students in remote areas (Barn Nam Lad and nearby schools in Sathan Sub-district, Na Noi District, Nan Province)
12/11	In collaboration with Kasetsart University Laboratory School to send cards and things in need as a moral support to 550 soldiers in 3 Southern Provinces.

# **Programme 3:**

## **Raising Public Awareness of Culture and Environmental Issues**



# Raising Public Awareness of Culture and Environmental Issues

## Producing Media

- The publication of book “Creation of small thing...for the big result” by TBCSD to disseminate children and youth development activities of the organization members to the public.
- The publication of Green Society magazine, 3<sup>rd</sup> year, Issue No. 1 (January – April)
- The publication of Green Society magazine, 3<sup>rd</sup> year, Issue No. 2 (May – August)
- The publication of Green Society magazine, 3<sup>rd</sup> year, Issue No. 3 (September – December)





# Raising Public Awareness of Culture and Environmental Issues

## Eco-School Award

- Organized an award ceremony for schools that won the 2<sup>nd</sup> Eco-School Award activities in last year during the TBCSD Annual Dinner at the InterContinental Hotel.
- Registration is still opened for schools that are interested in applying for the 3<sup>rd</sup> Eco- School Award. The deadline for the applications is on July 22, 2011.
- There were 34 primary-level schools and 35 secondary-level schools interested to join the competition which are under consideration at this time.



# Raising Public Awareness of Culture and Environmental Issues

## Eco-Hospital Award

- The deadline for the application for the Eco-Hospital Award on July 22, 2011 was extended to August 15, 2011.
- There were 15 large-scale hospitals, 3 medium-scale hospitals and 9 small-scale hospitals to join the competition which are under consideration at this time.

## Eco-Friend Award

- At this time the judging criteria for the Eco-Friend Award is under consideration which will perform during the fieldwork of judging Eco-School Award.



# **Raising Public Awareness of Culture and Environmental Issues**

## **The 6<sup>th</sup> Young Writer for Business and Environment Award**

- Organized an award ceremony for young writers who won the award last year during the TBCSD Gala Dinner at the InterContinental Hotel.
- “The 6<sup>th</sup> Young Writer to Create Future Businessmen for Environment Program” invites the young writers both in upper primary and secondary level to send in their articles. The deadline is extended to February 6, 2012.





# **Programme 4:**

## **Reaching Out to the Public and Creating Wider Range of Networks**



# Reaching out to the Public and Creating Wider Range of Networks

## Public Relation

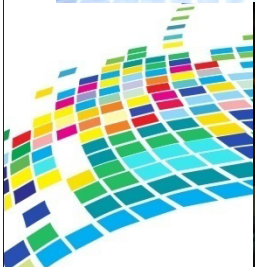
- Publishing Green Society magazine on website.
- This is during the stage of data-collection from the organizational members to publish the Summary Report of Performance 2011; in increasing green area and planting forest, and helping people in flood crisis topics.



# Reaching out to the Public and Creating Wider Range of Networks

## Annual Conference

- The organizing of the annual seminar and Gala Dinner at InterContinental Bangkok Hotel was aimed to distribute knowledge and disseminate previously overall operation of TBCSD; as well as to acknowledge their visions. Moreover, it also opened the opportunity for the members, the leading business and the press to meet and share their performance experiences.



# Reaching out to the Public and Creating Wider Range of Networks

## Charity

- Supported Thai students in Japan to set up the 1<sup>st</sup> “Tech in Japan” youth camp for 150 secondary-level students from 3 schools in Kanchanaburi Province; in order to enhance their scientific cognitive development and to pass on their experience that received from studying in Japan.
- Brought together children and youth from the following three organizations to the “Help for Health” concert
  - Mahamek Home for Boys (110 persons)
  - Thanyaporn Home for Girls (57 persons)
  - Suan Kaew Foundation (30 persons)



