

# Overview of CESR Activities in Thailand

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TBCSD

*2 June 2005  
Four Seasons Hotel, Bangkok*



TBCSD

(Thailand Business Council for Sustainable Development)

# OUTLINE

WHY : - Global Situation  
- Thailand Situation

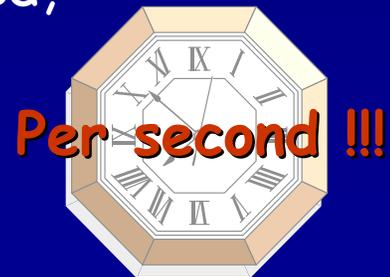
OPTION : - Corporate Governance  
ISO14001  
CSR, CESR

WHAT : - CSR, CESR

EXAMPLES : TBCSD  
CSR Center

# Global Change in One Second

- 390,000 cubic meters of CO<sub>2</sub> are emitted,
- 1,629 cubic meters of glaciers in Greenland melt,
- 710 tons of oxygen are decreasing from the atmosphere,
- 2,300 square meters of arable land disappear,
- 3 cattle, 7 pigs and 1,100 chickens are consumed,  
the meat production sums up to 6.9 tons,

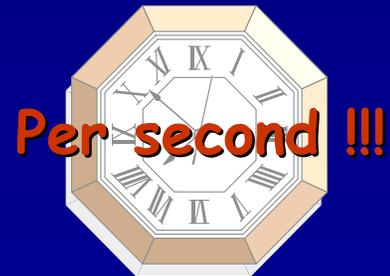


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# Global Change in One Second

(Cont.)

- 5,100 square meters of natural forest disappear
- 1.3 motorcars, 4.2 television are produced
- 532 peoples go to MacDonaldd and consume more than 500 hamburgers,
- population increases by 2.4 persons (200,000 persons per day),



Edited by Ryoichi YAMAMOTO (DIAMOND Co.2003)

## Annual Expenditure On Luxury Items Compared With Funding Needed To Meet Selected Basic Needs

Product Expenditure	Annual Economic Goal	Social or Investment Needed	Additional Annual to Achieve Goal
Makeup	\$18 billion	Reproductive health care for all women	\$12 billion
Pet food in Europe and United States	\$17 billion	Elimination of hunger and malnutrition	\$19 billion
Perfumes	\$15 billion	Universal literacy	\$ 5 billion
Ocean cruises	\$14 billion	Clean drinking water for all	\$10 billion
Ice cream in Europe	\$11 billion	Immunizing every child	\$1.3 billion



# THAILAND



- Population: 63.4 million (2002)
- Area: 315,113.6 Square Km
- Environment-international agreements :

party to:

Climate Change,  
Endangered Species,  
Hazardous Waste,  
Marine Life Conservation,  
Nuclear Test Ban,  
Ozone Layer Protection,  
Tropical Timber 83,  
Tropical Timber 94  
and Biodiversity.

# THAILAND : BRIEF PROFILE

## Input

Energy	1998	2002
Total (toe)	45,102	52,979
- Production	13,754	18,679
- Services	10,253	11,377
- Transportation	18,075	19,636

Energy/GDP 0.84 1.33

Renewable Energy 1993 2002  
%Ren.Energy 23 17

## Water : Quality Status

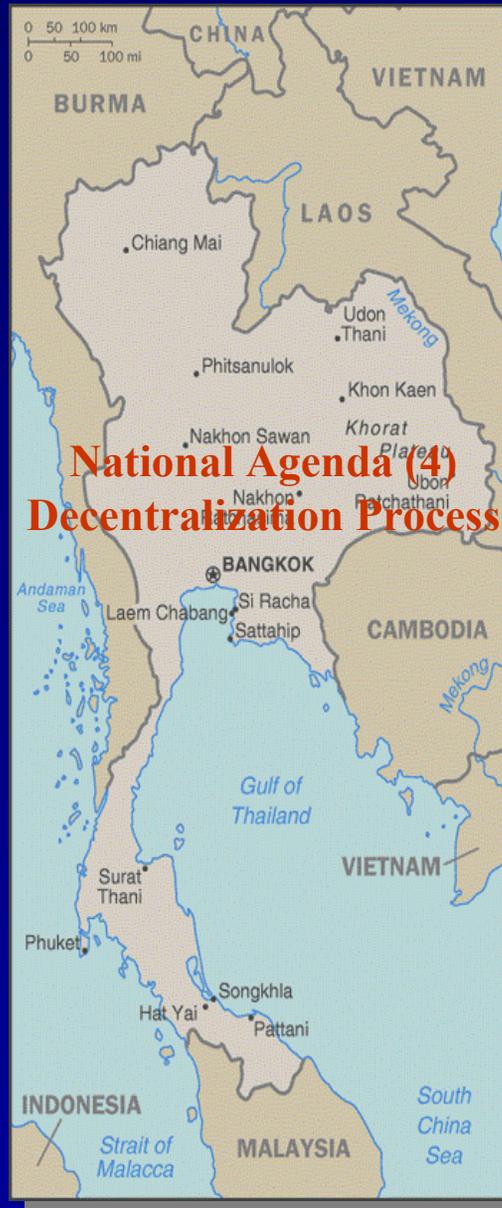
Year	Good	Moderate	Poor	Very Poor
1998	19	53	28	
2002	40	25	32	3

