

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

**Date: January 30, 2012; 13:30-15:30 hrs**

**Venue: PENTANE Room, Fl.12, PTT Head Office, Bangkok**

**The meeting began at 13.30 hrs.**

### **1. Chairman's Remarks**

Mr. Prasert Bunsumpun, the Chairman of TBCSD, expressed his gratitude to the audience to attend the meeting on that day; in addition, he congratulated Dr.Qwanruedee Chotichanathawewong on her promotion to President of Thailand Environment Institute.

Mr. Robin S. Wilson represented TBCSD's advisory board and members to present flower basket to congratulate Mr. Prasert Bunsumpun for his Honorary Doctor of Business Administration from Mahasarakham University on December 21, 2011.

### **2. Business Session**

#### **2.1 Introduction of New Members**

Mr. Prasert Bunsumpun said at present TBCSD have had 42 organization members. In 2011, there were 2 new organization members from media sectors; MCOT Public Company Limited and National Broadcasting Services of Thailand (NBT), and this year, there is a new member --Vinythai Public Company Limited.

#### **2.2 Adoption of the agenda**

Dr.Qwanruedee Chotichanathawewong provided the overview of agenda and all members approved it.

#### **2.3 Approval of the minutes of the 3/2011 Joint Meeting of Council and Associates of TBCSD**

Dr.Qwanruedee asked for the approval of the Minutes of the 3/2011 Joint Meeting of Council and Associates of TBCSD.

**Resolution:** All members acknowledge and approved 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**

Dr. Qwanruedee assigned Ms. Suchada to present project summary in 2011 that there were 5 programs as follows:

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

Programme 1 aimed for Green and Low Carbon Society operation which divide into 3 groups: (1) Low Carbon Society (2) Water Resource Management and (3) Natural Disaster. The operation of Low Carbon Society covers both action plan project and special project. Last year TBCSD members were able to reduce CO<sub>2</sub> emission 14.29 Mton CO<sub>2</sub>, per year.

### **(1) Carbon Reduction Label for Product and Service**

TBCSD has supported its members to use low-carbon products and services continually. It has published and publicized “Low-carbon Products” Book that collect products with carbon label in 2008-2011. At present, six members have been certified with carbon label; IRPC Public Company Limited, Carpets International Thailand Public Company Limited, InterfaceFLOR (Thailand) Co., Ltd., Siam City Cement Public Company Limited, The Siam Cement Public Company Limited and Mitrphol Sugar Corp.,Ltd.. ThaiNamthip Limited is in the process of being certified. Carbon Reduction Label could be reduced CO<sub>2</sub> emission 4.5 million ton CO<sub>2</sub>e per year.

### **(2) The Health and Global Warming Project**

TBCSD has held a seminar “Global Warming and Thai People’s Way of Life” with Toyota Motor Thailand Co., Ltd. to brainstorm from all sectors and the youth on prevention and treatment of health problem caused by global warming, as well as establish Health and Global Warming Fund. TBCSD has supported in publicity and raising fund, by year 2011 it could raise 2.7 million bahts. The Health and Global Warming Fund will spend on supporting local youth to research on the outcome of global warming to ecosystem, environment and health. Last year the budget was approved to students from 25 schools for total 28 projects in central region, and will be further extended to other regions in 2012

### **(3) TBCSD Manifesto for Energy Efficiency in Building**

There are currently 16 organizations declare to join the project on reducing energy consumption in buildings, 12 from TBCSD members; Amway (Thailand) Limited., Double A (1991) Public Company Limited, Electricity Generating Authority of Thailand, Electricity Generating Public Company Limited, PTT Public Company Limited, PTT Global Chemical Public Company Limited, IRPC Public Company Limited, Khon Kaen Sugar Industry Public Company Limited, Siam City Cement Public Company Limited, The Bangchak Petroleum Public Company Limited., Carpets International Thailand Public Company Limited and ThaiNamthip Limited; and 4 external organizations; ALS Laboratory Group (Thailand) Co., Ltd., N.T.N. Manufacturing (Thailand) Co., Ltd., Mongkut Wattana Public Company Limited and Rattathibet General Hospital Co., Ltd. This year TBCSD will cooperate with the Department of Alternative Energy Development and Efficiency to publicize and expand the project further.

