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Thailand's Country Report on the Green Growth

Thailand Under the framework of the 11th National Economic and Social Development Plan, 2012-2016, formulates development strategies at the national and other levels. The plan includes a Green Policy that calls for addressing climate change more rigorously and moving toward a low-carbon economy and “**Green Society**”.

Thailand has incorporated principles of the 1997 introduced philosophy of Sufficiency Economy which highlights the need for a balanced growth strategy, aiming at a middle way between society at the local level and the market in the global context. While the necessity for Thailand to modernize and move forward is acknowledged.

- **Master Plan on Climate Change (2012–2050)**

The Master Plan on Climate Change is a framework to supports climate change preparedness initiatives and aligns with the country's economic and socio-cultural contexts, and sufficiency economy philosophy.

The plan includes three key strategies:

1. Mitigation of greenhouse gas (GHG) emissions and increase of GHG sinks to promote sustainable development.
2. Strengthening the capacity of human resources and institutions as well as preparedness of the risk management from the effects of climate change and cross cutting issues.
3. Adaptation for coping with the negative effects of climate change.

Sectoral Initiatives

Energy

- Targeting a 25 percent GHG energy intensity reduction by 2030, with alternative energy comprising 20 percent of total energy use

- Developing the 20-Year Energy Efficiency Development and the Alternative Energy Development Plan

Agriculture and Forestry

- Encouraging local authorities to enhance carbon sinks through forestation and sustainable forest resource management
- Allocating national budget to establish an information center and satellite systems to track forest cover, land use, and land-use change

Waste

- Developing an incentive scheme to promote electricity generation from waste, including plans to build a plant in Bangkok

Sub-national

- Promoting the “Clean City Clean Mind” and “Low Carbon City” initiatives, providing technical assistance to local governments

Current Development towards Green Economic Growth

To promote production and consumption of green products, various measures were implemented by Thai government. In line with policy and strategies under the Ministry of Natural Resources and Environment and Ministry of Industry, the Ministry of Commerce has set a Master plan for 2012-2021 based on the strategy of ‘Inclusive Growth’ and sustainable development. Trade policy is thus directed to the balancing between different dimensions of economic development, while growth in trading is sustaining, environmental impacts and well-being of people at large are also taken into account. To realize this ‘Inclusive Growth’ policy, the key issues of triple bottom line of ‘people, planet, and profit’ are equally emphasized.

One strategy is to enhance environment quality of products, and to support enterprise to create environmental characteristics into products in order to differentiate them and to gain price premium. We thus support producers and traders to upgrade their environmental performance and social responsibilities so as to satisfy higher international standards.

As market-driven measures towards the green growth, the Ministry of Commerce has provided four main supporting schemes as following:

1. Raising of public awareness and capability-building

Thailand under the Ministry of Commerce has been involving exporter and importer to learn and realize opportunities and challenges generated by the environmental regulation and standardization in global market, This includes information dissemination and consultancy support for Thai enterprises on Green/Econ labeling in different types implemented by trading-partner countries. Thai government also provides capability-building support to enterprises with regard to managerial perception, organic farming, inspection and recognition process, green purchasing, design and management for environmentally-friendly hotel and spa.

2. Expanding of green market

Thailand benefits from the growing market for environmentally-friendly products through promotion of organic, green, and eco-label products. This market-driven strategy toward green economic growth is to direct customer behavior and market trend by providing a wider

choices of products available in the market, and to facilitate buying for consumers who are environmentally-conscious. Meanwhile, this creates a market incentive for manufacturers to add environmental aspects and supply more environmentally-sound products into the market.

To realize the market-driven strategy, the Ministry of Commerce launched a variety of promotional measures. The Ministry and its provincial commercial offices have been providing supports in terms of diversification of marketing channels, market intelligence organizing international trade fair and symposium, conducting business matching by between manufacturers of organic products and hospital/health center as well as hospitality industry. This measure also integrates the dimension of poverty reduction by providing special assistance to community-based organic products so as to enable them to enter into modern traders, convenience store, and organic franchised shops. As a results, the market for organic and green products has been increasing, especially those of organic rice, organic vegetables and fruits, tea, coconut oil, herbal products, and cosmetics.