# Reaching out to the Public and Creating Wider Range of Networks

## Immediate responding to the national crisis

- Donated 1,008 bottles of palm oil to local community in Nan Province for Rehabilitating the flood affect.
- Coordinated with EGAT to help the flood victims in Mae Hong Son Province by donating medicines and 100 sets of elementary first-aid kit.
- Coordinated with Siam City Cement PLC. to donate drinking water 4,800 bottles to assist the flood victims in Sob Moey and Mae Sa Riang District, Mae Hon Son Province.
- Coordinated with TEI to donate educational equipments and clothes to revive the flood affected areas in Sob Moey and Mae Sa Riang District, Mae Hon Son Province.
- Donate clothing apparel to the Hang Thang Luang Village, Phu Fah Sub-district, Bor Klua District in Nan Province.
- Donate winter scarf hat, jacket blanket and clothes to Cherngdoi Sub-district, Doi Saket District in Chiangmai Province.



# **Programme 5: Creating Close Relationship between Members**





# Creating Close Relationship between Members

## Development of a Database for Member Council, Associate and PR

- Cooperated with the public relation team of every TBCSD's organizational members to adjust their latest database.
- Collected new member's data to file in the database.



## **Creating Close Relationship between Members**

**Created network (internal) for the members  
interested in the same issue to work together  
much more**

- Arranged a meeting for the whole 3 groups of Special Program continually; and sent the performance report to all members by email.



# TBCSD Secretariat

## TBCSD Advisor Meeting

08/09/11	Organized advisory board meeting with Chairman of Natural Disaster group to evaluate situation of the risk areas Ban Hang Tang Luang.
08/09/11	Organized advisory board meeting with the wastewater management specialist team and the delegation of the Department of Drainage and Sewage Bangkok in order to gather ideas to improve water quality and to build participation of business and public sector in restoring sustainable water quality.



# TBCSD Secretariat

## TBCSD Member Meeting

10/02/11	The TBCSD Secretariat arranged The 1/2011 Joint Meeting of Council and Associates of TBCSD at Rama Garden Hotel, Vibhavadi-Rangsit Road
26/04/11	The TBCSD Secretariat arranged The 2/2011 Joint Meeting of Council and Associates of TBCSD at InterContinental Bangkok Hotel
27/07/11	The TBCSD Secretariat arranged The 3/2011 Joint Meeting of Council and Associates of TBCSD at PTT headquarter Bangkok

# TBCSD Secretariat

## Associate and PR Meeting

22/03/11	The TBCSD Secretariat arranged the Associate & PR Working Group Meeting at TEI
22/12/11	The TBCSD Secretariat arranged the Associate & PR Working Group Meeting 2/2011 at EGCO Building, Electricity Generating Public Company Limited.



# TBCSD Secretariat

## Meeting with other Organizations

29/11/11	Dr. Qwanruedee attended the brainstorm meeting, in forming private network of coastal ecosystem conservation that will lead to the sustainable development at Windsor Suites Hotel Bangkok Thailand, organized by MFF to promote business sector awareness of the coastal sustainable environmental development by focusing on CSR and stimulate the network development to expand to regional.
7-8/12/11	Dr. Qwanruedee attended the Expert Group Meeting on Improving the quality of growth during 7-8 December 2011, organized by ESCAP at United Nations Conference Centre in Bangkok. She presented the TBCSD performance on the topic “Determinants of the Quality of Growth – the private sector perspective.



# TBCSD Secretariat

## Souvenirs

- Polo shirt
- Jacket for the media
- Batik



### ***3.1.2 Progress of Special Project /Activities***

**Low Carbon Society**

**Natural Disaster**

**Water Resource Management**



# Natural Disaster

## On-going Projects

**Protection and Restoration  
of Landslide Risk Area  
Project**



Ban Hang Tang Luang,  
Phufah Pattana Sub-district,  
Bor Kluer District, Nan Province

**Prevention  
and Warning**

**Responding  
to the national crisis**

**TBCSD Hotline**



# Natural Disaster

TBCSD and the Department of Natural Resources signed the memorandum of understanding “Protection and Restoration of Landslide Risk Area Project” on September 30, 2011. Ban Hang Tang Luang, Phufah Pattana Sub-district, Bor Kluer District, Nan Province has been selected as pilot area in building landslide protection consists of Monkey Cheeks area of 24,000 cubic meter capacity and 3 water-level-raised dams which can be beneficial in both landslide disaster protection and also be the water storage location for community. Besides, this place will be the source of knowledge of landslide disaster protection for the people and have been delivered to Phufah development center and the community on December 14, 2011.