### **(4) Green Meetings**

During the year-end 2011, TBCSD organized Green Meetings Project within the organization to be guideline for the members to apply within their organizations. There are currently 15 participants; PTT Public Company Limited, The Bangchak Petroleum Public Company Limited., Double A (1991) Public Company Limited , Mitrphol Sugar Corp.,Ltd., Tetra Pak (Thailand) Limited, Amway (Thailand) Limited., Siam Synthetic Latex Co., Ltd., Dow Chemical Thailand Limited. and an affiliated company of Dow Chemical 6 organizations, Chedi Luang Subdistrict Municipality, Mae Saruay District, Chiangrai Province and Department of Sanitary Engineering, Faculty of Public Health, Mahidol

University. At present there are four organizations passed the assessment; The Bangchak Petroleum Public Company Limited., Double A (1991) Public Company Limited, Siam Synthetic Latex Co., Ltd. and an affiliated company of Dow Chemical Thailand Limited.

**(5) Certificate for Business: Standard for Sustainable Development**

To certify the organizations of business sector, whose management and performance supporting the sustainable development, by considering in 3 dimensions 1) Economic 2) Social and 3) Environment. At this time, it is in the process of considering the certifying criteria with the specialists.

**(6) Open Burning Reduction: Sugarcane Field**

The operation has been carrying on from 2009-2011 by publishing and disseminating “Guideline for reducing open burning: sugarcane field” among the provinces that doing sugarcane field through the provincial governors. The follow-up process will take place this year including the selection of the area model for further expansion.

**(7) Samui : Green Island**

Water Security

Now it is in the coordination and waiting process of the local administration to build check dam for Lipa Yai Community.

CDM

To cooperate with Institute for Global Environment Strategies (IGES)-Japan to select 11 pilot hotels to learn how to reduce CO<sub>2</sub> emission in hotel business sector which will expand to the selling of carbon credits in the future.

Waste Management

Tetra Pak (Thailand) Limited has collaborated with the local administration to collect UHT package for the Green Roof Project for Friends in Need (of “PA”) Volunteers.

**(8) Green SIEP : The Sirindhorn International Environmental Park**

The activities have been carrying on from 2010 that brought the members to grow plants nearby the trees which HRH Princess Sirindhorn planted with her own hands. In 2011, the development of ecosystem education resources on 6-rai areas of Koh Nok was promoted to be educational and bird feeding resources. This 3-year action plan has commenced during the last year-end and has been improving and maintaining continually.

**(9) Koh Klang : Carbon Capture and Storage Island**

Ms. Suchada reported that Koh Klang area in Krabi Province is mangrove forest, but some areas are degenerate; thus the cooperation with business sectors in the region to plant mangrove forests together and to educate the community as well as to build community participation. In addition, the members have been brought to plant mangrove forests together.

**(10) Green Park for Historical Monument and Health : Rajakarun Red Cross Center**

TBCSD has given Thai Red Cross the academic support in surveying and making plan for development of Rajakarun Red Cross Center at Khao Lan, Trad Province to be historical, health and environmental education center.

## **Programme 2 : Capacity Building with Regards to Business Competitiveness and Good Practices**

### **(1) Learning Together**

In 2011 TBCSD organized the Carbon Neutral Trip – Rehabilitating the Thai Coastal Area, Conserving the Coastal Ecosystem to take members on a field trip of the coastal ecosystem management and to visit EGAT’s community development operation in Krabi Province.

### **(2) Training/Seminar**

During year 2011, TBCSD had held 7 seminars in 6 topics given by the national and international experts in related fields as follows:

- The Direction of Environmental Law Enforcement...Environment Tax for Environmental Management in the Thai Industrial Sector.
- Flooding Impact to Thai Business... How to prepare
- Be Good Personality
- Energy Conservation and Greenhouse Gas Reduction Tips for Building Managers
- Creativity of New Issue and Writing for Publication
- Ways to Reduce Open Burning from Sugarcane Field

### **(3) Seminars with TEI**

In 2011 TBCSD had held 3 seminars in collaboration with Thailand Environment Institute as follows:

- In collaboration with Australian government by the Australian Trade Commission (Austrade) and Australia Education International to hold a seminar in 3 topics: (1) Water Recovery and Reuse for Industrial Water Security (2) LED: Energy Efficiency for Brighter World and (3) Bioenergy – A Sustainable Contribution to the World’s Future Energy Demand
- Guideline to Improve Buildings for Energy Saving
- In collaboration with Institute for Global Environmental Strategies (IGES) of Japan and Thailand Greenhouse Gas Management Organization (Public Organization) to hold a “Workshop for Verification Agency Candidates” seminar.