## Forest Coverage

1961 53.30%  
1998 25.30%

## Coastal Zone

1961 2.30 MRai (1.44 Mhectare)  
1996 1.04 MRai (0.65 Mhectare)



## Output

**Solid Waste**  
Household  
38,000 ton/day or  
13.6 M ton/year

**Hazardous Waste**  
**Industry (Treated)**  
1997 11%  
2002 20%

**Recycled**  
**Household** 1991 2002  
% 5.2 18  
**Industry**  
% 17.1 48.1

**Air Quality**  
# Incidence over the Standard  
( $<10\mu\text{m}$ ) Ozone  
1998 30% 0.2%  
2002 3% 0.1%

# NATIONAL AGENDA

- Alleviation of Poverty and Income Distribution problems
- Enhancing Thailand Competitiveness
- Social Capital Development
- Sustainable Development

# *SUSTAINABLE DEVELOPMENT INDICATORS (SDI)*

## Natural Resources and Environment Goals

### Energy

1) Energy Consumption Growth/GDP

1.4 : 1 (2004)

1 : 1 (2007)

2) Renewable Energy

2013 : 24.02% of total energy

Electricity Generation

2003 : All new plant : % Renewable Energy = 3-5%

# Natural Resources and Environment Goals

## Forest

Forest Coverage = at least 40%

## Coastal Zone

Mangrove forest Coverage

= 80 percent of the mangrove forest area 1961  
Baseline

# Natural Resources and Environment Goals

## Waste Management:

### 1. Proper Treatment of Hazardous Waste

To treat all Hazardous Waste (100%)

### 2. Recycling of Waste

Domestic Waste Recycling = 30 %

# Target of Government's Solid Waste Management Strategy

- Reduce volume of garbage by 2006:
  - 5% Bangkok and municipalities.
  - 10% in Tambon Administrative Organization.
- Increase national recycling rate to 30%.
- Establish disposal centers in 50% of provinces by 2006 and 100% in 2011.

# TARGET

## From Decentralization Process

Provincial Administration Organization (PAO) = 75\*

Municipalities: large, medium, small = 1,130\*\*

Tambon Administration Organization (TAO) = 6,645

Focus: PAO, Municipalities ; Large, Medium

# Trend in Environmental problems

Getting worse due to ineffectiveness in various areas:

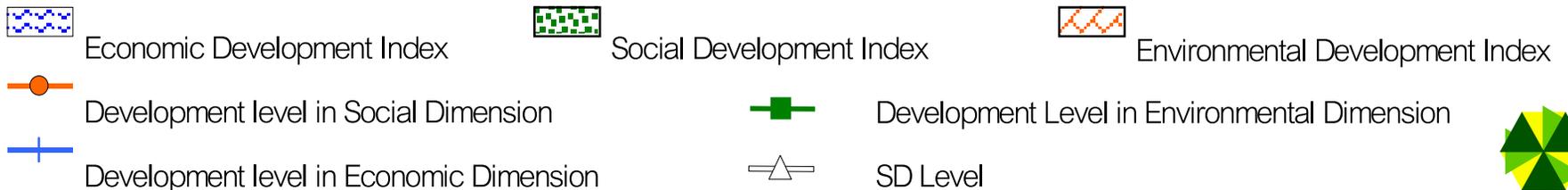
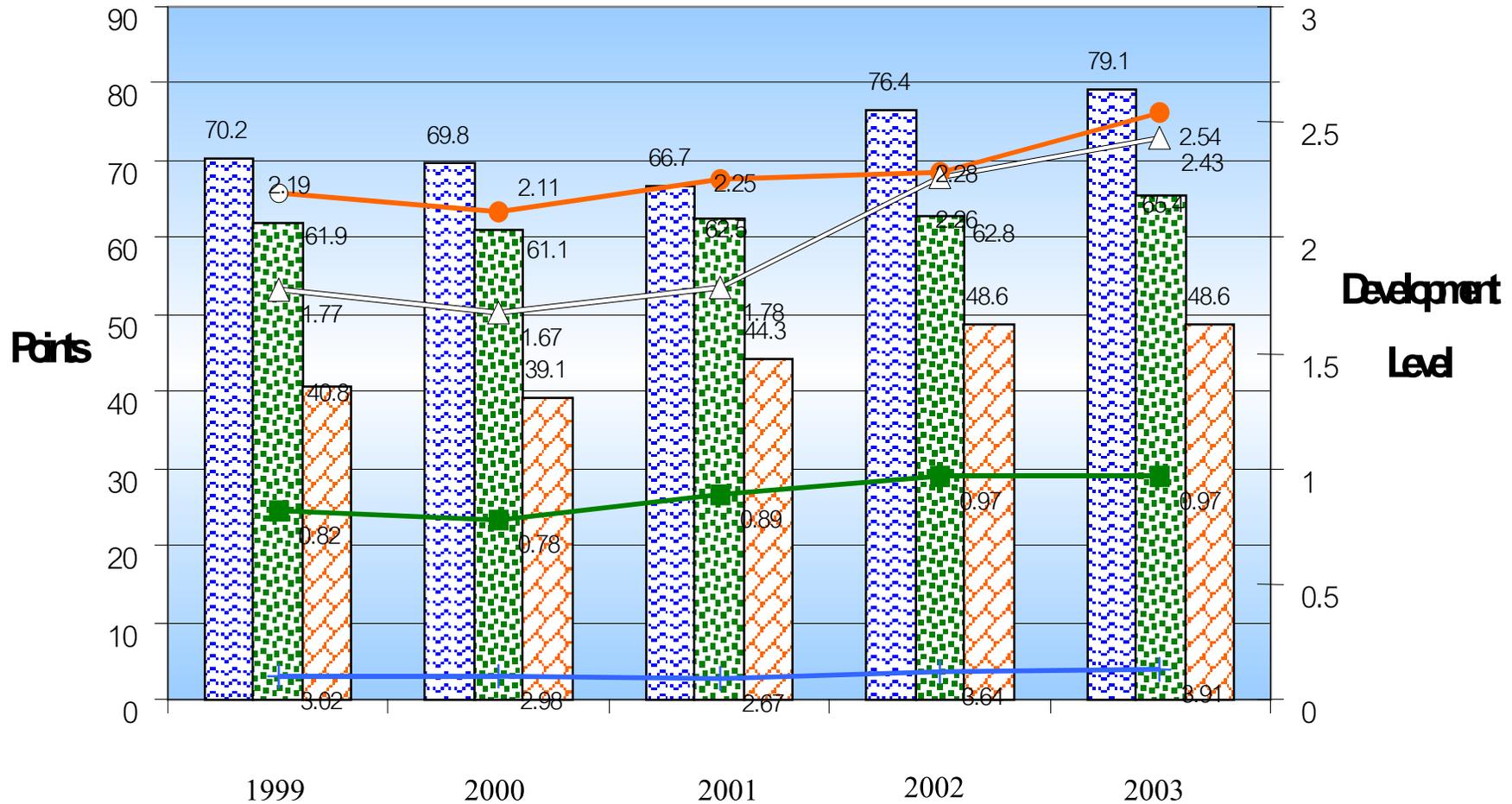
- Weak / Lack of integration approaches and coordination in environmental management
- Weak legal enforcement
- Lack of responsible agency for emergency management for pollution disasters
- High investment cost for infrastructure on waste treatment system - including for operation and maintenance