## TBCSD Hotline

Set up TBCSD Hotline to gather resources and coordination from the members to help the disaster victims-- may send directly to the affected areas as soon as the assistance needed or send through the organization or the media that carried out that matter e.g. drinking water, medicine, clothes, fuel, cement, sugar, as follows;

### ◉ Helping community during flood situation

Water donation center

donated to the victims over 100,000 bottles for more than 40 communities.

Water purifiers

to the victims in Klong Samwa (3 units), Koh Kret (1,000 units) and Pathum Thani (3 units) and 100 pieces of life straw (Bangkok).

Life-support bags

to help victims for over 1,500 sets.

Trucks/Boats

coordination of assistance from the members

Food/Milk/Medicine

to the victims in Nonthaburi, Pathum Thani, Ayutthaya

## TBCSD Hotline

### ◎ Helping community after flood situation (relief)

- ✿ Requested for support from the members to donate educational equipments, clothes and books to the flood and landslide victims in Mae Hong Son Province.
- ✿ Collaborated with the members, recycling company, community and local administrative organization to collect and remove waste from Bang Plad District (Bangkok), Sai Ma Sub- district, Tah It Sub-district (Nonthaburi) to separate for recycling and disposal, using TBCSD's budget on transportation.
- ✿ Collaborated with TBCSD members to rehabilitate the flood areas in Ayutthaya and nearby provinces to restore the temples and schools, to give advice on house repair and set up electric appliance repairing services; as well as deliver cooking gas cylinder and mobile doctors.





# Water Resource Management

## Check Dam Construction

Ban Sam Kha, Maetha District,  
Lampang Province

Support the  
development  
of water sources

## Potable Water for Drought-Prone Villages

Ban Tung Sawang Pattana,  
Chiang Kwan District,  
Roi Ed Province

To improve the  
quality of water

Canals Restoration  
: Vibhavadi-Rangsit  
Road



# Water Resource Management

## Check Dam Construction

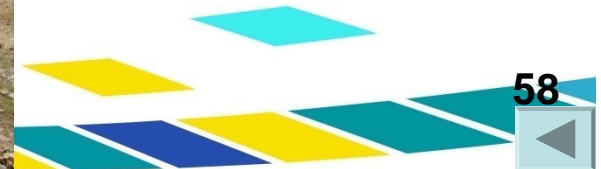
TBCSD collaborated with The Siam Cement PCL. in organizing an advocacy activity entitled “Constructing a Dam in Your Heart...for a Strong and Sustainable Community” on 11-12 February at Baan Sam Kha, Mae Tha District, Lampang Province. The event aimed to educate members on how to build a check dam that stimulates participation from the communities on a sustainable basis.



# Water Resource Management

## Potable Water for Drought-Prone Villages

TBCSD signed in the memorandum of understanding with the Department of Underground Water Resources in “Potable Water for Drought-Prone Villages” on February 22, 2011 at Rama Garden Hotel, Vibhavadi-Rangsit Road. Ban Tung Sawang Pattana, Chiang Kwan District, Roi Ed Province was selected to be the operational area. The representatives from TBCSD organizational member (EGAT and SCCC) have altogether investigated the area for feasibility study of the project and discussed with the community for the optimal artesian well management before giving budget to Groundwater Resources Regional Center 11, Ubon Ratchathani Province to take over. Now the artesian well is under drilling and the water-supply system is under improvement.

