

ECONOMIC AND SOCIAL COMMISSION FOR ASIA AND THE PACIFIC
 3RD GREEN GROWTH POLICY DIALOGUE:
 « THE GREENING OF BUSINESS AND THE ENVIRONMENT AS A BUSINESS OPPORTUNITY »
 BANGKOK, 5 JUNE 2007

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World Business Council for Sustainable Development

Outline

- WBCSD
- Work Program & Focus Areas
- The Regional Network Program

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WBCSD

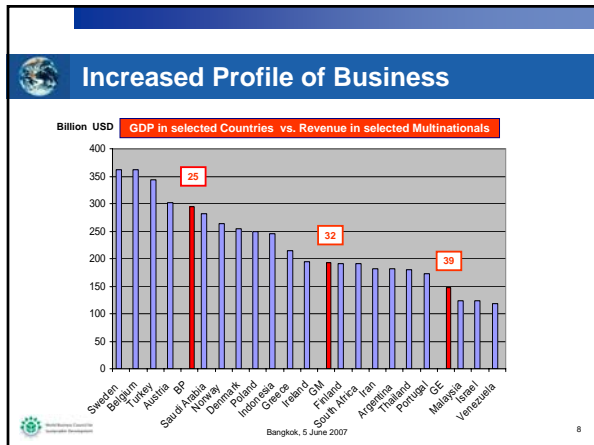
Coalition of 190 leading companies

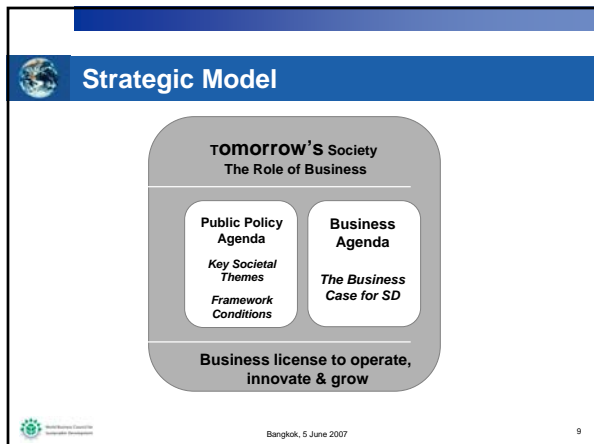
- Market capitalization: USD 6 trillion
- Total turnover: USD 5,2 trillion
- Total member company employees: 12 million
- Global outreach

✓ 3 billion consumers **per day** buy a product or service from a WBCSD member company

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About the TBCSD

- Established in November 1993 by *Mr. Anand Panyarachun*, former Prime Minister of Thailand
- With current membership of 25 high profile business leaders (both Thai & MNC)

Main objective

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

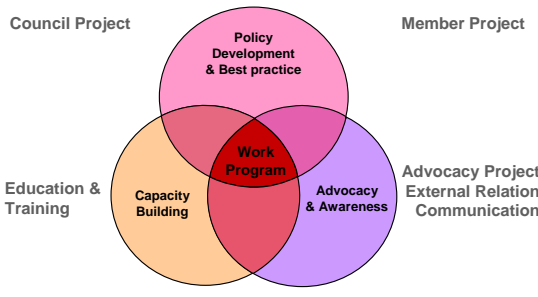
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Member Organizations



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TBCSD Program overview



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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 Thailand Industrial Standards Institute (TISI), Ministry of Industry
- in consultation with the Federal Environmental Agency of Germany



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Objectives

- provide reliable information and guide customers in their choice of products
- create an opportunity for consumers to make an environmentally conscious decision
- reduce environmental impacts



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Promote the concept of

- resource conservation
- pollution reduction
- waste management



39 established products and awarded to 147 brands/models from 32 companies.





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