

The Private Sector
is a Protagonist of
the Community Response to
the Drug Scourge in the East Asia and
Pacific Region



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“The United Nations once dealt only with governments. By now we know that peace and prosperity cannot be achieved without partnerships involving governments, international organizations, the business community and civil society. In today’s world, we depend on each other. The business of the United Nations involves the businesses of the world. The United Nations system brings to this relationship three distinct advantages: universal values; a global perspective; and concrete programmes.”

*Kofi Annan, UN Secretary General
Davos, January 1999.*



“Business Corner” is a feature of the website of the UNDCP Regional Centre for East Asia and the Pacific, providing information on business partnerships:

www.undcp.un.or.th/Business/

The UN Website on Partnerships with Civil Society and Business:

www.un.org/partners/index.html

“Coming out of the shell”

When 51 Nations gathered in 1945 to witness the birth of the United Nations, the entire humankind was looking to a new future of prosperity, good governance, cooperation of social groups' and private groups' interests, for the betterment of the world's quality of life. Large corporations and business groups urged governments to sign the UN Charter.

The UN Charter starts with the three words “We the peoples” in recognition that cooperation among nations is not merely a matter of governments, parliaments or political parties. Rather, when an important change had to happen in international affairs it has always been a matter of peoples' mobilization.

Recently in the issues of apartheid, HIV/AIDS, violence against women and gender responsiveness, land mines, environment, globalisation trends, peoples and civil society groups have set agendas and made a difference in the path the world has taken.

I believe firmly that the same should and can happen when facing the enormous harm that drugs do to the very fabric of societies and economies. The private sector and business have already begun to play a protagonist role – and everybody has got an immediate benefit.

As the UNDCP Representative I am glad to present in this brochure a few examples of how this partnership has taken some important initial steps in the East Asia and Pacific region.

We will be glad to receive other examples and comments to these pilot initiatives to improve our strategies in the near future.

Sandro Calvani
Representative
UN ODCCP Regional Centre for East Asia and the Pacific

“...Peoples and civil society groups have set agendas and made a difference in the path the world has taken.”



UN Secretary-General Kofi Annan has offered a 21st Century Action Plan that urges nations to make globalization work for people.

"We must put people at the centre of everything we do. No calling is more noble, and no responsibility greater, than that of enabling men, women and children, in cities and villages around the world, to make their lives better. Only when that begins to happen will we know that globalization is indeed becoming inclusive, allowing everyone to share its opportunities."

Photo courtesy of Apichart Weerawong/The Associated Press.

Enhancing “freedom from fear”:

The Asian Human Security Fund

The Asian Human Security Fund is a joint initiative by UNDCP and UN ESCAP to confront “the dark side of globalisation.” It is based on the recognition that globalisation, if exploited by forces such as criminal networks, drug traffickers and money launderers, may pose a serious threat to human security, or freedom from fear. The fund seeks support mainly from the world of business and private sector to promote innovative and mutually supportive UN-private sector programmes, projects and actions. The Fund will be administered jointly by UN agencies and focus on HIV/AIDS, trafficking of human beings, and drug control.

UNDCP and UN ESCAP aim with this initiative to attain a stronger human security network in East Asia, enhancing the efforts of the private sector and civil society towards the achievement of UN goals. The Asian Human Security Fund will thus foster and promote social responsibility by members of civil society and the private sector.



*The darkest side of globalisation:
Human trafficking and
modern slave trade.*





Networking and awareness building opportunities for NGOs and civil society on the International Day Against Drug Abuse and Illicit Trafficking, Bangkok, June 2000.

Challenging youth attitudes to drugs through shopping with a message:

The Siam Discovery Center, Bangkok

The UN member states have pronounced 26 June as the International Day against Drug Abuse and Illicit Trafficking. On the occasion of this event in 2000, managers of Intercontinental Hotels launched the first ever large-scale collaboration between UNDCP and business in Asia, a partnership that was repeated with much success the following year. The Siam Discovery Center, a large shopping mall in the heart of Bangkok frequented by young people, provided an excellent venue for the event.

Both years' events achieved a strong presence and participation from business as well as civil society. Several shops in the mall took the opportunity to contribute, and many local NGOs and community organisations set up information stalls, some selling handicrafts and goods. Pro bono music and dance performances by well-known artists attracted a large and young crowd. Evidence of the shared goal of a drug free society, the contribution from the private sector has so far made for two successful and innovative events, encouraging further initiatives between the civil society and the UN.

