

PUBLIC-PRIVATE PARTNERSHIP ON PREVENTION AND SUPPRESSION OF CORRUPTION

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I. NACC COUNTERPARTS

Cooperation from all sectors of society plays an important role to decrease corruption. For an advantage in prevention and suppression of corruption, the ONACC operates its duties with great support in many aspects from private counterparts. The project, called the “True Friend” project, recruits its participants who are well-behaved and honest persons from the private sector. The purposes of this project are to:

- compliment and give encouragement
- reinforce the value of honesty in local areas
- magnify the outcome of ideas and good practice in reinforcing the value of honesty
- coordinate in giving support and assistance to the ONACC
- create synergy with the ONACC to counter corruption, to encourage award receivers to take part in solving problems and developing their communities

A. Recruiting Procedures

The NACC has appointed a sub-committee responsible for recruiting 760 provincial participants by selecting 10 participants for each province; the qualifications of all participants are established by conditions and terms.

B. Benefits of Counterparts

1. NACC provincial counterparts will coordinate and promote activities, raise awareness in morality, ethics and honesty among the youth, government officials, private workers, etc.

2. Conduct information gathering on outstanding honest persons of their community.

3. Publicizing roles and duties of counterparts to relevant organizations such as schools, universities etc.

4. Organizing activities that aim to unite all counterparts all over the country; moreover, exchanging information on experienced problems and idea sharing.

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II. ACTIVITIES ON CORPORATE GOVERNANCE AND ANTI-CORRUPTION WITH THE THAI BANK ASSOCIATION

This project is cooperation between the NACC and Thai Bank Association to educate students on good governance. The project raises awareness on doing business with integrity and complying with good governance and corporate governance principles, including the initiation of an anti-corruption campaign. The NACC together with KrungThai Bank have launched activities relating to an anti-corruption scheme as follows:

1. The NACC accompanied by KrungThai Bank, Chulalongkorn University and Thammasat University organized events to comprehend and invite students to participate in an integrity business plan contest. This contest received very high attention, and over 50 teams from under graduate schools and 90 teams from secondary schools participated. The best business plan from each level received the NACC's President plate and 30,000 Baht as a reward. Through this kind of project, students at all levels will realize how critical it is to run a business with integrity.

2. Holding exhibitions for the purpose of encouraging the private sector to operate their businesses conforming to corporate governance principles, ethics and corporate social responsibility.

3. Establishing cooperation agreements with the private sector by entering into Memoranda of Understanding (MoU) or other types of agreements. This agreement is forged with the intention of enhancing cooperation that conforms to corporate governance principles, ethics and corporate social responsibility (CSR).

III. MECHANISM ON GOOD GOVERNANCE IN THE PRIVATE SECTOR, ITS ACTIVITIES AND CORPORATE GOVERNANCE AWARD

In our modern world, leading companies draw their attention more to corporate social responsibility (CSR) principles because they believe that doing business with those principles will raise their production and service standards to another level. Moreover, Asia-Pacific Economic Cooperation (APEC) has launched its "Code of conduct for business" to be guidelines for APEC parties to regulate their private sectors. The key purpose of this code of conduct is to emphasize the importance of corruption prevention measures and transform it into National Anti-Corruption Strategy: CSR activities initiated by UN Global Compact, have invited the private sector to establish an agreement under four main themes, which are human rights, labour, environment and anti-corruption. CSR activities mostly emphasize responsibility for the environment, energy saving and education for the underprivileged. Only small numbers of the entrepreneurs seriously promote the fight against corruption, although, in reality, corruption, both in the public and private sectors, is the fundamental and persistent problem of the society. Corruption also causes other problems such as inequality of the members of society, lack of discipline, decline of ethics and morality and the thought of caring only of their own interest not the public interest.

In order to take concrete and effective action, the NACC, the Chamber of Commerce and the Committee of Good Governance have presented "Corporate Governance Awards" to praise and award the private sector especially for their transparency and accountability. The award was presented to the best three entrepreneurs of each region of Thailand; north, east,

northeast, south and central, who apply good governance in their businesses. This includes information disclosure, transparency and verifiability. The award presentation, sponsored by the NACC and the Provisional NACC, is held locally in each region. The presentation gains overwhelming interest from the public. The Governor of the region, the President of the Chamber of Commerce and the press are also invited to this event.