### **(4) Miscellaneous (i.e. Social Activity)**

TBCSD cooperated with The Siam Cement Group and Siam City Cement Public Company Limited to donate cement for rehabilitating temples and mosque damaged from flooding in Krabi Province. In addition, TBCSD cooperated with Viriyah Insurance to donate books for 4 schools in Koh Klang, and also contributed 10,000 bahts to MCOT for giving sports equipment and scholarships to students in remote area. Besides, during the year-end TBCSD also cooperated with Kasetsart University Laboratory School to send cards and necessities as a moral support for 550 soldiers in 3 southern provinces.

## **Programme 3 : Raising Public Awareness of Culture and Environmental Issue**

### **(1) Producing Media**

In 2011, TBCSD published “Creation of small thing...for the big result” by TBCSD to disseminate the activities of TBCSD’s members in children and youth development to the public in addition to the publishing 3 issues of Green Society by TBCSD Journal.

### **(2) Eco-School Award**

At this time, it is in the final round of evaluation the school.

### **(3) Eco-Hospital Award**

At this time, it is in the award judgment.

### **(4) Eco-Friend Award**

In 2011, the award will be granted to the school executive who focuses on the integration of energy conservation and environment in their curriculum, as well as conducts Eco-school. The judgment will be arranged together with Eco-school Award.

### **(5) The 6<sup>th</sup> Young Writer**

Owing to the flood at the end of 2011, the closing date for young writer essay has been extended to February 6, 2012.

## **Programme 4 : Reaching Out to the Public and Creating Wider Range of Networks**

### **(1) Public Relation**

Green Society by TBCSD Journal has been disseminated on TBCSD website and has been in the process of collecting data from the members for publishing 2011 Performance Report Summary in related topics of increasing green space and reforestation as well as social assistance in flood disaster.

### **(2) Annual Conference**

In 2011, TBCSD held the annual seminar and Gala Dinner at InterContinental Bangkok Hotel.

### **(3) Charity**

TBCSD has supported Thai student groups in Japan to arrange youth camp “Tech in Japan” for 150 secondary students from 3 schools in Kanchanaburi Province, in order to develop their conceptual skills in science and to pass on their experiences from studying in Japan, in addition to bring disadvantaged youth from 3 organizations to attend the concert “Help for Health” to raise fund for “Health and Global Warming”

### **(4) Immediate Responding to the National Crisis**

- *Flooding in Northern region*

- o 84 cartons of palm oil to Nan Provincial Administrative Organization;
- o In collaboration with EGAT to donate medicines and 100 sets of first-aid kit to the flood victims in Mae Hong Son Province;

- o In collaboration with Siam City Cement PLC. to donate 4,800 bottles of drinking water to help the flood victims in Sob Moey and Mae Sa Riang District, Mae Hong Son Province;
- o Collecting articles, clothes and educational equipments from members to help restore the flood areas in Sob Moey and Mae Sa Riang District, Mae Hong Son Province.

*- Cold Snap*

- o Donate clothing apparel to the Hang Thang Luang Village, Phu Fah Sub-district, Bor Klua District in Nan Province.
- o Donate winter scarf hat, jacket blanket and clothes to Chergdoi Sub-district, Doi Saket District in Chiangmai Province.

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

### **(1) Development of a Database for Member Council, Associate and PR**

To cooperate with the public relation team of every TBCSD's organizational members to adjust their latest database and to collect new members' data to store in the database.

### **(2) Created Network (internal) for the Member Interested in the Same Issue to Work Together Much More**

To arrange the meeting of 3 Special Program Groups continually and send the performance report to the group members by e-mail.