# Trend in Environmental problems (Cont.)

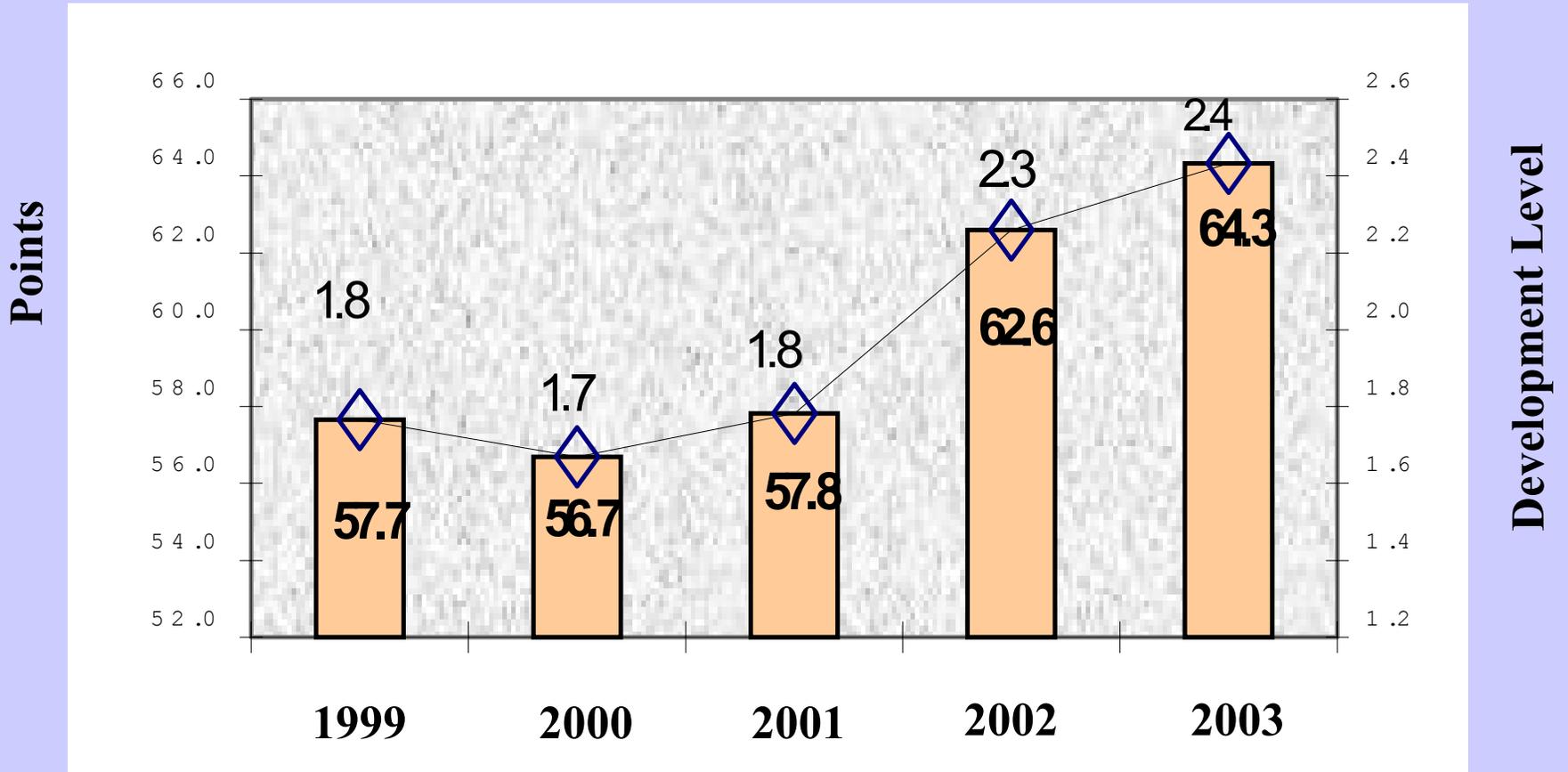
Getting worse due to ineffectiveness in various areas:

- Manufacturers try to avoid legal compliance to reduce cost
- Weak implementation of PPP principles
- Lack of clearly defined process / mechanism of public participation

# SD Index in Economic, Social and Environmental Dimension



# Sustainable Development Index of Thailand



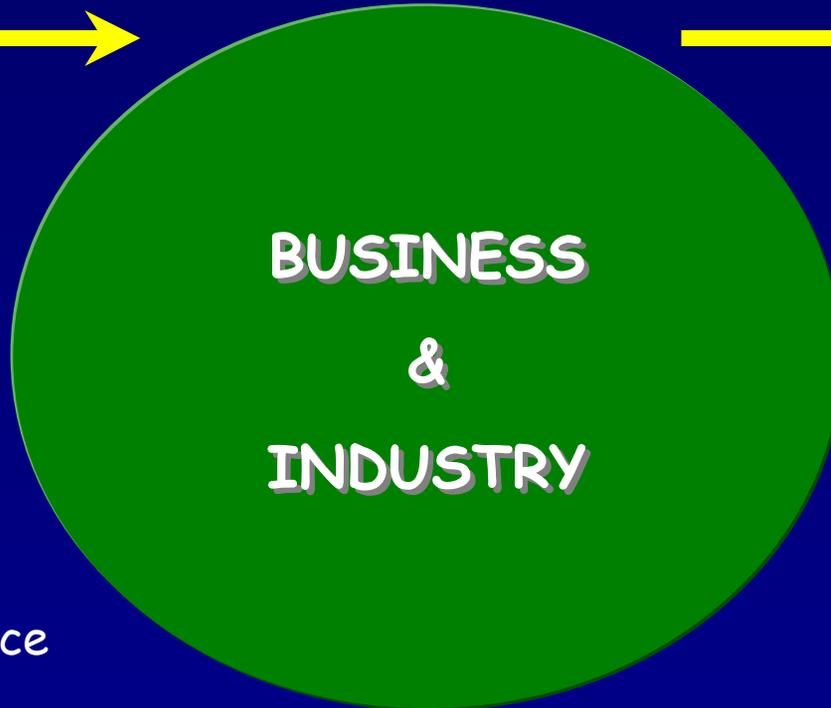
# INDUSTRY : PRESSURES & RESPONSES

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## PRESSURES

### NATIONAL

- Legislation
- Green Consumers
- Green Procurement Policy
- Decentralization
- Corporate Governance



## RESPONSES

- EIA
- CT/CP/GP
- EMS
- LCA
- EPE/EPI
- GSC
- CSR
- Etc.

### INTERNATIONAL

- Environmental Agreements (MEA)
- Trade Agreements (WTO, ASEAN, APEC, FTA)
- Green Consumers
- International Standard (ISO14000)

# Earning License - to - Operate :

- National Rules And Standards
  - International Agreements
  - Code of Conduct
  - Standard of Civil Society
- Home & Aboard

# TOOL :

- EIA
- EMS
- EPE/EPI
- CSR
- CT/CP/GP
- LCA
- GSC
- Etc.

