

**BPW International Workshop on "Corporate Social Responsibilities (CSR) for Economic Empowerment of Women**

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**WHAT IS CSR ?**

*"Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large"*

The World Business Council for Sustainable Development  
in its publication "Making Good Business Sense"  
by Lord Holme and Richard Watts:2000

*From Ghana : "CSR is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the government".*

*From Philippines: "CSR is about business giving back to society".*

The World Business Council for Sustainable Development  
in its publication "Making Good Business Sense"  
by Lord Holme and Richard Watts: 2000

## CSR in Thailand ?

Many years ago

**No CSR Word**  
Most Thai Companies engage in Philanthropic Projects  
and Charity Projects for Underprivileged and Nation Disaster

**Until  
September 2007**

The Stock Exchange of Thailand (SET)  
Proposed the Guidelines for CSR  
based on Sufficiency Economy Philosophy, Sustainable Development, the  
UN Global Compact and Guidelines set by OECD

## CSR Guidelines by SET

1. Good Corporate Governance
2. Ethical Business Practices
3. Labor & Human Rights
4. Responsibility for Products & Services
5. Community & Social Responsibility
6. Environmental Conservation
7. Share and Contribute Innovative Social Responsibility
8. CSR Report

## CSR at Kiatnakin Bank Public Company Limited

1. **Good Corporate Governance**
2. **Ethical Business Practices**
3. **Labor & Human Rights**
4. **Community and Social Responsibility**
5. **Environment Conservation**
6. **Philanthropy**

## Kiatnakin Bank Received Many Awards in 2007

1. Best Shareholder Treatment Award
2. Excellent Shareholder's Meeting of the Year
3. Board of the Year for Distinctive Practices

## Kiatnakin Bank Foundation

### Human Development for National Development Project

#### CSR Activities for 3 Pillars

Education

Morality

Community  
Development  
and  
Philanthropy

### Education



- Joined with Kiat Ruam Mitr Foundation to present scholarship to students in communities (37 years, 37,000 scholarships)
- Supported the "Bangkok Business Challenge" hold by Sasin Institute of Business Administration of Chulalongkorn University and SET (6 years – Students from universities in Thailand & countries in Asia-Pacific)
- Kiatnakin Education Scholarships for University Students and Graduated (start in 2008, 40 scholarships)



### Morality



- Supported the Young Buddhist Association (15 years, approx. 100,000 people learned Dhamma, meditation to develop wisdom and peace)
- Joined with World Vision Foundation in providing 909 bicycles for provincial children from 76 provinces in Thailand since 2002.
- Joined with Duang Pratheep Foundation in training on financial saving to housewives in community and presenting annual awards for excellent member of the cooperative. (5 years, 1,500 awards)
- Join with the Youth Relation Center of Metropolitan Police in conducting "Hand in Hand, Heart to Heart, Against Drug" project. (4 years, 40,000 attendants)

## Philanthropy

Presented floating toilets for suffered on flooding.



Built and Donated of library for schools in provinces



Donated necessities to Children School Foundations in Kanchanaburi

## CSR for Economic Empowerment of Women

## No Gender Discrimination Fair Treatment to Women

### Example at Kiatnakin

- Employees Male 49.1%, Female 50.8%
- 40% of Women in Management Level
- One standard : salary, fringe benefit, promotion

## CSR for Economic Empowerment of Women CSR with No Discrimination

### Example at Kiatnakin Bank

- Collaborated with Duang Prateep Foundation to teach housewives to save money and learn how to plan daily expenses and develop their own financial plan.
- Granted scholarships to both female and male students in provinces.
- Collaborated with World Vision Foundation in donating bicycles to 999 female and male students in rural area that live far from schools.
- Co-sponsors Bangkok Business Challenge Competition with Sasin and SET to provide both male and female students the opportunity to develop their business skills.

## Give Women Opportunity

### Example in Finance Sector in Thailand

- Companies promote more capable women to high management level.
- Banks change the retirement age for women from 55 to 60 years old
- Since Kiatnakin Bank was established, we have 2 female chairman and the current Chairman of the Board is a women which is also the first independent women director in banking industry in Thailand.

## Kiatnakin Bank support NGO Projects Young BPW - Bangkok "Give Women a Second Chances Project"

- The project provide various vocational and educational training program to less fortunate women in Central Women Correctional Institutes over 508 women inmates since 2004 - present.
- Young BPW - Bangkok is the project leader with Kiatnakin Bank, Zonta Bangkok 1 & 5, Rotary, Lions Club, and National Outstanding Mother of Thailand jointly support this project. And for 2008, Soroptimist - Bangkok and BPW – Italy will jointly support this project also.

### Kiatnakin Bank support Young BPW – Bangkok Give Women a Second Chances Project

Training



Finished Products



## CSR for Economic Empowerment of Women

- Conduct Business with good Corporate Governance and with ethical business practices
- No Gender Discrimination
- Fair Treatment to Women in the Workplace
- Give Women Opportunity
- Do projects with local NGOs.
- Doing CSR is not only improve the Corporate image, but also helps your corporate, your staffs, and the communities as a whole.



Thank you

- Discipline ●
- Integrity ●
- Expertise ●
- Teamwork ●
- Entrepreneurship ●
- Dynamic ●