

# Mainstreaming Green Integration of Thailand: Transformation from Policy to Implementation



## Message from the Organising Committee

This booklet has been written, first, in order to publicise the operations and achievements of the “Mainstreaming Green Integration of Thailand: Transformation from Policy to Implementation”, a project funded by the European Union with the cooperation of agencies under the Ministry of Natural Resources and Environment; and second, as a preliminary guideline for personnel whose responsibilities involve organisation procurement, including for the general public as socially responsible consumers.

The organising committee would like to thank the SWITCH-Asia SCP Facility of the European Union for supporting Thailand’s Green Integration Policy, which is a part of the country’s sustainable development goals for sustainable production and consumption. The committee also thanks the agencies under the Ministry of Natural Resources and Environment, namely the Pollution Control Department, Office of Natural Resources and Environmental Policy and Planning and the Department of Environmental Quality Promotion. Their cooperation and joint implementations led to the success of this Project. Additional thanks go to the pilot agencies, which include the Pollution Control Department, Rangsit Municipality and the Stock Exchange of Thailand. Their cooperation and contributions of useful information led to the development and improvement of the green procurement for government agencies, local municipalities and private enterprises. The committee would also like to thank the Thailand Sustainable Consumption and Production Promotion Network (Thai SCP Network) for its participation in communicating and promoting the activities to all stakeholders in Thailand and the region.

The organising committee hopes that this booklet will be of benefit to the development of green procurement activities in order to achieve sustainable production and consumption for Thailand.

Committee for the Project, “Mainstreaming Green Integration of Thailand: Transformation from Policy to Implementation”

August 2021



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## List of Acronyms and Abbreviations

|               |  |
|---------------|--|
| <b>ASEAN</b>  | Association of Southeast Asian Nations   |
| <b>B2B</b>    | Business-to-business   |
| <b>DEQP</b>   | Department of Environmental Quality Promotion  |
| <b>EGAT</b>   | Electricity Generating Authority of Thailand   |
| <b>FTI</b>    | Federation of Thai Industries  |
| <b>GAPs</b>   | The space (“gap”) between where an organisation is and where it wants to be in the future. |
| <b>NEB</b>    | National Environment Board   |
| <b>NGD</b>    | New Green Directory  |
| <b>ONEP</b>   | Office of Natural Resources and Environmental Policy and Planning                          |
| <b>PCD</b>    | Pollution Control Department   |
| <b>PDCA</b>   | Planning, doing, checking, and acting  |
| <b>PESTEL</b> | Political, economic, social, technological, legal, environmental                           |
| <b>PGPP</b>   | Promotion of Green Public Procurement  |
| <b>SCG</b>    | Siam Cement Company Limited  |
| <b>SCP</b>    | Sustainable Consumption and Production   |
| <b>SDB</b>    | Sustainable Development Board  |
| <b>SDG</b>    | United Nations Sustainable Development Goal  |
| <b>SWOT</b>   | Strengths, weaknesses, opportunities, threats  |
| <b>TGO</b>    | Thailand Greenhouse Gas Management Organisation  |



# 1. Background and objectives of the Project

In 2020, Thailand, represented by the three main agencies under the Ministry of Natural Resources and Environment, namely the Pollution Control Department (PCD), the Department of Environmental Quality Promotion (DEQP) and the Office of Natural Resources and Environmental Policy and Planning (ONEP), initiated the project entitled 'Mainstreaming Green Integration of Thailand: Transformation from Policy to Implementation' and received budgetary support from the European Union through the SWITCH-Asia SCP Facility.

The main objective of the Project is to increase the number and encourage the purchase of more environmentally friendly products and services among consumers in all sectors through 5 main activities:

1. Study the various types of environmentally friendly products and services and categorise them for more efficient management;
2. Develop policy and action plans to promote environmentally friendly products and services;
3. Conduct pilot projects to test and improve the policies and plans;
4. Provide knowledge and information to raise awareness regarding environmentally friendly products and services; and
5. Share experiences, good practices and lessons learnt from promoting environmentally friendly products and services to ASEAN Member States and other leading countries on Sustainable Consumption and Production (SCP).



**Project Implementation Period:** June 2020–September 2021

**Project Implementation Process:** Divided into 2 phases:

**Phase 1:** Develop criteria for grouping eco-labels; draft policy for the promotion of environmentally friendly products and services; and prepare the National Green Directory.