# TOOL : TERMINOLOGY

**EIA** : Environmental Impact Assessment

**CT** : Cleaner Technology

**CP** : Cleaner Production

**GP** : Green Productivity

**EMS** : Environment Management Systems  
(ISO 14001)

# TOOL : TERMINOLOGY

**LCA** : Life Cycle Assessment

**EPE** : Environment Performance Evaluation

**EPI** : Environment Performance Indicator

**GSC** : Greening Supply Chain

**CSR** : Corporate Social Responsibility

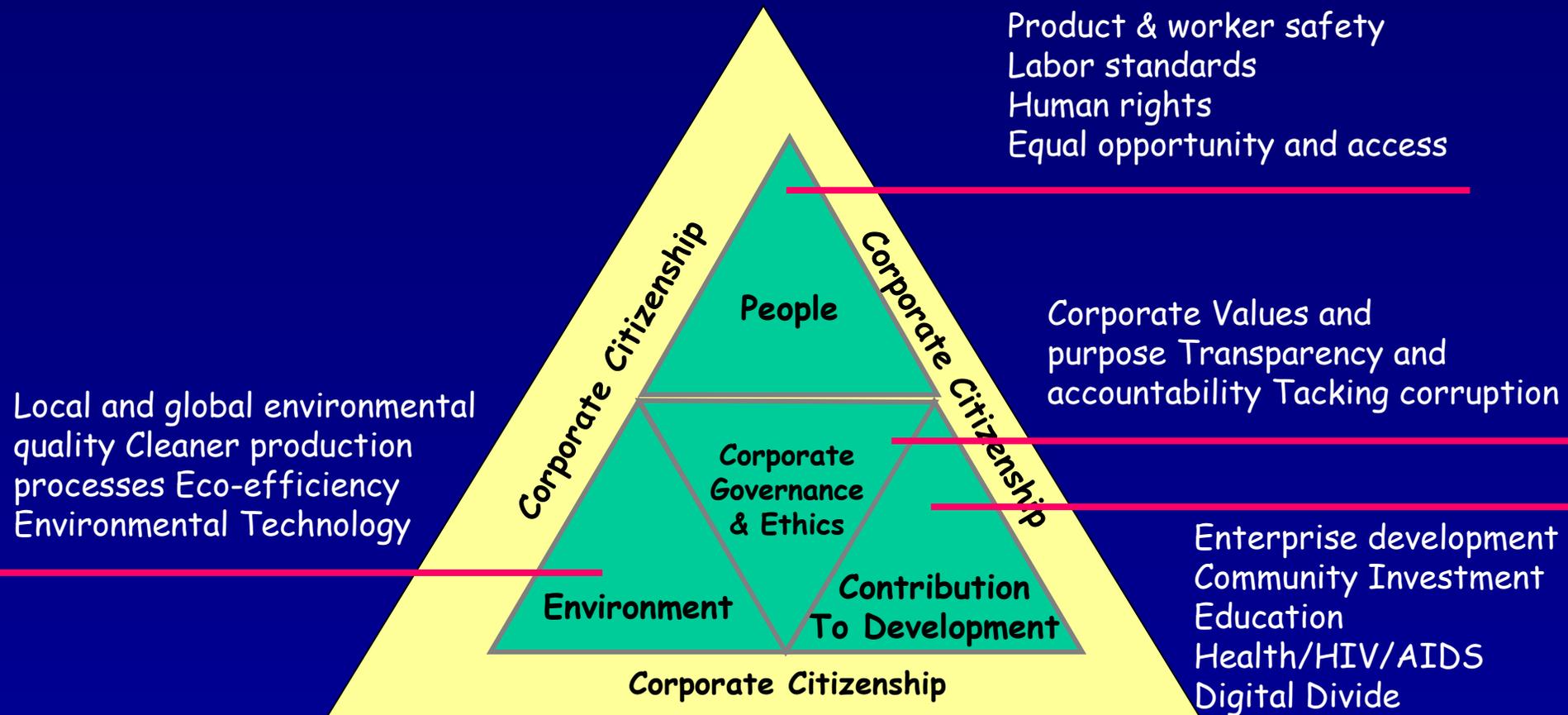
# CSR Definitions: Concept

- WBCSD

(World Business Council for Sustainable Development)

*"The continuing commitment by business to behave ethically and contribute to sustainable economic development while improving the quality of life of the workforce and their families as well as of the local community and society."*

# Scope



# The Dawn of the CSR Era

*"85% of (140 Chief Executives of U.S. based MNCs) believe that sustainable development will be even more important to their business model in five years than it is today."*

Recent Survey administered by  
Price Water-house Cooper

# Drivers of CSR

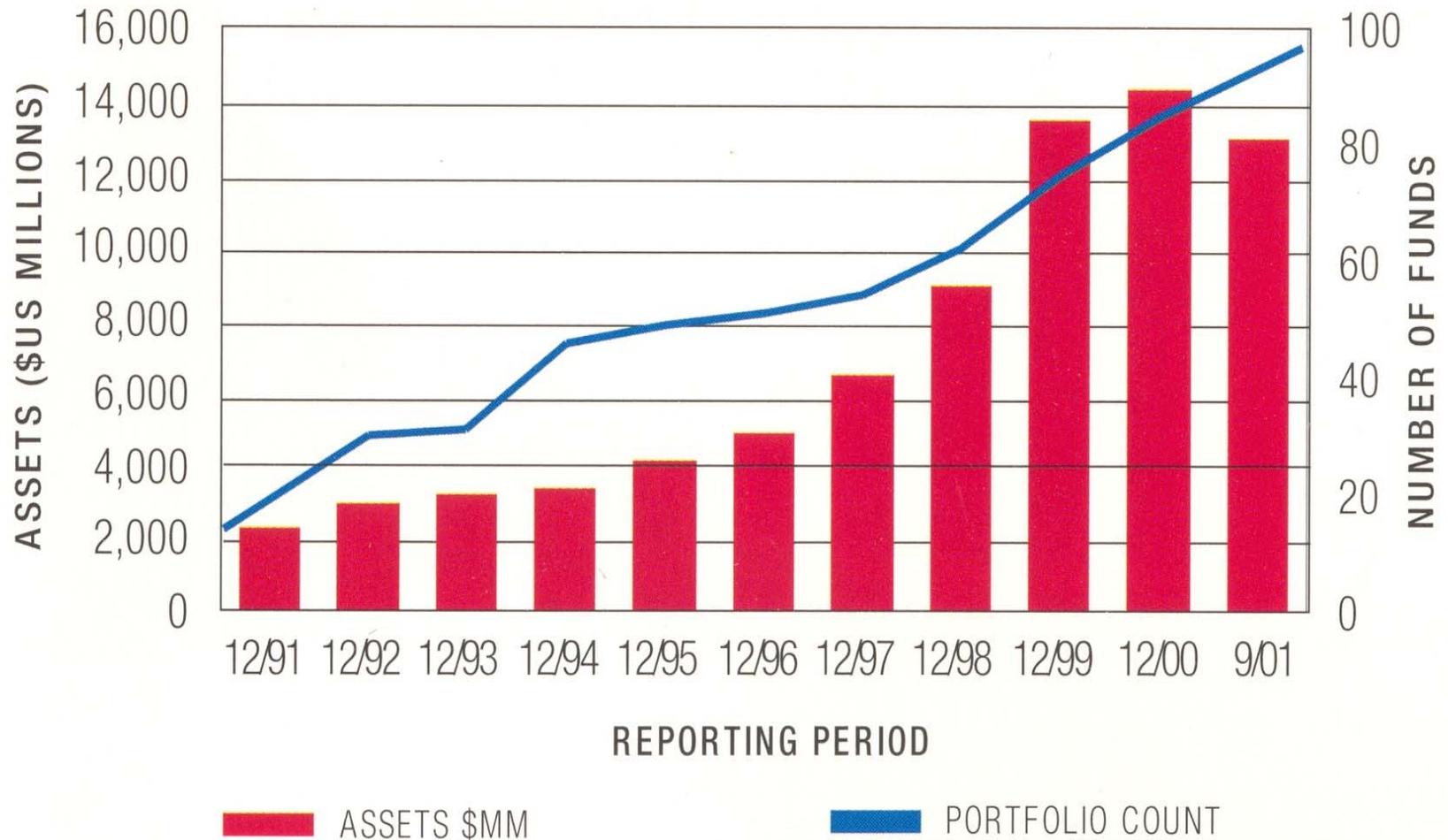
- The shrinking role of government
- Demands for greater disclosure
- Increased customer interest
- Growing investor pressure
- Competitive labor markets
- Suppliers relations