## **TBCSD Secretariat**

### **(1) TBCSD Member Meeting**

In 2011, three conferences among TBCSD had been held.

### **(2) Associate and PR Meeting**

In 2011, the conferences between TBCSD delegation and the public relation team had been held twice.

### **(3) Souvenirs**

In 2011, TBCSD had prepared polo shirts, jackets and batiks for the media.

## **3.1.2 Special Projects**

### **(1) Natural Disaster Project**

#### **- The Protection of the Landslide Risk Areas**

TBCSD had cooperated with the Department of Mineral Resources to build landslide protection structure for Ban Hang Tang Luang, Phufah Pattana Sub-district, Bor Kluer District, Nan Province which will be beneficial to the community in landslide protection and reservation of water for agricultural use. This year, 2012, it is in the process of consultation with the Department of Mineral Resources to expand further to other areas.

### **- TBCSD Hotline for helping disaster situation**

In 2011, TBCSD Hotline was established and performed as the donation center of drinking water during the flood and coordinated with the members for assistance and collecting of resources such as water purifier, life-support bags, boat, truck and medicine to give to the disaster victims. In addition, after the water receded TBCSD had helped the community and local institute to manage the residual wastes by assisting in collection and transportation to recycle and dispose appropriately, along with coordinating with members to restore, repair and repaint temples and schools.

## **(2) Water Resource Management**

### **- Check Dam Construction**

TBCSD cooperated 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 to educate the members about the sustainable community-based participatory in building check dam.

### **- Clean Water for Drought Village: Roi-et Province**

TBCSD cooperated with the Department of Underground Water Resources in “Clean Water for Lack of Water Village” in Ban Tung Sawang Pattana, Chiang Kwan District, Roi-et Province.

### **- Canals Restoration : Vibhavadi-Rangsit Road**

TBCSD will play its role in bringing business sector and entrepreneurs to protect environment by adjusting ditches and canals in Bangkok. In primary, it is at an in-between coordination with Bangkok Metropolitan Administration to designate target and operational plan.

**Resolution:** The members acknowledged the past performance and gave advice as follows:

*Mr. Pramote* suggested the secretariat office to determine/select activities that created Big Impact to the community according to the issue Prof. Dr. Phaichitr Uathavikul used to raise, and also suggested to set tea-party after the meeting for approximately 1 hour in order to build relationship and exchange informal ideas.

*Prof. Dr. Phaichitr* congratulated Mr. Prasert Bunsumpun for being appointed the President and also recommended that the 2<sup>nd</sup> Business Session should divide into 2 sessions - - performance report and policy-based brainstorming in both social benefit and business development. He also suggested inviting the involved expert to give advice, and the members should join in to select the topic for brainstorming.

*Mr. Prasert* expressed his gratitude to Prof. Dr. Phaichitr and Mr. Pramote for giving useful suggestions and assigned the secretariat office to put their suggestions into practice by bringing the policy-based topic to discuss in the next meeting and facilitate more consultation between the members.

Regarding the Big Impact, Dr. Qwanruedee clarified that the working group and the adviser attended the meeting together and reached the conclusion that the operation will carry on with the previous framework but will focus on Low Carbon Society as the key issues.

## 3.2 Changing Name and Logo

### (1) Changing Name

Dr. Qwanruedee spoke of the last meeting that it was resolved to change TBCSD's Thai name to correspond to its English name, therefore it provided opportunities for the members to participate in selecting the suitable name. The result was องค์การธุรกิจเพื่อการพัฒนาที่ยั่งยืน which Prof. Dr. Phaichitr requested to change to องค์การธุรกิจเพื่อการพัฒนาอย่างยั่งยืน

### (2) Changing Logo

Dr. Qwanruedee spoke of the last meeting talking about the changing of TBCSD's logo as shown in the picture



**Resolution:** Mr. Prasert requested for approval from the meeting in changing Thai name to องค์การธุรกิจเพื่อการพัฒนาอย่างยั่งยืน and changing its logo. The resolution was passed.