**Phase 2:** Conduct pilot projects to test and improve the eco-label grouping criteria, products and services promotion policy; and draft the National Green Directory.

| Phase 1 (June 2020–December 2020) |  |
|-----------------------------------|--|
| <b>Study</b>                      | <ul style="list-style-type: none"><li>• Policies, laws and regulations relating to Green products and services available in various countries</li><li>• Promotion policy and the requirements for environmental labelling that are available in Thailand</li></ul> |
| <b>Analyse</b>                    | <ul style="list-style-type: none"><li>• GAPs, SWOT, PESTEL for the promotion of Green products and services</li></ul>  |
| <b>Prepare</b>                    | <ul style="list-style-type: none"><li>• Draft criteria for classification of environmental labels</li><li>• Draft policy and plan to promote environmentally friendly products and services</li><li>• Draft the National Green Directory</li></ul>                 |
| <b>Seminar</b>                    | <ul style="list-style-type: none"><li>• Organise two Focus Group meetings</li><li>• Organise Stakeholder Consultation to collect opinions from relevant stakeholders</li></ul>   |
| <b>Present</b>                    | <ul style="list-style-type: none"><li>• Present the draft policy to the Sub-committee on the Promotion of Green Public Procurement</li></ul>   |

| Phase 2 (December 2020 – September 2021) |  |
|--|--|
| <b>Pilot</b>                             | <ul style="list-style-type: none"><li>• Conduct pilot projects with government agencies, local government organisations and private sector</li></ul>   |
| <b>Seminar</b>                           | <ul style="list-style-type: none"><li>• Organise seminar to review opinions and results from the pilot projects</li></ul>  |
| <b>Revise</b>                            | <ul style="list-style-type: none"><li>• Revise the draft policy and action plan to make them practical and attainable (use data from Phase 1 altogether with the results from the pilot projects) to promote the procurement of environmentally friendly products and services</li></ul> |
| <b>Seminar</b>                           | <ul style="list-style-type: none"><li>• Organise seminar to disseminate the results and findings of the Project</li></ul>  |
| <b>Present</b>                           | <ul style="list-style-type: none"><li>• Present the final draft policy to the Sustainable Development Board (SDB) or the National Environment Board (NEB)</li></ul>  |



## 2. Guidelines for promoting the procurement of environmentally friendly products and services

Guidelines for promoting the procurement of environmentally friendly products and services can be categorised into 6 areas as follows:

### 1. Grouping of the environmentally friendly products and services

Divide into 4 groups according to the environmental labels, by considering factors relating to policies, reliability of the endorsing authority, product life cycle and environmental impact

### 2. Increasing the number of the environmentally friendly products and services in the procurement system

Increase the number of eco-friendly products and services that have high demand, using statistic data/procurement report from the government sector and data from the Top 50 Products Sales Amount (average in Year 2016–2018) of the Federation of Thai Industries

### 3. Promoting the production of environmentally friendly products and services

Provide measures to support business operators to develop eco-friendly products and services, implement Green Procurement in the organisation, and promote the research and development work relating to technologies for eco-friendly products

### 4. Promote the sustainable consumption society

- Increase the number of green procurement agents in all sectors. Establish measures to ensure the proportion of environmentally friendly products procured. Encourage consumers' eco-friendly behaviour by providing knowledge and raising awareness about sustainable consumption
- Provide consumers with easy access to information and increase channels to procure eco-friendly products and services throughout the country

### 5. Utilise economic and legal measures to support the promotion of eco-friendly products and services

- Use economic and financial mechanisms to motivate the operators to develop eco-friendly products and services
- Review laws & regulations to facilitate the procurement of eco-friendly products and services as appropriate

### 6. Administration and supervision of the Action Plan

- Establish a system to manage and oversee the implementation of the Action Plan by promoting eco-friendly products and services, including developing a central database and arranging periodic review and evaluation
- Develop infrastructure and processes on monitoring, reporting and evaluation of the benefits and implications of green procurement

## 2.1 Grouping of Environmentally Friendly Products and Services

A collection of products and services that received environmentally friendly labels and that are currently available, grouping them according to the criteria developed under the project.

### Examples of Eco-Friendly Product Certification Labels



### Example of Eco-Friendly Service Certification Labels











## 2.2 Criteria for Categorising the Level of Environmental Friendliness of Goods and Services

| Criteria  | Product | Service |
|---|---------|---------|
| Conformity with the country's policy  | ✓       | ✓       |
| Credibility of the certification  | ✓       | ✓       |
| Taking life-cycle concept into consideration                                    | ✓       | ✓       |
| Impact considerations: multiple vs. single issues                               | ✓       | ✓       |
| Management according to the PDCA system (Planning, Doing, Checking, and Acting) |         | ✓       |

## 2.3 Results of Categorising the Level of Environmental Friendliness





### a. Environmentally Friendly Products

| Eco-Friendly Level | Eco-Friendly Label/Criterion Name | Label Certification Agency  | Symbol  |
|--------------------|-----------------------------------|---|---|
| Group A            | Green Label                       | Thailand Environment Institute  |    |
|                    | Cool Mode                         | Thailand Greenhouse Gas Management Organisation (Public Organisation) (TGO) |    |
| Group B            | Green Basket                      | Pollution Control Department  |    |
|                    | Carbon Footprint Reduction Label  | Thailand Greenhouse Gas Management Organisation (Public Organisation) (TGO) |    |
|                    | Energy Saving Label No. 5         | Electricity Generating Authority of Thailand (EGAT)                         |    |
|                    | High Efficiency Energy Label      | Department of Alternative Energy Development and Efficiency                 |    |
| Group C            | Carbon Reduction Label            | Thailand Environment Institute  |  |
| Group D            | SCG Green Choice Label            | The Siam Cement Company Limited (SCG)                                       |  |
|                    | Green For Life Label              | PTT Public Company Limited  |  |
|                    | Green Heart Label                 | Siam City Cement Public Company Limited                                     |  |
| Group E*           | Green by Spec                     |   |   |

