

Organiser **CSR ASIA**
 Conference Partner **AIT**
CSR: The next agenda
Pushing the boundaries of environmental and social responsibility
 3-4 November, Bangkok

CSR Asia Summit 2008

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 FIABCI Representative at UNESCAP
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LEHMAN BROTHERS

SOFT LAWS & GOVERNANCE

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|---|--|---|--|---|--|--|---|--|
|  Vice President Thai FIABCI & Rep. in UN |  Advisor Appraisal Fndn. by US Congress |  Board Member AAPH & AVA |  Thai Rep. Intl Assoc of Assessing Officers |  Member Royal Inst. of Chartered Surveyors |  Advisor Real Estate Board Thai Chamber |  President Thai Appraisal Foundatoin |  Director Thai Real Estate Business School |  President Agency for Real Estate Affairs |
|---|--|---|--|---|--|--|---|--|

ดร.โสภณ พรโชคชัย
Dr. Sapon Pornchokchai, MRICS
 Ph.D. land and housing, Asian Institute of Technology
 Cert. Appraisal, ICLPST - Lincoln Institute of Land Policy
 Cert. Housing, Katholieke Universiteit Leuven, Belgium

林俊秋 

Former consultant to the ESCAP, UN-Habitat, ILO, FAO, etc.
 Research master pieces: the discovery of 1,020 slums (1985), CAMA (computer-assisterd mass appraisal) modeling (1990), forecast of 300,000 unoccupied housing units (1995 and 1998), study for property information centre (2000) and land value modeling (2002), Valuation Roadmap, Ministry of Finance, Vietnam (2006).

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CSR & 10 Principles' UN Global Compact

Human Rights

- 1: Businesses should support and respect the protection of internationally proclaimed human rights.
- 2: make sure that they are not complicit in human rights abuses.

Labour Standards

- 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.
- 4: elimination of all forms of forced and compulsory labour;
- 5: effective abolition of child labour;
- 6: elimination of discrimination in respect of employment & occupation

Environment

- 7: Businesses should support a precautionary approach to environmental challenges;
- 8: undertake initiatives to promote greater environ. responsibility;
- 9: encourage the development and diffusion of environ friendly tech

Anti-Corruption

- 10: Businesses should work against all forms of corruption, including extortion and bribery.



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POLLUTED INDUSTRIES TEND TO PROMOTE CSR



<http://www.lbl.gov/Education/HGP-images/air-pollution.jpg>



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**DOMINATION
EXPLOITATION
UNFAIR DEALS
PATRIOTISM
=NO CSR**



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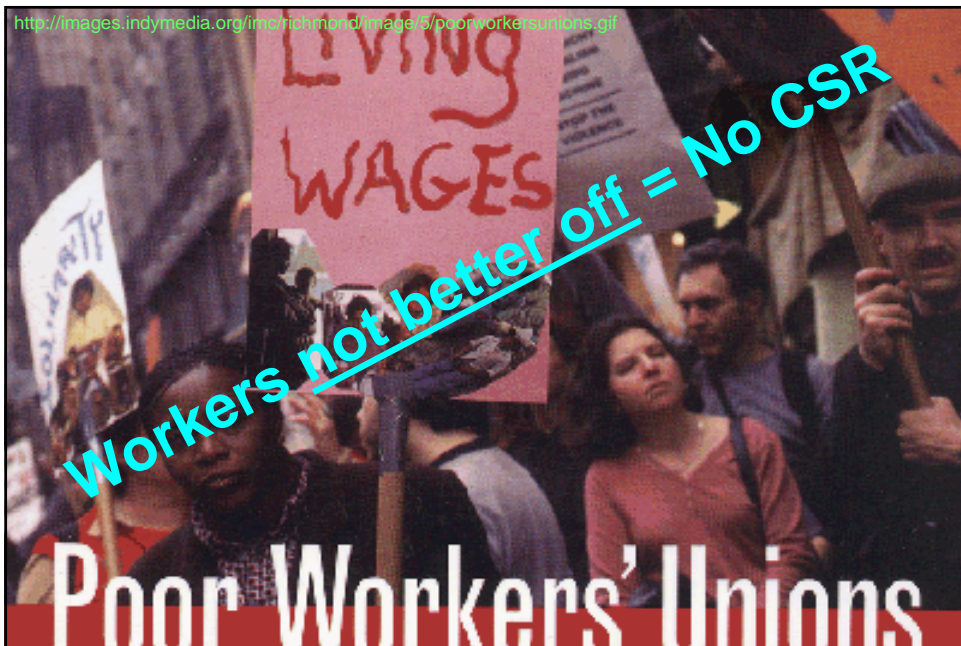
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<http://images.indymedia.org/images/indymedia/images/poorworkersunions.gif>