## 3.3 Work Plan in 2012

### 3.3.1 Activities/Projects

Dr. Qwanruedee assigned Ms. Suchada to report the 2012 Action Plan which will divide into 2 parts; project plan and special project.

Ms. Suchada informed that the 2012 Work Plan consists of 5 programs:

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

This programme will carry on the operation of the past year. This year plan will be initiated as follows:

##### **(1) Low Carbon Society : Public Sector**

To raise public awareness of their daily life that creates impact to the environment. At this time it is in the process of coordination with Thai Health Promotion Foundation to improve the evaluation model of CO<sub>2</sub> emission for individual.

##### **(2) Corporate Ecosystem Services and Corporate Ecosystem Valuation**

TBCSD will collaborate with GIZ to lead business sector to have more roles in taking care of ecosystem and biodiversity by publishing the guideline for Corporate Ecosystem Valuation and Corporate Ecosystem Services Review by translating from WBCSD's documents and will organize training for members and public afterward.



## **Programme 2 : Capacity Building with Regards to Business Competitiveness and Good Practices**

In 2012, TBCSD will continually organize training, seminar and field study on Development of Corporate Social Responsibility. The members can advise the interested topics or issues to the secretariat office.

## **Programme 3 : Raising Public Awareness of Culture and Environmental Issue**

The operations will be carried on from the past year; i.e. the 4th Year Eco School Award, the 2nd Year Eco Hospital Award, the 7th Year Young Writer and the 2nd Year Eco Friend Award. This year the models of awarding will be increased by presenting to the youth group who adopt the environmental perform to their region which is in the process of improving the models for awarding.

## **Programme 4 : Reaching Out to the Public and Creating Wider Range of Networks**

Apart from the publication of information on E-Newsletter and publishing Green Society Journal 3 issues per year, as well as the adjustment of database on the website; the secretariat office will publish the Annual Summary of Member's Performance by selecting the remarkable topics.

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

The secretariat office will organize the conference among the members and advisory to report the progress of the operation in addition to brainstorm in the topic of Development of Corporate Social Responsibility continuously.

### **3.3.2 Special Projects**

#### **(1) Natural Disaster Project**

In 2012, TBCSD will coordinate with the Department of Natural Resources to publish handbook for the public to defend and get ready for the disaster as well as extend results of building the landslide protection structure to other risk areas. In addition, it will build network of School against Disaster by beginning from school network of TBCSD members.

#### **(2) Water Resource Management**

This year TBCSD will give more precedence to water management policy and will organize international seminar to brainstorm on water resource management.

**Resolution:** The members acknowledged the action plan and suggested as follows:

*Mr. Veera* suggested selecting the projects or activities having Big Impact to public from the existing activities like Low Carbon Society, Natural Disaster and Water Resource Management, then extract the key issues in order that the public will acknowledge and get to know TBCSD from the achievement.

*Dr. Qwanruedee* added that this year TBCSD will certify organizations that implemented environmental management for sustainable development. The secretariat

office is in the process of improving evaluation criteria. The preceding year TBCSD has been known increasingly as there were a large numbers of TBCSD hotline callers.

*Mr. Pramote* suggested that there should be activity plans result in Big Impact.

*Prof. Dr. Phaichitr* suggested TBCSD doing what it could do best and also focusing on Natural Disaster.

*Mr. Nuttachat* suggested having more discussion among the members to strengthen the organization.

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

*Mr. Prasert* expressed gratitude to Prof. Dr. Phaichitr, the Adviser, and all members for presenting their useful suggestions, and then assigned the secretariat office to implement the tasks further. Mr. Prasert spoke of the late floods that TBCSD members have assisted the victims totally amount of 1,500 million bahts.

*Dr. Qwanruedee* added that Council Meeting, Annual Conference and Gala Dinner for this year will be separate organized. The next Council Meeting will be held during the early April to discuss about the model of organizing Annual Conference and Gala Dinner. The venue for Gala Dinner will be supported at ENCO Building. Dr. Qwanruedee informed all members that the press conference will be held at Spirit Room on the 13<sup>th</sup> floor after the meeting, accordingly invited all members to attend.

*Mr. Prasert* thanked everyone for attending the meeting at this time and invited all members to attend the press conference.