U-Thong Quilts, Human Development Centre, Sportstown, the Thai Ministry of Education and New Life Centre also supported these events.



Mae Fah Luang Foundation Under Royal Patronage
Srapatom Palace, 195 Phrayak Road, Bangkok 10310 Thailand



The power of youth engagement shows in the Music Against Drugs contest at Centre Point, Bangkok, January 2000.

Get high on music, not on drugs:

Music Against Drugs at Centre Point, Bangkok

A music competition with an anti-drug theme for school students, organised by the Office of the Narcotics Control Board in Thailand (ONCB) and the Ministry of Education, saw more than 200 schools entering from Bangkok and nearby provinces. The final competition was organised in collaboration with BEC-TERO Entertainment, a well-known media production company.

In January 2000, ten finalists were invited to perform at Centre Point in Bangkok, an open area in the middle of shopping malls popular among the youth, attracting many passers-by to join the crowd. Scholarships were given to all finalists. The event was well advertised in the media, and attracted much interest and participation from educational institutions, students, and youths as well as mass media and the public as a whole.



The winners of the contest receive their award.



Thai Ministry of Education



*Volunteers gave car drivers in Jakarta leaflets informing about the drug problem and how car drivers may show their support in the fight against drugs by switching their lights on 26 June 2001.
Photo: Akbar Ismail, YCAB.*

Drivers "coming out" against silence and secrecy on drug abuse:

"Lights On" in Jakarta

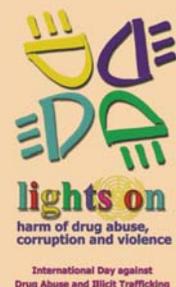
To mark the event of the 2001 International Day Against Drug Abuse and Illicit Trafficking in Jakarta, YCAB, a local NGO, organised an awareness raising activity in the streets of the capital. With the cooperation of Indonesian authorities, car drivers were asked to switch on their lights at certain hours on June 26 if they were against drug abuse. Extra Joss, a local health drink brand, provided support to promote the activity. On June 26, major newspapers carried half-page advertisements by Extra Joss, urging people to get involved in the campaign.

Switching their cars' lights on, drivers sent a message to government and people to ask for more transparency, less stigma, more clear information on the drug scourge and on the policies to reduce drug abuse.



Clear message from car drivers in Jakarta.
Photo: Akbar Ismail, YCAB.

On the day, 300 volunteers recruited by YCAB distributed 100,000 anti-drug flyers and the campaign succeeded in getting more than 90% of the cars to turn on their lights. The event was reported in major TV and radio stations and newspapers, as well as by local TV stations' news in other cities in Indonesia.



Strong advertisement power through the support of the private sector.
Photo: Akbar Ismail, YCAB.



The Thai Business Initiative in Rural Development (TBIRD) program of the PDA brings established companies and poor villages together. Through sponsoring business developments in poor rural areas, companies exercise corporate social responsibility, and villagers are given business opportunities they would otherwise not have, including ownership of community-based industries. Photo courtesy of PDA.

Condoms, cabbages and yaa-baa:

The Initiatives of the Population and Community Development Association (PDA), Thailand

The Population and Community Development Association (PDA) is one of the most well established NGOs in Thailand. Its well known family planning program was credited with significantly lowering the national population growth rate in Thailand. The PDA involves the business community in its rural development work in several ways. Since launching a business initiative in 1988, PDA has provided opportunities for large companies to exercise corporate social responsibility and get directly involved in rural development in poor areas. The well-known Cabbages & Condoms restaurant in Bangkok is a venue for both promoting understanding of family planning and generating funds for PDA activities.

The PDA has entered into a dialogue with the UNDCP Regional Centre and UN ESCAP to explore opportunities for collaboration towards reducing the drug problem in Thailand. Specific ideas discussed range from the development of ethical trademarks, production and sale of sustainable alternative development products to drug abuse prevention and awareness-raising in schools.

Cottage industry, the production and sale of handicrafts and foodstuffs, is one area where companies may get involved to support rural development. With a sponsor investment of less than 500,000 baht (appr. US\$ 11,000), cottage industries can be set up and become independent in one to three years. American Express has been involved in silk weaving, Nestlé has provided a revolving loan fund for the same, Singer in a sewing centre and Castrol in a motorcycle repair centre.