LIVING WAGES

Workers not better off = No CSR

Poor Workers' Unions



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Three components or Levels of CSR

1. A Must, By law, No Violation
2. Soft Laws, Ethical Issues
3. Corporate Social Contribution

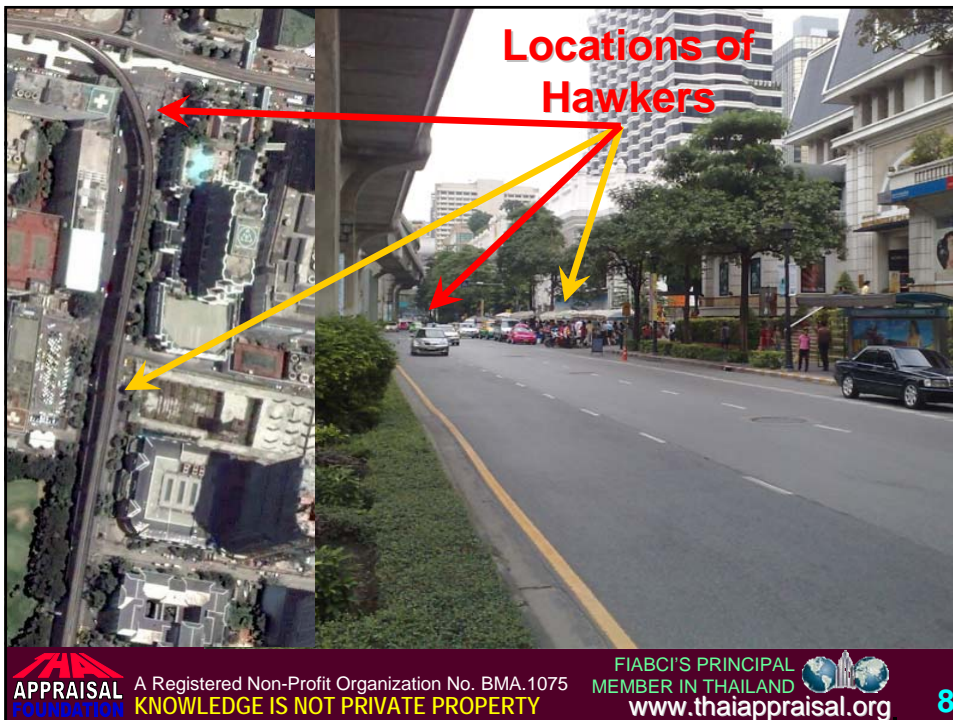
FOR SUSTAINABLE GROWTH



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Corporate Social Contribution / Donation:
 Planting Trees in Thailand. 4,000 acres planted
 (how many die), 40,000 acres deforested / year.




w.thaiappraisal.org/English/Practices/Default.htm



Thai Appraisal Foundation

Non-profit Organization Reg. No.BMA.1075



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International Conferences

Seminars - Trainings

Monthly Forum


Our Activities

Publications Journal

Result of the Essay Competition

Why Should We Know the Exact Value of Our Property

[Minimum Fee Scale for Valuation Assignments in Thailand](#)
[2004 Standard Appraisal Report Forms](#)
[Property Appraisal Report: Do not look only at the last line](#)
[Standard Practices for Valuers in Thailand](#)



WIKIPEDIA
The Free Encyclopedia

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Soft law

From Wikipedia, the free encyclopedia

The term "**soft law**" refers to quasi-legal instruments which do not have any legally binding force, or whose binding force is somewhat "weaker" than the binding force of traditional law, often contrasted with soft law by being referred to as "hard law". Traditionally, the term "soft law" is associated with [international law](#), although more recently it has been transferred to other branches of domestic [law](#) as well.