Note \* For products without environmental friendliness assessment criteria

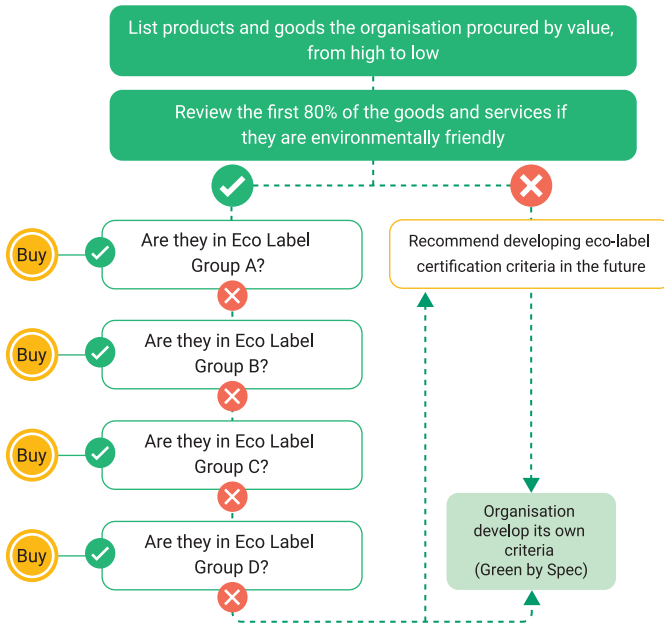


b. Environmentally Friendly Services

| Eco-Friendly Level  | Eco-Friendly Label Names       | Friendship Level Under Each Label  | Label Certification Agency   | Symbol   |
|---------------------|--------------------------------|--|--|--|
| <b>Group A</b>      | Green Building                 | <ol style="list-style-type: none"> <li>1. Platinum level</li> <li>2. Gold level</li> <li>3. Silver level</li> <li>4. Certified</li> </ol>        | Thai Green Building Institute  |     |
|                     | Green Hotel                    | <ol style="list-style-type: none"> <li>1. Excellent Level (Gold)</li> <li>2. Very good Level (Silver)</li> <li>3. Good Level (Bronze)</li> </ol> | Department of Environmental Quality Promotion  |    |
|                     | Green Leaf                     | <ol style="list-style-type: none"> <li>1. 5 Leaves</li> <li>2. 4 Leaves</li> <li>3. 3 Leaves</li> <li>4. 2 Leaves</li> <li>5. 1 Leaf</li> </ol>  | Green Leaf Foundation  |    |
|                     | Green Service Label            |  | Thai Environment Institute   |     |
|                     | Green Basket Certified Service |  | Pollution Control Department   |     |
|                     | <b>Group B</b>                 | Green Restaurant   | <ol style="list-style-type: none"> <li>1. Excellent Level (Gold)</li> <li>2. Very Good Level (Silver)</li> <li>3. Good Level (Bronze)</li> </ol> | Department of Environmental Quality Promotion  |
| Green National Park |                                | <ol style="list-style-type: none"> <li>1. Excellent Level (Gold)</li> <li>2. Very Good Level (Silver)</li> <li>3. Good Level (Bronze)</li> </ol> | Department of Environmental Quality Promotion  |  |
| <b>Group C</b>      | Green Library                  |  | Library Association of Thailand  | Certificate  |
|                     | Green Meeting                  | <ol style="list-style-type: none"> <li>1. Green Meetings Plus</li> <li>2. Green Meetings</li> </ol>  | Thailand Environment Institute   | Certificate  |
| <b>Group D*</b>     | Green by Spec                  |  |  |  |

Note\* For services without environmental friendliness assessment criteria

## 2.4 Guidelines for procuring products and services that are environmentally friendly



## 2.5 Additional products and services that the Project proposed for development of environmentally friendly criteria

These are items that have a high procurement budget and will be very beneficial to the environment if there are environmentally friendly criteria, such as:

- Various raw materials, especially in the Business-to-Business (B2B) group
- Data Centre
- Construction/maintenance of buildings, roads, etc./Air conditioning maintenance
- Outsourcing, Security services/Catering services
- Delivery service for parcels (Logistics) and food (Food delivery)
- Rental services for buildings, vehicles, etc.
- Outsourced employment such as garden maintenance

### 3. Example of good practice from the Pilot Project

From the drafting of policy and action plan to promote the procurement of environmentally friendly products and services, the Project selected representative agencies from the government, local agencies and private sector to participate in the Pilot Project. They conducted the test and trials on the policy and action plan. The Project studied good practices, collated the past year's procurement data, and identified potential improvements to increase the value of green procurement. The findings will benefit other agencies further down the line.