# Benefits of CSR...

- Increased sales and market share.
- Strengthened brand positioning.
- Enhanced corporate image and clout.
- Increased ability to attract, motivate, and retain employees.
- Decrease operating costs.
- Increased appeal to investors and financial analysts.

# Socially Responsible Investment Raises The Bar

## Socially Screened Mutual Funds Excluding Variable Annuities, 1991-Sept 2001



SOURCE: Strategic Insight Mutual Fund Research & Consulting LLC, 2001.



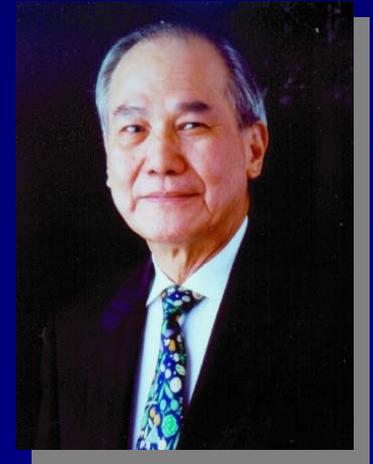
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# ...and Challenges

- Choosing a social issues.
- Selecting an initiative to address the issue.
- Developing and implementing program plans.
- Evaluation and Reporting.

# About the TBCSD

- Established in October 1993 by *Mr. Anand Panyarachun*, former Prime Minister of Thailand
- With current membership of 32 high profile business leaders from 30 companies (both Thai & MNC)



## *Main objective*

- To promote environmental awareness within the business sector under the concept of "*Sustainable Development*"

# MEMBERS OF TBCSD



# TBCSD projects categories;

1. Policy Development Program in Thailand
2. Capacity Building on Business Competitiveness and Good Practices
3. Raising Public Awareness on Culture and Environmental Issues

# 1. Policy Development Program in Thailand

## • The Green Labeling (1993-present)

- To provide reliable information for consumer.
- To create opportunity for consumer to make green decision.
- To reduce overall environmental impact.



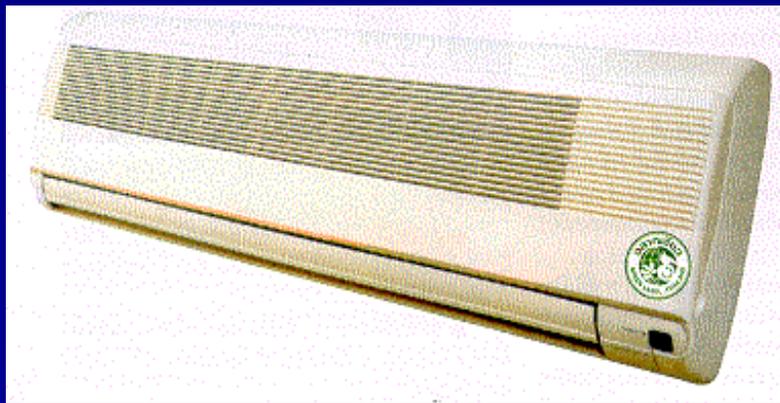
# Thai Green Label Scheme



- Initiated by the Thailand Business Council for Sustainable Development (TBCSD) in 1993.
- Formally launched in August 1994 by the Thailand Environment Institute (TEI) and the Thai Industrial Standards Institute (TISI), Ministry of Industry.
- With technical support from the Federal Environmental Agency of Germany

# Green Label Products

- As of April 2005
  - Total number of approved criteria: 39
  - Number of categories received GL award : 17
  - Number of companies: 30
  - Number of certified products: 154



# Products Awarded GL

*(as of April 2005)*

- Refrigerators: 14
- Paints: 30
- Water-saving toilets: 8
- Water-saving Faucets: 3
- Detergent : 2
- Paper: 10
- Building Materials-Thermal Insulation: 8
- Rubber Insulation : 1
- Surface Cleaner : 1
- Air-conditioners: 21
- Fluorescent Lamps: 24
- Lubricant Oil: 1
- Copiers: 12
- Metal Furniture: 5
- Rubberwood Products: 2
- Gasoline Station: 7
- Roof tile Paints : 1
- Dish-washing Detergent : 1

# 1. Policy Development Program in Thailand (Cont.)

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- Study on Environmental Impact of Lignite (1993-1995)

- Pesticide-Free Agricultural Village (1994-1995)



- Implementation of ISO 14001 (1997-1999)
  - To improve environmental performance and efficiency of resource use.
  - 15 different businesses and 6 schools received ISO 14001 certificates.