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www.pritchettcartoons.com/space.htm

Appraisaltoday.com



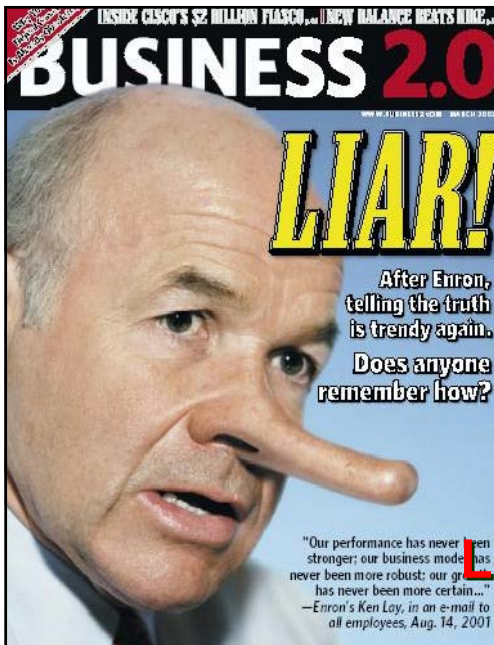
Fate of the Markets and Professionals in the USA, 1990



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"Our performance has never been stronger; our business model has never been more robust; our growth has never been more certain..."
 —Enron's Ken Lay, in an e-mail to all employees, Aug. 14, 2001



Lehman Brothers & the Chinese Wall



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Address  <http://www.nationmultimedia.com/breakingnews/read.php?newsid=30085488>

October 26, 2008 : Last updated 02:27 pm

THE NATION
BREAKING NEWS

Doctors of the Chulalongkorn Hospital Wednesday refused to treat police injured during Tuesday's clashes with protesters. Doctor Suthep Kolcharnwit of the hospital's medical school said the boycott of police was a measure to denounce police's use of excessive violence against the protesters. Suthep said Chulalongkorn doctors would seek cooperation from doctors of other hospitals to boycott police as well.

Chulalongkorn doctors boycott police 

THAI questions anti-PPP pilot **Bangkok Post**

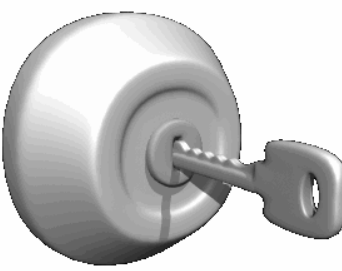
http://www.bangkokpost.com/091008_News/09Oct2008_news16.php

Thai Airways International (THAI) has set up a committee to investigate one of its pilots after he refused to allow three MPs from the People Power party (PPP) to board his aircraft yesterday. THAI vice-president Norahuch Ployai said captain Jakri Pongsiri had already been suspended until the outcome of the disciplinary investigation, which is expected to be completed next week. He said THAI had a policy of being politics-free and ensuring fair service. "Of course his action affects our image in the eyes of the public," Flight Officer Norahuch said. He described the incident as "unusual".

Professionals can express their political opinion but cannot boycott clients. Professionalism is beyond politics

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Quality Control (Inspection) Is the Key



| Estimated Annual Costs of Quality Checks of AREA | | |
|--|------------------|------------------|
| Items | 2007 | 2008 |
| Field Quality Check | | |
| Staff members | 720,000 | 777,600 |
| Lodging | 60,000 | 60,000 |
| Travel expenses | 200,000 | 200,000 |
| Administration | 200,000 | 200,000 |
| Telephone Check | | |
| Staff members | 324,000 | 349,920 |
| Processing | 150,000 | 150,000 |
| Post Check | | |
| Staff members | 162,000 | 174,960 |
| Processing | 100,000 | 100,000 |
| Total | 1,916,000 | 2,012,480 |

Case Story on Anti-Corruption of AREA (area.co.th). High costs of quality checks (QC) constitute some 2.5% of AREA's revenue.

http://www.unglobalcompact.org/data/ungc_case_story_resources/doc/FE4115B4-8C02-4E69-A4A3-7A71314FC0EA.pdf

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THANK YOU
QUESTIONS & ANSWERS
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