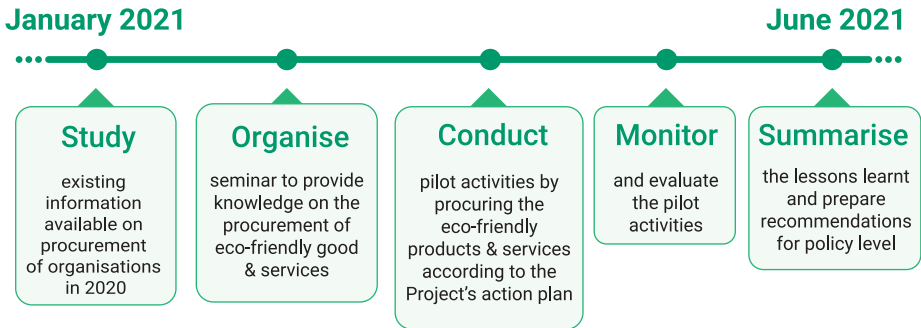
#### Objectives of the Pilot Project

1. Encourage the Pilot Project's participants to procure more environmentally friendly products and services.
2. Collect comments and recommendations to make the Action Plans more practical for implementation.

#### Target Organisations

|   |  |
|---|--|
|    | <b>Pollution Control Department</b><br>Representative of Government Agency         |
|   | <b>Rangsit Municipality</b><br>Representative of the Local Government Organisation |
|  | <b>The Stock Exchange of Thailand</b><br>Representative of Private Organisations   |

# Pilot Project Implementation Process (January–June 2021)



The Project, in collaboration with the pilot agencies, analysed the procurement data in the fiscal year 2020 from each participating agency to consider:

- What has the agency bought or hired? What was the value (budget), and what was the total (excluding wages for permanent personnel of the agency)?
- Listing the most purchased goods and services, or those with spending of more than 1 million Baht in budget.
- Of the products and services that were purchased or hired, how many items were environmentally friendly? How much are they worth?
- Proportion of products and services that are environmentally friendly in the total procurement budget, and at what percentage (%)?
- Analysing the potential and work methods to increase the procurement value of the environmentally friendly products and services for the agency.

# Results of the Pilot Project

## 1. Information on the agencies and the 'Top 10' list of most procured products and services in 2020

Summary of the types of activities that the 3 pilot agencies have carried out and the 'Top 10' list of most procured products and services:



**Name of organisation:**  
Pollution Control Department

**Type of agency/organisation:** Government agency under the Ministry of Natural Resources and Environment

**Scope of data analysis:** Covering all missions of the Pollution Control Department

**Nature of activities of the organisation:** Controlling, preventing, and solving environmental problems due to pollution<sup>1</sup>

**Environmentally friendly procurement initiatives:** The agency is primarily responsible for the preparation of promotion plans for the Green Public Procurement, Phase 1 (2008–2011), Phase 2 (2013–2016), and Phase 3 (2017–2021)<sup>2</sup>

### List of the top 10 most procured products and services in fiscal year 2020

- |                                     |                        |
|-------------------------------------|------------------------|
| 1. Science equipment                | 6. Software            |
| 2. Monitoring station               | 7. Computer            |
| 3. Other (City Project)             | 8. Vans                |
| 4. Construction/building renovation | 9. Information service |
| 5. Centralised data centre system   | 10. Printer/copier     |

<sup>1</sup> Pollution Control Department, about PCD., [https://www.pcd.go.th/pcd\\_structure/472/](https://www.pcd.go.th/pcd_structure/472/)

<sup>2</sup> Pollution Control Department, Environmentally Friendly Goods and Services Procurement Guide 2018, Methods for Environmentally Friendly Procurement of Goods and Services, Updated February 2018, <http://infofile.pcd.go.th/ptech/Procurement%20of%20goods%20and%20services%20Manual.pdf?CFID=1472401&CFTOKEN=20258773>



**Name of organisation:**  
Rangsit Municipality

**Type of agency/organisation:** Local government organisation under the Ministry of Interior

**Scope of data analysis:** Covering all the missions of the municipality

**Nature of activities of the organisation:** Provide public services at the central office, development of the transportation system, public utility system, educational work, community wastewater and sewage management works, etc.<sup>3</sup>

**Environmentally friendly procurement initiatives:** Starting from participating in the Green Office Project in fiscal year 2017<sup>4</sup>

#### List of the top 10 most procured goods and services in fiscal year 2020

1. Construction, installation, renovation & repair
2. Construction materials
3. Vehicle and transport equipment
4. Outsource of security services
5. Hiring of private waste disposal contractor
6. Food and drink
7. Transport and delivery vehicles
8. Photocopy, printing, brochures services
9. Fuel and lubricating supplies
10. Office Supplies – Office equipment



**Name of organisation:**  
Stock Exchange of Thailand

**Type of agency/organisation:** An agency established under the Securities and Exchange Act, 1992

**Scope of data analysis:** Covering all missions of the Stock Exchange of Thailand

**Nature of activities of the organisation:** Mechanism for raising funds for private entrepreneurs. Source of knowledge for finance and investment for interested parties. Organise trainings and provide advice for those who are interested.<sup>5</sup>