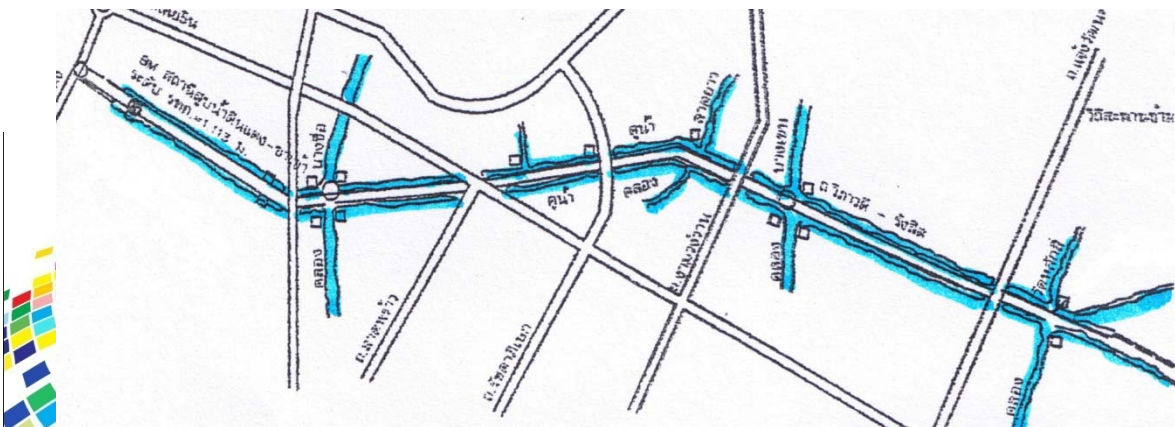




# Water Resource Management

## Canals Restoration: Vibhavadi-Rangsit Road

TBCSD cooperated with Department of Drainage and Sewage Bangkok to select the pilot area in restoration the quality of water and landscape improvement. TBCSD set up the meeting with the advisory board, the wastewater management expert and the representative from Department of Drainage and Sewage Bangkok on September 8, 2011 to brainstorm for the appropriate operation in water quality improvement and the participation of private sector and all people in sustainable water quality restoration. The meeting reached the conclusion that the Secretariat coordinated with the Department of Drainage and Sewage in collecting and analyzing the primary data in detail to specify the further appropriate operation.




## 3.2 Changing Name and Logo



# Changing Name and Logo

## Name

- According to the 3/2011 TBCSD and the delegation meeting on the preceding July 27, 2011, the conclusion of the meeting was to change its Thai name TBCSD to correspond to its English name (Thailand Business Council for Sustainable Development)
- Total of voters are 37 persons. The most voted name is “องค์กรธุรกิจเพื่อการพัฒนาอย่างยั่งยืน” 

## Logo





# Changing Name

<b>No. 1</b>	องค์กรธุรกิจเพื่อการพัฒนาที่ยั่งยืน	<b>57 points</b>
<b>No. 2</b>	สภาธุรกิจเพื่อการพัฒนาที่ยั่งยืน	<b>45 points</b>
<b>No. 3</b>	คณะกรรมการองค์กรธุรกิจเพื่อการพัฒนาที่ยั่งยืน	<b>43 points</b>
<b>No. 4</b>	ธุรกิจไทยเพื่อการพัฒนาที่ยั่งยืน	<b>21 points</b>
<b>No. 5</b>	กลุ่มธุรกิจเพื่อการพัฒนาไทยยั่งยืน	<b>19 points</b>
<b>No. 6</b>	นักธุรกิจเพื่อการพัฒนาที่ยั่งยืน	<b>8 points</b>
<b>No. 7</b>	กลุ่มธุรกิจเพื่อสังคมไทย	<b>7 points</b>
<b>No. 8</b>	ธุรกิจเพื่อการพัฒนาที่ยั่งยืน	<b>2 points</b>