Population and Community Development Association (PDA)



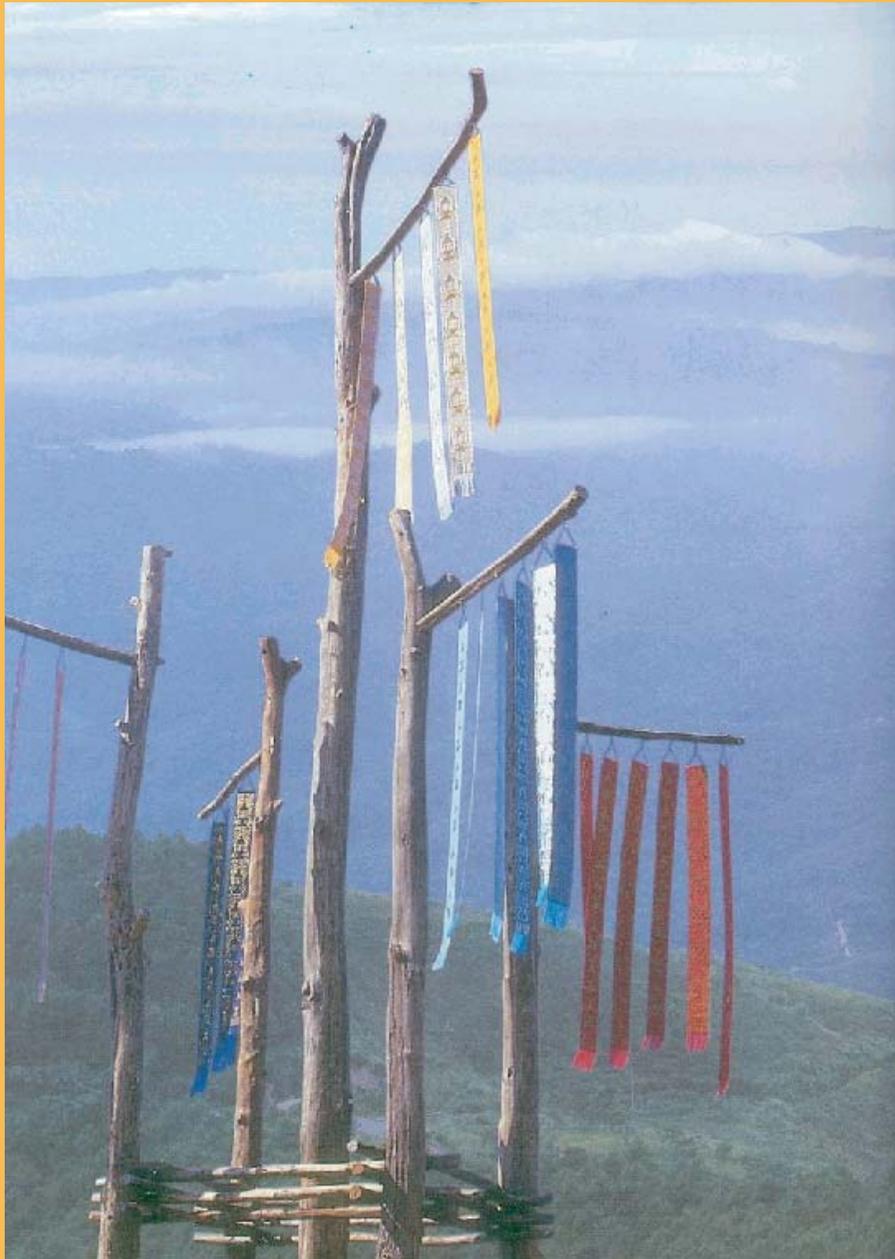
*Cabbages
& Condoms*



Nestlé

SINGER





Tungs, traditionally hung on tree trunks, are symbols of victory and brightness. Property of and reprinted by permission of the Mae Fah Luang Foundation under Royal Patronage.