**Environmentally friendly procurement initiatives:** Starting from joining the Green Office Project in 2017 (calendar year)<sup>6</sup>

#### List of the top 10 most procured goods and services in fiscal year 2020

1. Parcel delivery service
2. Outsourcing Service
3. Hardware for server system in the building
4. Car Rental
5. Repair works
6. Office equipment
7. Printing Service
8. Souvenirs and premiums for customers
9. Building maintenance
10. Electrical equipment

<sup>3</sup> Rangsit City Municipality, Vision, Mission and Goals for the Development of Rangsit Municipality. <http://rangsit.org/New/index.php/th/2014-11-07-07-51-09/2014-11-07-07-52-11>

<sup>4</sup> A complete research report on the application of Green Office standards to reduce energy use and greenhouse gases of the Offices of Local Administrative Organisations and the Offices of Educational Institutions of Thailand, Year 2020.

<sup>5</sup> The Stock Exchange of Thailand, Guidelines for the Development of the Stock Market towards Sustainability. [https://www.set.or.th/th/about/sse/guideline\\_p1.html](https://www.set.or.th/th/about/sse/guideline_p1.html)

<sup>6</sup> Faculty of Environment and Resources Mahidol University, 2020, Green Office Audit Report of the Stock Exchange of Thailand (Renewal of certification from participation since 2017).

## 2. Potential of the agencies to increase the budgetary value of the environmentally friendly products and services

After reviewing the list of products and services the pilot agencies procured, the Project compared them with available existing eco-label certification criteria of the product and/or service, and calculated the potential value of the agencies' procurement of environmentally friendly products and services. The proportion of procured environmentally friendly products and services from each agency from the analysis of procurement data for the year 2020 can be summarised as follows:

| Agency/Organisation            | Green Procurement vs. All Procurement | Green Procurement Potential vs. All Procurement |
|--------------------------------|---------------------------------------|---|
| Pollution Control Department   | 85%                                   | 96%   |
| Rangsit Municipality           | 4%                                    | 76%   |
| The Stock Exchange of Thailand | 77%                                   | 88%   |

## 3. Suggestions for establishing criteria in procuring environmentally friendly products and services

It is recommended that environmentally friendly criteria be set up for those products and/or services considered by the agencies as having high volume potential and procurement value. However, at present, there are no environmental friendliness criteria for these products and services in Thailand, which makes it impossible for the procurement personnel to source environmentally friendly products and services. The three agencies suggested putting criteria on the following products and services:

| Agency/Organisation            | Work/areas proposed to set criteria  |
|--------------------------------|--|
| Pollution Control Department   | <ul style="list-style-type: none"> <li>• Construction/maintenance of buildings</li> <li>• Data Centre</li> </ul>   |
| Rangsit Municipality           | <ul style="list-style-type: none"> <li>• Construction, renovation and repair work</li> <li>• Outsourcing security services</li> <li>• Outsourcing of waste disposal service</li> </ul> |
| The Stock Exchange of Thailand | <ul style="list-style-type: none"> <li>• Parcel delivery service</li> <li>• Outsource work, such as gardening</li> <li>• Maintenance work for buildings and roads</li> </ul>           |

## 4. Lessons Learned from the Pilot Project

### Good Practices for procurement of environmentally friendly products and services

1. Establish clear policies and guidelines, endorsed and supported by the management. Make clear plans and goals that are practical and attainable for stakeholders (with some assistance for challenges and guidelines for continuous improvement). Provide knowledge and understanding to stakeholders according to their roles and responsibilities in relation to the procurement of environmentally friendly goods and services.
2. Create awareness and build collaboration among the relevant stakeholders, such as manufacturers, suppliers and employees in the organisation for the alignment of business operation.
3. Set up a database of products and services that are environmentally friendly, and make it easy for procurement personnel to conveniently access and search the database.
4. Set up a database of product dealers and service providers who offer eco-friendly products and services to enable procurement personnel to carry out procurement easily; for instance, location of service dealers and distance for transportation, etc.
5. The agency/organisation should have the ability to set the criteria for products or services that are environmentally friendly in case there is no product that has already been certified or no established criteria for environmentally friendly products and services.
6. Establish a data collection system in order to collect and store procurement data for goods and services clearly showing green procurement results. It must be easy to generate reports, to monitor, and to assess the environmental impact.
7. Develop a clear reporting format that can be easily communicated and understood by everyone in the organisation to enforce awareness of collaboration among employees as well as respond to the government's policies in providing reports on the country's green procurement.
8. Constantly improve the operation of the organisation to increase green procurement. This will also stimulate the production and creation of more environmentally friendly products and services in the market.
9. Provide consulting and training units for procurement personnel in areas covering the relevant laws and regulations and the existing guidelines for procurement of environmentally friendly products and services.
10. Support incentive measures for organisations that attain their target in procuring environmentally friendly products and services.