## 2. Capacity Building on Business Competitiveness and Good Practices

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- **TBCSD Member Training (1994-present)**

*For example, seminars and training on*

- "Benchmarking for Business Excellence" and "EPE" (2000)
- "Life Cycle Assessment" (2001)
- "Packaging and hazardous Waste Management in Thailand" (2002)
- "Environmental Reporting & GRI" and "CSR" (2003)
- "Energy for Tomorrow" (2003)
- "WBCSD Asia Pacific Regional Meeting"(2003) etc.

## 2. Capacity Building on Business Competitiveness and Good Practices (Cont.)

- Greening the Supply Chain (2004-present)



### 3. Raising Public Awareness on Cultural and Environmental Issues

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- The Promotion of the Preservation and Development of the Historic City of Ayutthaya (1994-1999)
  - *support for the preservation and restoration of the city's historic buildings and raised public awareness to the importance of the preservation of the city.*



### 3. Raising Public Awareness on Cultural and Environmental Issues (Cont.)

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- **Environmental Management for the Community of Koh Kret (2003-2005)**
  - *To create environmental awareness by providing Environmental Management Plan and a pilot-activity from participation of the community.*
  - *To develop community environmental management plan and implement community on solid waste management.*



### 3. Raising Public Awareness on Cultural and Environmental Issues (Cont.)

- **TBCSD Award (2003-present)**
  - *To encourage the environmental social responsibility from SMEs.*



### 3. Raising Public Awareness on Cultural and Environmental Issues (Cont.)

- The Beauty of Silence (2004)



- The AU-TBCSD Centre for Sustainable Enterprise (C-SEM) (2004-2005)

- Young Writer (2005)
- Building Environmental Awareness in Schools (2005)

A Word from

*Mr. Anand Panyarachun*

*"Business should not be confined to the back seat. Together with government, business should take the lead in promoting **sustainable development**"*

# CORPORATE SOCIAL RESPONSIBILITY

## Social Venture Network (SVN)

- Founded in USA in 1987
- SVN Europe followed in 1993
- SVN Asia started in Thailand in 1999
- The first Asia-wide SVN conference was organized in Bangkok in 2003

# SVN Asia (Thailand)

## Mission :

SVN's mission is to promote business awareness leading to environmental responsibility, basic human rights for all, and justice for every party concerned while considering differences in resources, opportunities and real potentials of organizations or individuals.

# SVN Asia (Thailand)

## Annual conferences :

- 1999 - Bangkok
- 2000 - Chiang Mai
- 2001 - Ubon Ratchathani
- 2002 - Songkla and the South
- 2004 - Prachinburi

# INBrief

## Coke taps Kyoto spirit

**BEVERAGES:** Coca-Cola has announced plans to replace all of its 980,000 drink vending machines across Japan in a bid to reduce gas emissions in line with the landmark Kyoto Protocol.

By the end of the year, Coca-Cola said it would have 1,500 machines in Japan without hydrofluorocarbons (HFC), a coolant that produces greenhouse gases.

As of 2008, Coke said it would buy only HFC-free machines, which are 20-30% more costly, and that the entire conversion process would take 15 years. AFP



# NETWORK



Thailand Business Council for Sustainable Development (TBCSD) :

**Website** - [www.tei.or.th/tbcsd/](http://www.tei.or.th/tbcsd/)



World Business Council for Sustainable Development (WBCSD) :

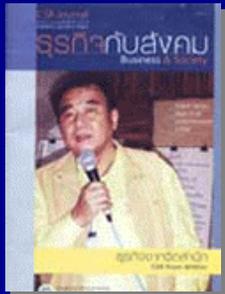
**Website** - [www.wbcsd.org](http://www.wbcsd.org)

# NETWORK



The Association for Sustainable  
& Responsible Investment in Asia  
(ASRIA):

**Website** - [www.asria.org](http://www.asria.org)



CSR Center :

**Website** - [www.suan-spirit.com](http://www.suan-spirit.com)

# NETWORK



ISO-Social Responsibility

ISO 26000:

Website -

[www.iso.org/iso/en/info/Conferences/SRConference/home.htm](http://www.iso.org/iso/en/info/Conferences/SRConference/home.htm)



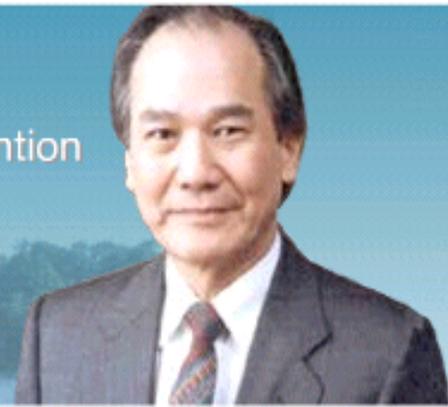
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# Thailand Business Council for Sustainable Development

คณะกรรมการธุรกิจเพื่อสิ่งแวดล้อมไทย

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"I wish to see that every organization pays serious attention to sustainable environmental management. I strongly believe this is possible."