**Total of voters are 37 persons. The most voted name is**

**“องค์กรธุรกิจเพื่อการพัฒนาที่ยั่งยืน”**



# Changing Logo

*Type 1*



*Type 2*



*Type 3*



## **3.3 Work Plan in 2012**

**3.3.1 Activities/Projects**

**3.3.2 Special Project**

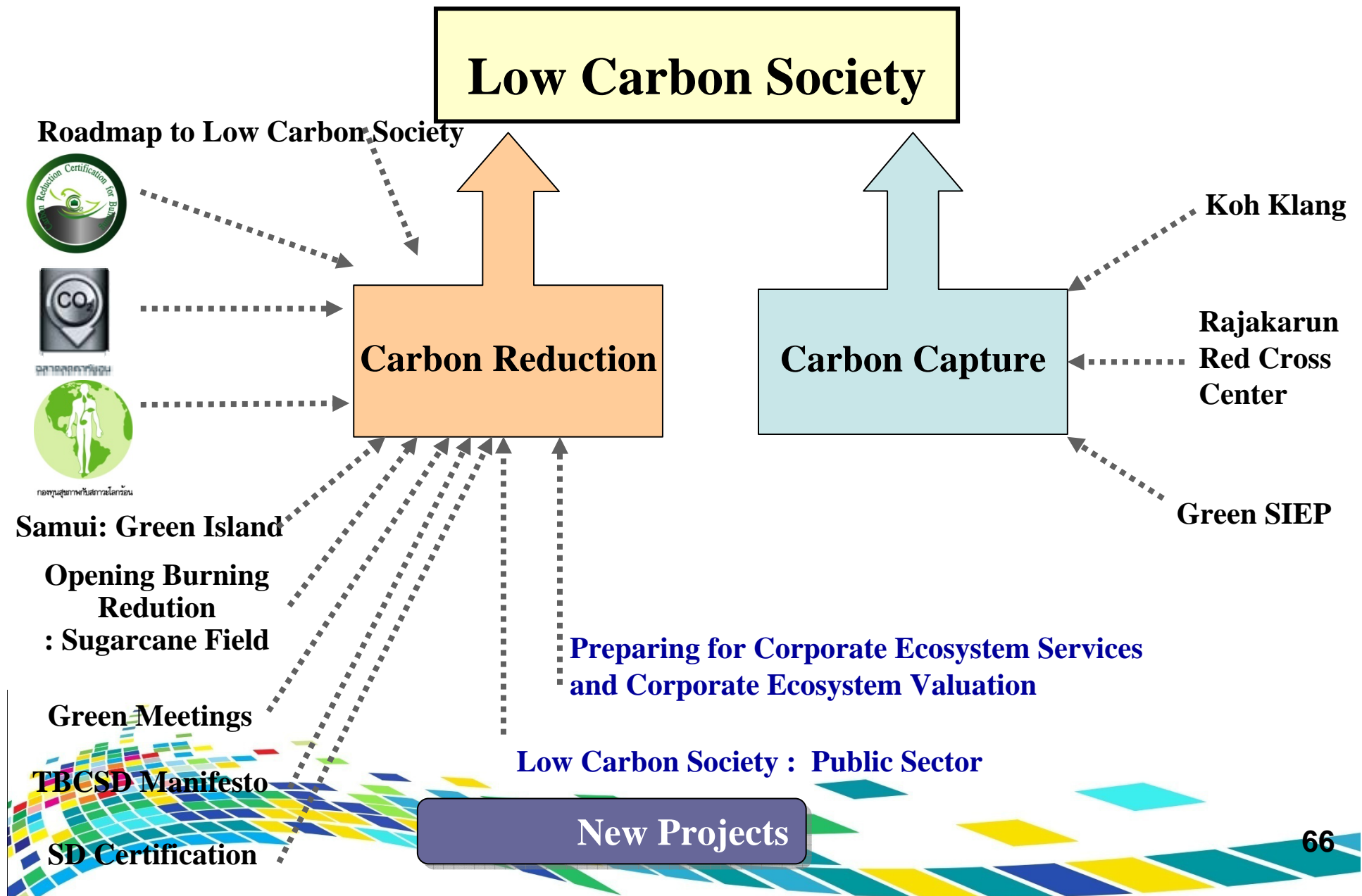


### *3.3.1 Activities/Projects*

Programme 1	Policy Development in Thailand
Programme 2	Capacity Building with regards to Business Competitiveness and Good Practices
Programme 3	Raising Public Awareness of Culture and Environmental Issues
Programme 4	Reaching Out to the Public and Creating Wider Range of Networks
Programme 5	Creating Close Relationship between Members



# Policy Development in Thailand





## Carbon Reduction Certificate for building

Due to great respond from the public, TBCSD has an idea to develop Carbon Reduction Certification for Building in cooperation with Thailand Greenhouse Gas Management Organization (Public Organization), Thailand Environment Institute (TEI). The idea is to encourage Thai commercial building business as well as stakeholders following the strategy and initiative on the reduction of greenhouse gas emission.