## Suggestions from the Pilot Project

- Knowledge and understanding of green procurement must be provided for those involved in procurement in organisations.
- Organisations must develop guidelines for green procurement of more environmentally friendly products.
- A system should be developed to collect and record procurement documents and records that will help with the preparation of green procurement for the organisations and for the country.
- A searchable resource and vendor list of environmentally friendly products and services across the country should be established.





## 4. Summary and outputs of the Project as a guideline for personnel responsible for corporate procurement and the general public as socially responsible consumers

### 4.1 (Draft) Policy and Action Plan to Promote Environmentally Friendly Products and Services

The development of the policy and action plan under this Project is prepared to complement and further support the Plan to Promote the Procurement of Environmentally Friendly Products and Services, Phase 3 (2017–2021), by the Pollution Control Department. The process of developing policy and action plans can be summarised as follows:

1. Study information on procurement of environmentally friendly/sustainable products and services of various countries in order to compile good practices to apply to Thailand. The study looked into practices in European Union countries; Asian countries – China, Japan, South Korea, and Malaysia; North American countries – Canada, Mexico and the United States; South America countries – Argentina and Brazil; and Africa countries – South Africa. The areas studied include:
  - i. The establishment of green procurement policy
  - ii. The responsible agencies
  - iii. Methods for establishing environmentally friendly procurement criteria
  - iv. Target agencies
  - v. Development of environmentally friendly procurement methods, supporting tools, guidelines for building partnerships, management of knowledge and understanding
  - vi. Monitoring and evaluation methods
2. Analyse current green procurement of goods and services in Thailand using tools such as GAP Analysis, SWOT Analysis or PESTEL Analysis
3. Develop a draft policy for integration and for driving the procurement of goods and services that are environmentally friendly (Green Integration Policy)

4. Listen to opinions/feedback from the stakeholders, and continue to experiment and put into practice their suggestions, then bring the results back in order that the draft policy will be improved and be even more complete

The Project revised the policy and procurement action plan that the Pollution Control Department initially prepared by focusing on increasing the volume and value of environmentally friendly products and services. The policy also provides key definitions related to the procurement and guideline for promoting the green procurement as follows:

**Environmentally Friendly Products** are products that have less impact on the environment from the raw material procurement, production, transportation, usage and even disposal after use, as compared to other products that perform the same function. The product must also be certified with one of the environmental labels registered under the National Green Directory.

**Environmentally Friendly Service** refers to a service business that has less effect on the environment from the procurement of raw materials, the use of resources and energy during the service period, and the management of waste generated by the service as compared to other similar services. The service business must be certified with one of the environmental labels registered under the National Green Directory.

**Environmental Label** means a label that indicates environmental friendliness, which is given to a product or service that meets the requirements. There are various environmental labels available today, from those issued by the manufacturers and the ones issued by a central organisation.

**National Green Directory** designates the national data resource of environmentally friendly products and services.

The Project revised the action plan to promote environmentally friendly procurement. It is divided into 6 strategies as follows:



Under each strategy there are sub-strategies and various action plans. The Project divided them into short-term plans of 2 years (2021–2022), medium-term plans of 5 years (2023–2027), and long-term plans of 10 years (2028–2037), as per the following examples:

### Short-Term Action Plan 2021–2022

| <b>Strategy 1:</b> Increasing the volume of environmentally friendly products and services in the market and procurement system |  |
|---|--|
| 1.1 Add more products and services that are environmentally friendly in the market to the procurement system                    | <ul style="list-style-type: none"> <li>• An action plan to collect and group environmentally friendly products and services</li> <li>• An action plan to add more products and services that are environmentally friendly</li> </ul> |
| 1.2 Encourage applications for more eco-label certification for products and services   | <ul style="list-style-type: none"> <li>• An action plan to encourage manufacturers to apply for eco-label certifications</li> <li>• An action plan to develop capacity of eco-label certification agencies</li> </ul>                |

**Strategy 2: Promotion of environmentally friendly production of products and services**

|  |   |
|--|---|
| <p>2.1 Enhance the capabilities of manufacturers and suppliers of products and services who are environmentally friendly</p> | <ul style="list-style-type: none"> <li>• An action plan to develop the abilities and capabilities of manufacturers in the industry and cluster to be able to produce environmentally friendly products and services</li> <li>• An action plan to upgrade environmentally friendly services and improve the operation of organisations to support the procurement of environmentally friendly products and services</li> </ul> |
| <p>2.2 Promote and support research and development on environmentally friendly technologies</p>                             | <ul style="list-style-type: none"> <li>• An action plan on research and development work on environmentally friendly technologies for both medium and small industrial groups, and including local community industries</li> <li>• An action plan to support an academic research program to develop technology and innovation in environmentally friendly production</li> </ul>  |