## TBCSDEvents



โครงการฝึกอบรม การสัมมนา เรื่อง "Corporate Social Responsibility" เมื่อวันศุกร์ที่ 22 เมษายน 2548 ณ ห้องประชุมของกษปี่ โรงแรมรอยัลริเวอร์ กรุงเทพมหานคร

## Calendar&Activities

- 20-22 พฤษภาคม 2548 กิจกรรมค่ายเยาวชนเรียนรู้ปัญหาขยะมูลฝอย
- 21 พฤษภาคม 2548 กิจกรรม "ส่องลำน้าเจ้าพระยาและทดลอง มุ่งหน้าสู่เกาะเกร็ดต่อศวรรษ"
- 1 มิถุนายน 2548 ขอเชิญเข้าร่วมสัมมนาเรื่อง "การ

## CHAIRMAN'S Letter



# MEMBERS





World Business Council for Sustainable Development

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  - Eco-Efficiency
  - Ecosystems

"Best website for information on sustainable development" Globescan Survey of Sustainability Experts

Business & SD News >

[Pricier pollution](#)  
 Financial Times, 25 May 2005 - EU carbon trading now creates real environmental incentives.

[BP Execs See Bright Future for Solar Division](#)  
 GreenBiz.com, 24 May 2005 - In the wake of recording first-ever profits from subsidiary BP Solar, British Petroleum executives are pondering the role of renewable energy in future markets.

LexisNexis

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[The WBCSD's Regional Network strengthens its presence in Eastern Europe](#)  
 Budapest/Geneva, 24 May 2005 - The WBCSD's Regional Network welcomes its newest member, the BCSD Hungary, which was launched with an inauguration ceremony in Budapest on 23 May 2005. The founding members include Shell, ING Bank, Concordia, Denso, Lapker, OTP Bank and Vegyepszer. Several other companies have already indicated interest in joining the new organization.  
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- ISO 14001 : 2004 What Do Investors Need to Know? - an ASrIA Brief
- Pension & Investment Funds Summit Asia in Singapore
- Climate Change and Emissions Risk in the Asian Capital Markets: Picking the Winners and the Losers

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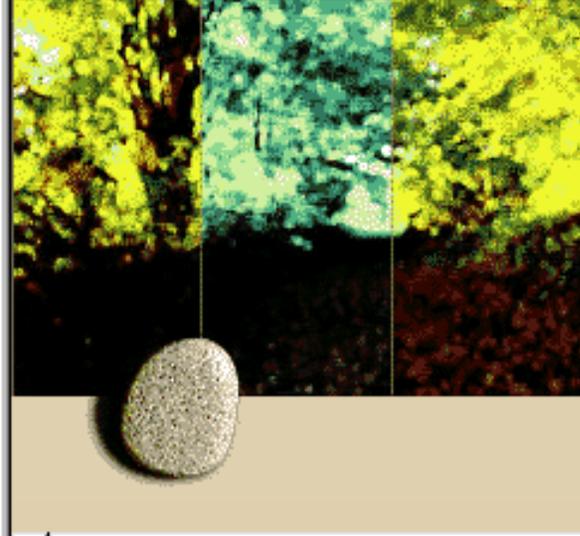


# สวนใจชไมมา

Suan Nguen Mee Ma

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**ญาณที่สละแห่งการเข้าถึงตัวตนที่แท้ บททอแห่งพลัง**  
 มณฑลแห่งพลัง ก็เหมือนการปลูกต้นไม้ที่เราต้องบ่มเพาะเมล็ดและรอเวลาแห่งการเจริญงอกงาม สำหรับมนุษย์ที่เรียนรู้มณฑลแห่งพลังนี้ มันไม่ใช่การเข้าใจทางความคิด แต่เป็นประสบการณ์บางอย่าง ที่ต้องเอาตัวตนเข้าไปสัมผัส และจะต้องสัมผัสตรงแบบที่ไม่มีแนวคิด กรอบคิด หรือความคิดใดๆ มาขวางกั้น .. **NEW**  
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**ร่องเสนา "จากจับถรีเสียงถึงโศลกแห่งความรัก สัมผัสสุนทรียแห่งภาษาผ่านบทกวีรพีพรรณากฎอรุณ"**  
 โดย ปรีชา ช่อปฐมมา และ จิตกรบุษบา วันเสาร์ที่ ๒๘ พฤษภาคมนี้  
 ร้านตึกชิดสยาม  
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# Social Responsibility

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## 'DYNAMIC' LAUNCHING OF WORK ON ISO 26000 - FUTURE GUIDELINE ON SOCIAL RESPONSIBILITY

"Dynamic!" That was how the Brazil-Sweden leadership team of the ISO Working Group on Social Responsibility (WG SR) described its first meeting to launch the development of the future ISO 26000 standard giving SR guidelines, for publication in 2008.

"As well as giving a focus to the development of the SR standard by providing it with a designation, ISO 26000, this first meeting was the scene for the essential first phase of 'team forming' which must take place before 'team performing' can swing into action," commented ISO Secretary-General Alan Bryden.

The meeting, held on 7-11 March 2005, in Salvador, Bahia, Brazil, was the "kick-off" of ISO's first venture into the area of SR and, fittingly for a new initiative, achieved a high attendance and set a fresh benchmark for innovation in stakeholder participation.

The WG SR meeting was attended by 43 ISO member countries (including 21

# Contact Address

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