Hill tribe enterprises lead their own freedom from drugs:

Mae Fah Luang (Doi Tung)

The Mae Fah Luang Foundation, an established protector and promoter of the Thai hilltribes' livelihood, has entered into partnerships which contribute to drug control and reduction of illicit crops. The Foundation supervises Doi Tung, a development project in the heart of the Golden Triangle in Chiang Rai. Through a cooperation agreement, several of the Doi Tung products (for example the Golden Triangle coffee) have a label stating that the sale of the product will contribute towards achieving a drugfree world.

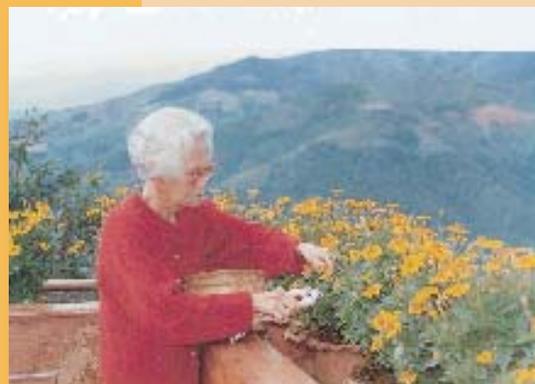
The Foundation is the protagonist of the establishment of the new opium museum ("Hall of Opium") in Chiang Rai, which will include an overview of the 5000 years of opium history and other exhibition materials such as historic documents and posters. Doi Tung is also committed to the fight against drugs through human resources development and training initiatives, by training alternative development personnel from different countries at the Doi Tung premises in areas such as agriculture/non-agriculture development, marketing and other areas of alternative development.



The making of sa paper is one of the income generating activities of the Doi Tung project.



Mae Fah Luang Foundation Under Royal Patronage
Srapatum Palace, 195 Phayathai Road, Bangkok 10330 Thailand



*HRH the Princess Mother at her Doi Tung Residence.
Photographer: Pol. Lt. Gen. Chalermphong Kamanakul na Nakhon. Reprinted by permission of the Mae Fah Luang Foundation under Royal Patronage.*



The sale of this product contributes to the achievement of a drug free world by the year 2008 as agreed by all Nations of the world in 1998.

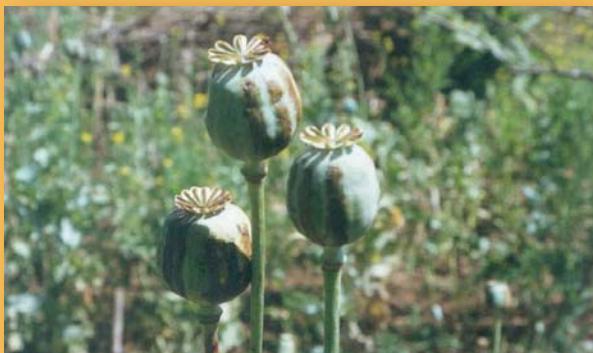


The Akha is one of the hilltribes who through alternative development efforts have been able to find other reliable sources of livelihood than opium poppy cultivation.

Espresso and cappuccino against opium:

The Hilltribe Gourmet

Various peasant cooperatives who have abandoned opium cultivation have an agreement of collaboration with the coffee brand Hilltribe Gourmet coffee. This brand is made from coffee grown by hilltribes in the Golden Triangle area, where coffee has provided many farmers with a viable alternative to opium cultivation. The product package highlights its “people oriented” code of production, where it is stated that the elimination of illicit crops is a main result of the sale of Hilltribe Gourmet Coffee. It is on sale at supermarkets, major hotels, and duty free on Thai Airways international flights.

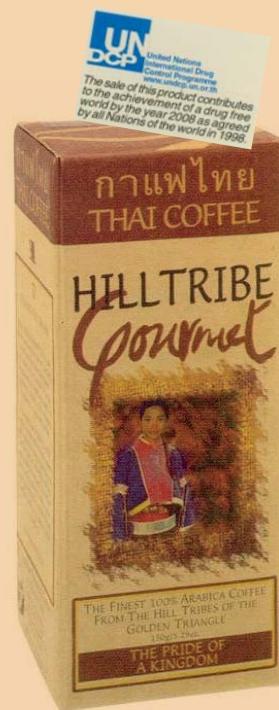


To be permanently replaced by other sources of income: The opium poppy.