**Strategy 3: Promoting a sustainable consumption society (government, private sector, people's sector)**

|  |   |
|--|---|
| <p>3.1 Increase the numbers in green procurement</p>   | <ul style="list-style-type: none"> <li>• An action plan to continuously promote and drive the procurement of environmentally friendly products and services</li> <li>• An action plan to expand the group of consumers of environmentally friendly products and services who have not yet participated in green procurement activities</li> </ul> |
| <p>3.2 Raise awareness and create knowledge and understanding towards environmentally friendly consumption</p>         | <ul style="list-style-type: none"> <li>• An action plan for exhibitions of environmentally friendly products and services where producers meet consumers</li> <li>• An action plan to develop environmentally friendly consumption</li> </ul>   |
| <p>3.3 Educational institutions play an important role in promoting environmentally friendly products and services</p> | <ul style="list-style-type: none"> <li>• An action plan to promote sustainable consumption and production in the educational sector</li> </ul>  |

**Strategy 4: Using economic and legal measures to support the promotion of environmentally friendly products and services**

|   |   |
|---|---|
| 4.1 Utilise economic and financial mechanisms and legal measures to motivate producers and consumers for environmentally friendly products and services | <ul style="list-style-type: none"><li>• An action plan to support financial, tax, and investment incentives to encourage entrepreneurs to run businesses that are environmentally friendly and to seek environmental label certifications</li><li>• An action plan to promote sustainable consumption through economic measures</li></ul> |
| 4.2 Develop, improve, review laws and regulations or practices regarding the procurement of environmentally friendly goods and services                 | <ul style="list-style-type: none"><li>• An action plan to develop organisational and personnel capacity and abilities relating to rules, regulations, and procurement</li></ul>   |

**Strategy 5: Monitoring and reporting on production and consumption of environmentally friendly goods and services**

|   |  |
|---|--|
| 5.1 Develop monitoring and evaluation process including reporting   | <ul style="list-style-type: none"><li>• An action plan to structure a process for monitoring, evaluating and reporting</li></ul>   |
| 5.2 Develop a central database for reporting on the production and consumption of environmentally friendly goods and services | <ul style="list-style-type: none"><li>• An action plan to develop a central database for reporting on the production and consumption of environmentally friendly goods and services</li></ul>    |
| 5.3 Develop a system to assess the impacts of producing and consuming environmentally friendly goods and services             | <ul style="list-style-type: none"><li>• An action plan to study and develop a system to assess the impact of production and consumption of environmentally friendly goods and services</li></ul> |

**Strategy 6:** Manage and oversee the action plans to promote environmentally friendly products and services

|   |   |
|---|---|
| 6.1 Integrate the procurement of environmentally friendly goods and services in the Policy/Plan, both at the policy and operational level | <ul style="list-style-type: none"> <li>• An integrated work plan for procurement of environmentally friendly products and services in the Policy/Plan at both the policy and operational level</li> </ul> |
| 6.2 Review and improve the implementation of various strategies in the Plan   | <ul style="list-style-type: none"> <li>• Work plan to review and improve the implementation of various strategies in accordance with the Plan</li> </ul>  |
| 6.3 Manage the National Green Directory database to become a well-accepted data source  | <ul style="list-style-type: none"> <li>• Work plan to develop National Green Directory database management system to be accepted</li> </ul>   |

### Selected Medium-Term Action Plan (2023–2027)

**Strategy 3:** Promoting a sustainable consumption society (government, private sector, and public sector)

|   |   |
|---|---|
| 3.2 Increase the proportion of volume/ value of environmentally friendly goods and services procured, compared to the overall products and services procured as a whole | <ul style="list-style-type: none"> <li>• Create environmentally friendly incentive programmes for consumers</li> </ul>  |
| 3.3 Build awareness, knowledge, and understanding towards environmentally friendly consumption  | <ul style="list-style-type: none"> <li>• Communicate proactively and build media capacity to promote the procurement of environmentally friendly products and services</li> </ul> |

### Selected Long-Term Action Plan (2028–2037)

**Strategy 6:** Manage and oversee action plans to promote environmentally friendly products and services

6.4 Establish a National Green Procurement Management Organisation

Under each action plan, there will be clearly defined metrics, target values, and sub-projects/activities, requiring cooperation from relevant agencies and stakeholders, including producers, consumers, and mass media as well as educational institutions. Together they will jointly drive the procurement of environmentally friendly products and services forward. This is a tool that will help drive the market towards sustainable development and meet the needs of sustainable consumption and production, or Sustainable Development Goal 12 (SDG 12).

## 4.2 National Green Directory Concept and Format

The National Green Directory, or catalogue of environmentally friendly products and services, is the country's environmentally friendly products and services collection platform. It is aimed to be:

1. A convenient, easy-to-use source for providing information to consumers for procurement sourcing and purchasing;
2. A promotion centre for sellers/manufacturers of environmentally friendly products and providers of services to join in and register; and
3. A platform to support the monitoring, evaluation and reporting of green procurement in Thailand.