3. Value creation for green products

As the intermediary actor between demand side and supply side, the Ministry of Commerce has facilitated information linkages between traders and manufacturers. This strengthened communication led to collaboration in supply chains both for marketing and product development. By creating the Green Purchasing Network through website (<http://www.thaigpn.org/>), information in supply chains were exchanged so as to assist brand-building, improvement of packaging and storage, and upgrading of environmental quality of products. In accordance with international standards of organic and environmentally-friendly products, Thailand's organic and green products gradually gain additional recognition, thereby enhancing the value and market accessibility for products.

4. Monitoring of standardization and environmental regulations

Thailand also places more importance on updating international regulations and standardization of exporting products. The issues such as sanitary, GMO-ingredients, and new ISO certification, have been monitored by concerning Ministries. In addition, Thailand is implementing regulations on public procurement in order to generate demand and rapid adoption of environmental initiatives, such as the use of bio-fuel energy, reduce-reuse-recycle packaging, and organic materials and ingredients.

The ongoing development of green products

With the concept "Focus on green industry for balanced and sustainable development" The Ministry of Industry has launched the GI mark in 2011 in order to enhance Thai entrepreneurs/industries to develop more friendly environmental in business operation.

Green Industry Mark (GI Mark)

Ministry of Industry has joined forces with all related industrial organizations including network institution, Provincial Industrial Bureau, Provincial Industrial Estates and all industrial estates to promote all national entrepreneurs pay more attention in doing business that being friendly to environment and continual development to become "Green Industry" in 5 levels as follow:

Level 1:

Green commitment is the commitment to reduce affected environment and form efficient communication in organization for all recognition.

Level 2:

Green activity is the implementation to reduce affected environment that can achieve the set target.

Level 3:

Green systems are the systematic environmental management, following up monitoring, evaluation and revision for continual development including recognized environmental awards and environmental standard accreditations.

Level 4:

Green culture is the co-operation of employee in all level in organization to implement friendly environment in all aspects of business operation until it becomes a part of organization culture.

Level 5:

Green network is the demonstration of network extension throughout green demand chains by promotion business partners and allies entering into accredited green industry process.

Many projects from several organization of the Ministry of Industry related about development of green industry and can compare with Green Industry level as following:

Department of industrial works

- CSR-DIW : Flagship project compare with Level 2 of Green Industry level
- EMS for SMEs project compare with Level 3 of Green Industry level.

Department of Primary Industries and Mines

- CSR-DPIM : Flagship project compare, and have 27 factories to pass certificated already and can compare with Level 3 of Green Industry level

Department of Industry Promotion

- Total Energy Management Project for Industrial, Lean Manufacturing Project, Volunteer Technology for Waste Water Treatment Project and so on can compare with Level 3 of Green Industry level.

Thai Industrial Standards Institute

- Training and Environment Management ISO 14001 project, and Training and Energy Management ISO 50001 project. Both can compare with Level 3 of Green Industry level.

Management System Certification Institute (Thailand)

- Projects compare with: Reduce Green Gases Emission (CDM) can compare with Level 2 of Green Industry level
- Certification for ISO 14001 and ISO 50001 can compare with Level 3 of Green Industry level
- CSR Project (ISO 26000) and SEA (Sustainable Excellent Award) Standards can compare with Level 4 of Green Industry level :

Industrial Estate Authority of Thailand (IEAT)

- IEAT CSR and Training and Environment Management ISO 14001 project with Department of industrial can compare with Level 2 of Green Industry level

Voluntary Carbon Labeling

The Thailand Greenhouse Gas Management Organization offers three types of carbon labels:

1. Carbon Reduction Label:

163 products by 42 companies are certified for reducing process emissions by at least 10 percent, using minimal grid-purchased energy, and leveraging high-efficiency technologies.

2. Carbon Footprint for Products

726 products by 177 companies have completed a product life-cycle assessment and calculated their carbon footprint.

3. Cool Mode Label

18 fabrics by 6 manufacturers are recognized as using innovative fiber technology that is especially suited to hot weather.