**The meeting was adjourned at 15.00 hrs.**

#### **Prepared by**



Ms.Pinyada Charoensin  
Researcher 2  
*Thailand Environment Institute*



Ms.Suchada Chitpiromsri  
Researcher 4  
*Thailand Environment Institute*

#### **Approved by**



Dr.Qwanruedee Chotichanathawewong  
Executive Director  
Thailand Business Council for Sustainable Development

## **List of Participants**

### **Council Members, Associate Members and Representatives Advisors:**

- |     |                               |   |
|-----|-------------------------------|---|
| 1.  | Mr. Prasert Bunsumpun         | Chairman  |
| 2.  | Ms. Laksana Jenananporn       | Amway (Thailand) Limited                        |
| 3.  | Ms. Montira Ningsomboon       | Amway (Thailand) Limited                        |
| 4.  | Ms. Nakabhorn Taungchutarchai | Amway (Thailand) Limited                        |
| 5.  | Ms. Pathumwan Nambutr         | Asian Honda Motor Company Limited               |
| 6.  | Mr. Nopadol Ramyarupa         | Asia Cement Public Company Limited              |
| 7.  | Mr. Apichit Akarapattangkul   | Asia Cement Public Company Limited              |
| 8.  | Mr. Withaya Wichayarangsaridh | Bayer Thai Company Limited                      |
| 9.  | Ms. Pairat Tanametaveeskul    | Double A (1991) Public Company Limited          |
| 10. | Mr. Vorapong Vorasuntharoso   | Dow Chemical Thailand Limited                   |
| 11. | Mrs. Wilailux Sangtaksin      | Electricity Generating Authority of Thailand    |
| 12. | Mr. Mongkolnimit Auacherdkul  | Esso (Thailand) Public Company Limited          |
| 13. | Mr. Sorapong Vinichaikul      | Esso (Thailand) Public Company Limited          |
| 14. | Mr. Robin S. Wilson           | InterfaceFLOR (Thailand) Co., Ltd.              |
| 15. | Mr. Wichit Sanguannam         | InterfaceFLOR (Thailand) Co., Ltd.              |
| 16. | Mr. Atikom Terbsiri           | IRPC Public Company Limited                     |
| 17. | Miss Monwipa Choopiban        | IRPC Public Company Limited                     |
| 18. | Mr. Chompol Kandhavivorn      | Khon Kaen Sugar Industry Public Company Limited |
| 19. | Ms. Apinya Synsatayakul       | PTT Global Chemical Public Company Limited      |
| 20. | Mr. Raviphan Paaopanchon      | PTT Public Company Limited                      |
| 21. | Ms. Jiyakorn Phanikodom       | PTT Public Company Limited                      |
| 22. | Mr. Numpol Limprasent         | The Siam Cement Public Company Limited          |
| 23. | Mr. William Stone             | Star Petroleum Refining Co., Ltd                |
| 24. | Mr. Sarakorn Yoonton          | Star Petroleum Refining Co., Ltd                |
| 25. | Mr. Bruno van der Wielen      | Vinythai Public Company Limited                 |
| 26. | Mr. Sompot Cheeranorawanich   | Vinythai Public Company Limited                 |
| 27. | Ms. Chaisri Viwatradtana      | The Viriyah Insurance Co.,Ltd.                  |
| 28. | Ms. Cholticha Sattayamana     | The Viriyah Insurance Co.,Ltd.                  |

### **Honorary Advisor, Advisors and Committee**

1. Prof. Dr Phaichitr Uathavikul Honorary Advisor
2. Mr. Pramote Inswarng Advisor
3. Mr. Veera Akaraputhiporn Advisor
4. Dr. Songkiert Tansamrit Advisor
5. Mr. Nuttachat Charuchinda Chairman,  
Water Resource Management Committee

### **Secretariat Office:**

1. Dr.Qwanruedee Chotichanathawewong Thailand Environment Institute
2. Ms.Suchada Chitpiromsri Thailand Environment Institute
3. Ms.Pooncharat Songthammawat Thailand Environment Institute
4. Ms.Pinyada Charoensin Thailand Environment Institute
5. Ms.Sasiporn Iamornng Thailand Environment Institute