It also emphasizes on energy efficiency and maintenance of buildings. There are 3 issues that use to evaluate the result represented in CO<sub>2</sub> equivalent and compared with the baseline.

The 3 issues are:

- 1.The amount of energy use
- 2.The amount of fossil fuel use
- 3.The amount of recycled waste

**Budget: 300,000 bath**



# Green Meetings

TBCSD has encouraged its members to join the Green Meetings project. The purpose is to publicize, announce and direct social to concretely be aware and give importance to environmental protection in the activities within organization which can be done by focusing on the valuable resource-using with the less environmental impact. Using the principle of Green Meetings in organization is the practical guideline which everyone can concretely perform his participation and determination to protect the environment and also this will lead to making up the good mind of everyone in environmental conservation practically.

Scope of operation:

1. Invite members and organizations to join the Green Meetings project.
2. Evaluate / give consultation in the operation to members.
3. Collect information, analyze overall operation and calculate the reduction of GHG emission in quantity.
4. Publicize our operation to social periodically through website and press conference.

**Budget: 100,000 bahts**

# Green SIEP: Planting Tree under Her Royal Highness Princess Maha Chakri Sirindhorn

TBCSD has given support to Sirindhorn International Environmental Park in Green Park with Royal Gracious Kindness Project in the last year 2010 to promote Sirindhorn International Environmental Park to be the learning place for the recovering of mangrove forest, beach and mixed forest and the conservation of energy, natural resources and environment. At the end of year 2011, TBCSD has given support in building up the learning place of the ecosystem: Koh Nok. That small 5-rai island, surrounding with water, will have to be developed for being the learning place of the ecosystem of beach and mangrove forest. This will help to create the understanding of area development and afforestation to conserve the sustainable ecosystem and biological diversity within 3 years.

Duration: Improvement period of 3 years from 2011-2013

Budget: Year 2011 100,000 bahts

Year 2012 500,000 bahts (supported budget from member)

Year 2013 300,000 bahts

**Budget: 300,000 bahts**

# **Green Park for Historical Monument and Health : Rajakarun Red Cross Center**

The center has been developed, by using eco-efficiency management, to be the source of knowledge of history, natural resources and environment, in addition, to be the health center for all people and elderly person as well as the training center of state and private sector. The development consists of 4 concepts as follows:

1. Source of historical learning
2. Source of natural resources, ecosystem and herbal learning
3. Health Center
4. Seminar, Training and Recreation Center

**Budget: 200,000 bahts for the investment (with joint budget from members and other organizations)**



# Koh Klang : Carbon Capture and Storage Island

TBCSD in collaboration with private sector and people in Koh Klang are aware of the problems and the impact of global warming which are more severe. So, all of them cooperate in Koh Klang Carbon Capture and Storage Project in looking after and developing the mangrove forest area on the 3,000-rai island to be the carbon capture and storage source with sustainable and participatory protection of its community.

## **Objective:**

1. To maintain the coastal ecosystem, conserve the local diversity and restore the natural abundance.
2. To create the participation from local and private sector in developing the low- carbon island in term of resources.
3. To encourage the people and local organization to take part in sustainable conservation and management of mangrove forest area which will lead to the increasing of carbon capture and storage location since carbon is the cause of global warming.

## **Target area:**

Mangrove forest area of 3,000 rai on Koh Klang , Klong Prasong Sub-district, Muang District, Krabi Province.

**Budget: 200,000 bahts for the investment (with joint budget from members and other organizations)**

# Health and Global Warming

TBCSD has supported Thai Environmental Institute in setting up Health and Global Warming Fund in year 2011 to promote the research synthesis on health problem related to global warming both directly and indirectly. It will also give support on conveying knowledge to the public of how global warming can affect their health; besides it will also suggest the measures and means of protection to prepare to cope with that problem. In addition, it will support young generation and people to research in the topic of health related to global warming.

## **Scope of operation:**

1.Set up the sub-group meeting 3 times to settle the scheme and optimal operation.

2.Set up the academic seminar to present the young generation's academic works, which the budget was supported from the research fund of “The effect of global warming to ecosystem, environment and health”; and provide opportunity for sharing knowledge, operational guideline and brain-storming.