The Project proposed the National Green Directory for Thailand as follows:

### Eco-Friendly Product Categories



Office supplies



Home & Living



Electrical & Electronic  
Appliances



Vehicles



Paper products



Building and  
Construction  
materials



Raw materials  
and others



## Eco-Friendly Service Categories



Hotels



Tourism



Restaurants



Meetings



Library



Green Buildings



Cleaning services



Printing services



Car maintenance services



Gas stations



Construction services



A/C maintenance services



Logistics



Food delivery



Catering services



Car rental services



Building/Office rental services

Details of Products and Services in Each Category consist of the following:

## 1. Details of each environmentally friendly product

### 1.1 General information

- Model
- Type
- Environmental features (Environmental performance)
- Technical specifications/brochures
- Websites and online media
- Seller name and contact details (Vendor list)
- A map showing the seller's location/shop (location map) which should be visible through an online system such as Google Maps

### 1.2 Environmental label Information

- Certified environmental label
- Certification number
- Issue date
- Expiry date of the certificate
- Environmental friendliness issues (Environmental claims)

### 1.3 Information and contact of company that has been certified for environmental labelling

- Company name and address
- Telephone
- Email
- Contact person

## 2. Details of each environmentally friendly service

### 2.1 General information

- Name of establishment/service provider
- Address
- Location map which should be able to show via an online system such as Google Map
- Telephone/ Fax
- Email
- Website/Online Media

## 2.2 Environmental label Information

- Certified environmental label
- Certification number
- Issue date
- Expiry date of the certificate
- Environmental friendliness issues (Environmental claims)

## 2.3 Information and contact of company that has been certified for environmental labelling

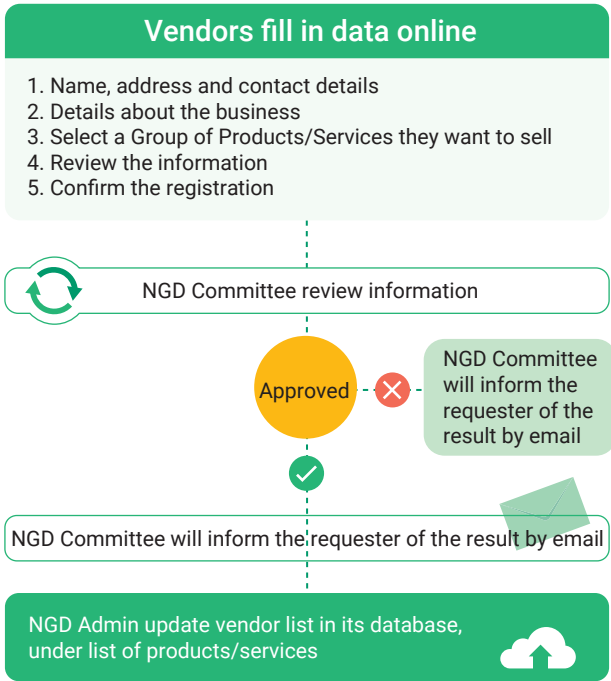
- Company name and address
- Telephone
- Email
- Contact person

### Link to the database of environmental label certification agencies

It is imperative that information on environmentally friendly products and services on the National Green Directory platform be kept up-to-date. The certification thus has a time limit, and the database system on the platform should be linked to the database of the environmental label certification agencies to allow automatic information updating. This will reduce duplication and/or mistakes in submitting lists or details, or in filling out information on the platform.

**Vendor registration** is what helps buyers know where and from whom they can buy the products and services. Currently in the database of environmentally friendly products and services, there are the details only of those companies that have been certified for environmental labelling, but the buyers have no information about where to buy them. By registering the vendors, sales opportunities will also increase for registered entrepreneurs to have more channels to connect with buyers.

Vendor registration process that the Project recommends for the National Green Directory is as follows:



### 4.3 Public Relations Media for the Project are:

- Videos
- Booklets and brochures



## 4.4 Development of Vendor Registration System (A follow-on Project)

The Pilot Project received enthusiastic feedback and cooperation from all relevant sectors, especially in terms of encouraging Thailand to set up a National Green Directory that can be used by actors and stakeholders and thus be truly beneficial. At the time of writing this booklet, Thailand already had two databases for environmentally friendly products and services: 1) the database of environmentally friendly products and services of the Pollution Control Department (<http://gp.pcd.go.th/>), which is a source of products and services under the government's green procurement promotion policy; and 2) a database called Thai Eco Products (<https://www.thaiecoproducts.com/>), created by the Federation of Thai Industries, which is a source of products and services that have been certified for environmental labelling agencies in Thailand. As the Project began, we realised that buyers encounter many obstacles. They do not know where to buy products because, in the two databases mentioned above, only products and services are listed, with no information about the sellers.

To more firmly establish the initiative and model of the National Green Directory, the Project team therefore requested budget support from the EU SWITCH-Asia SCP Facility for the Pollution Control Department and the Federation of Thai Industries to be able to continue the Project. The goal is to develop a 'vendor registration system' in the Thai Eco Products database to provide a convenient procedure for buyers from the government, the private sector, and the general public. They will be able to access and utilise the database to find products and/or services that are environmentally friendly. This will also increase opportunities for entrepreneurs who sell environmentally friendly products and services, and will result in the expansion of Thailand's Green Market and to be in line with the Project's goals.

**Duration for the follow-on Project:** January–June 2022

**Cooperating Agencies:** Pollution Control Department and the Federation of Thai Industries