3.Set up the activities to mobilize fund into “Health and Global Warming Fund”.

Budget: from Health and Global Warming Fund

# TBCSD Manifesto for Energy Efficiency in Building

In year 2011, TBCSD has drawn up a manifesto to reduce the energy consumption in building to direct private sector and organizational member to cooperate in drawing up a manifesto in improving energy efficiency in building and reduce the energy consumption

In the coming year 2012, we will expand our network to public and private sector in drawing up a manifesto and publicity to create participation and awareness.

Budget: -





## Low Carbon Society : Public Sector

- To propagate the idea of Low Carbon Society to public, it is to let the society think and be aware by seeing through the whole life cycle of commodities/products how much CO<sub>2</sub> has been emitted throughout their production, and to relate the business sector's resource exploitation and the consumers.
- In between coordination with Thai Health Promotion Foundation (Thai Health)

Budget: 100,000 baths



## Certificate for Business: Standard for Sustainable Development

The certificate will be given to business organization and organizational member whose management, human resources development as well as products and services supported the sustainable development; by considering the balance of economical, social and environmental dimension in supporting each other and not in contradiction state; together with the responsibility to external social of its operational impact.

**The certification criteria have 2 steps:**

**Selection step:** is to select the organization to pass through certification step. The selection will follow the set criteria by considering from the attached application form (elementary evaluation form) and secondary data.

**Certification step:** is made by considering from elementary data, secondary data and evaluation form.

**Budget: 300,000 bahts for coordination and publication**

# Corporate Ecosystem Services and Corporate Ecosystem Valuation

Since the ecosystem and biological diversity with the responsibility role of private sector was more mentioned especially in international forum which is related to sustainable development. It was more mentioned in part of private sector, which can be classified as follows:

- Private sector who utilizes the resource as production base (similar word such as Payment for Ecology System, PES).
- The private sector's recognition and operate this task.

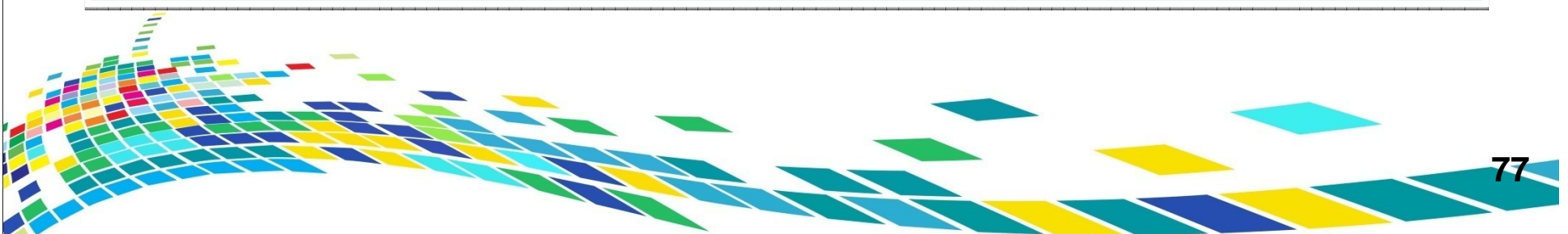
**Activities:** follow up and give information to member

**Budget:** -







# Capacity building with regard to business competitiveness and good practices

1. Learning together
2. Trainings/Seminars
  - Trainings/conferences depend on member interest
3. Other seminars with Thailand Environmental Institute (TEI)
4. Others



# Raising public awareness of culture and environmental issue

1. To summaries important lesson learnt and conclusions from the networks through media such as TV, radio and publication
2. TV Spot and radio programmes to educate the public
3. Eco School Award 4<sup>th</sup> 
4. Eco Friend Award 2<sup>nd</sup> 
5. Eco Hospital Award 2<sup>nd</sup> 
6. 7<sup>th</sup> young writers project 

# Eco School Award 4<sup>th</sup>

## Scope of operation:

- Coordination with TBCSD members including organization and other work units that have the activities with young generation and school to broadly increase the communication channel to the target schools.
- Arrange the press conference to launch the project, publicity, school entry and awarding ceremony.
- Appoint the competition committee that consists of TBCSD member, outside work unit whose operation is to create the potentiality to the youth, school and educational institute etc.
- School selection
  1. First round selection is made by considering from application form.
  2. Final decision is made by school evaluation.

- Budget: 350,000 bahts



# Eco Friend Award 2<sup>nd</sup>

Scope of operation:

- Set standard criteria for Eco-Friend Award contest and appoint federal committee to consider the appropriateness.
- Forming the contest committee from outsider specialist whose experience in energy and environmental education.
- The procedure in teacher/instructor selection for Eco-Friend award has 2 levels which are elementary education and secondary education.

• Budget: - bahts

# Eco Hospital Award 2<sup>nd</sup>

Scope of operation:

- Publicity and hospital entry
- Appoint the contest committee that consists of TBCSD members, the outsider and institute of educational etc.
- Hospital Selection Procedure
  1. First round selection is made by considering the application form.
  2. Final decision is made by evaluation in the hospital.
- The awards are classified into 3 levels, i.e. small (not more than 149 beds), medium (150-500 beds) and large (more than 500 beds)

- Budget: 500,000 bahts

# 7<sup>th</sup> young writers project

TBCSD has supported Young Writer Project to create the future businessmen for environment continuously for 6 years. In every year many students in elementary level and secondary level were interested to send their articles to compete; therefore, the Young Writer Project in 7th year will be arranged according to the request.

## Objective:

1. To be the model for student, who may have his own business or be employed in the future, to have responsibility and have a part in solving the environmental problem.
2. To encourage young persons to seek knowledge of environment and global warming.
3. To add skill in writing environmental report or article for the young generation.

• Budget: 150,000 bahts

# Reaching out to public and creating wider networks

1. PR activities
  - Internal exhibition and PR
  - TBSCD newsletter (through e-mail)
  - Green Society magazine by TBCSD (3 issues/year)
  - Sustainable Development books
  - To publicize via radio, TV and printed matters
2. Network building
  - Correspondent invitations to make a tour in members' organization
  - Reporter activities
  - Disadvantaged person invitations (disables and orphans) to make a tour in members' organization
3. Annual seminar
4. Charitable activity (Knowledge sharing project/ Book and stationery donation)
5. Responding significant problems of Thailand such as helping victims from a natural risk (TBCSD Hotline)

# Creating close relationship between members

1. To share knowledge among members increasingly
2. To create database on staffs, members, councils and associates for contacting and PR to participate in TBCSD activities
3. To create internal networks for members who are interested in similar topic for collaboration



# TBCSD secretariats

1. Meeting of Associates and PR working group of TBCSD
2. Meeting of Council and Associates of TBCSD
3. Meeting of PR working group of TBCSD
4. Souvenir preparation





## ***3.3.2 Special Project /Activities***

**Low Carbon Society**

**Natural Disaster**

**Water Resource Management**



# Low Carbon Society

In 2012 the water security committee will carry on the past year 2011 activities as follows:

- To follow up the overall operation in encouraging the local to reduce open-burning sugarcane field and to support their operations.
- To keep on building low carbon society in area-based process such as Green SEIP with Royal Gracious Kindness, Koh Klang: Carbon Capture and Storage, Rajkarun Red Cross Center and Samui : Green Island Project.
- To encourage low carbon society in public sector



# Natural Disaster

This year the Natural Disaster committee will carry on last year activities as follows:

1. To prepare public handbook.
2. To build the disaster-resistant school network.
3. To establish the protection structure and to rehabilitate the landslide areas as a model project in the region of Doi Tung, Chiangrai Province.

In addition, TBCSD will also coordinate with Water Resource Management and Thailand Environment Institute to hold the international seminar in order to brainstorm on the sustainable procedure of water resource management.



# Water Resource Management

This year, the water resource management committee will carry on last year activities and will perform proactive policy on water management as follows:

1. To support the Department of Groundwater Resources in providing water for agriculture and consumption.
2. To arrange the international seminar in order to brainstorm on the sustainable procedure of water resource management.
3. To restore water quality of the main ditches and canals in Bangkok.



## 4. Other matter



# Thank you