“For centuries these unique individuals have been infamous for growing opium. Yet the same climatic conditions that are optimum for opium poppy cultivation also produce a coffee of unparalleled quality and flavour. Now, opium is gradually being replaced by other cash crops such as the remarkable coffee bean that becomes Hilltribe Gourmet.”
From the Hilltribe Gourmet coffee package.



GOLDEN TRIANGLE COFFEE & TEA CO., LTD.





The Minister of Public Health of Thailand, Ms. Sudarat Keyuraphan, led the group of bicyclists starting from the United Nations building in Bangkok.

TV, bicycles and signatures to say “no” to drugs:

“Traffic Against Drugs”

In 2001, various private sector companies supported a bicycle campaign across Thailand to create awareness on the harmful effects of drug abuse. The campaign was proposed by a recognised representative of the concerned private sector and civil society, Dr. Yongyuth Mayalarp, Managing Director of D.M. Intercommunication Co.Ltd., a TV and media production company.

A team of 500 volunteer bicyclists participated in the campaign. After starting in Bangkok, they toured 14 provinces in the North and Northeast of Thailand. They brought exhibitions, anti-drug information and performances to the provinces, and carried back to Bangkok around 500,000 signatures from people joining “People's Movement for a Drug Free Society”. The signatures were presented by the bicycle team to the UNDCP Representative in Bangkok on the International Day Against Drug Abuse and Illicit Trafficking on June 26, to be passed on to the United Nations Secretary-General. The initiative was very much appreciated and signifies a successful partnership between civil society and the United Nations in promoting public awareness and community participation in East Asia.



The 500,000 collected signatures.



D.M. INTERCOMMUNICATION CO., LTD.



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SMOOTH AS SILK

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OF ASIA FROM
THE HUB OF ASIA

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Visit www.thaiairways.com/booking to reserve your next flight.

A STAR ALLIANCE MEMBER 

 Thai

Corporate Social Responsibility is essential to the long prosperity of companies as it provides the opportunity to demonstrate the human face of business, a vital link to society in general and to the communities in which businesses are located.

Awareness in the air: Flying high with no drugs

Thai Air Campaign and Products Promotion

Thai Airways International has explored several ways to engage in the fight against drugs. The airline funded a public information campaign against drugs that was aired on television in Thailand. The video clips focused on youth, emphasising the positive power of activities such as music and sports.

Thai Airways International also promotes several products that play an important role in providing people with alternative income opportunities to opium poppy cultivation. Featured as part of their business class service, several products have been distributed to the passengers. Alternative development products are also sold through the Thai Airways duty free service. By playing an important role as a business partner for producers of various alternative development products, Thai Airways displays awareness of the rights of hilltribes that traditionally have had opium poppy cultivation as the most promising way to secure their livelihood.

... A study by Walker Research found that when price and quality are equal, 76% of consumers would switch brands or retailers if a company is associated with a good cause.



This product has been hand crafted from natural materials by ethnic - minority artisans indigenous to northern Thailand, under the guidance of the Doi Tung Development Project in Chiang Rai province. The project was initiated by Her Royal Highness Princess Srinagarindra, the late Princess Mother.



Thai Airways International wholeheartedly supports the Mae Fah Luang Foundation, which aims to continue Her Royal Highness the Princess Mother's work to help Thailand's less privileged people and end their dependence on opium production and use, by finding secure sources of income in order to raise their living standards and protect the natural environment of their homeland.



Traffic: the **movie** and the **real thing**:

Watch the fiction, discuss the truth

The movie "Traffic," released in Thailand in March 2001, is a story about trafficking in drugs and the people working to stop this activity. Seizing the opportunity to foster drug prevention by drawing public attention to the devastation caused by drugs, UNDCP and UN ESCAP collaborated with the movie distributor Mongkol Major and the United Artists Emporium theatre to organise a charity preview of the film.

Exhibitions on drugs were displayed in front of the theatre. All proceeds from the preview were donated to the Duang Prateep Foundation, active in drug abuse prevention and rehabilitation in Thailand.

A message was sent, loud and clear, to all participants and in tens of press reports: **Nobody gets out clean when drugs enter into a community.**



The poster is a vertical rectangle with a blue-to-white gradient background. At the top, it features logos for UN, UNDCP, Siam United Artists, and ESCAP. The text is centered and reads: "ESCAP, UNDCP, Mongkol Major and Siam United Artists are pleased to present A Charity Preview of the Film TRAFFIC the movie and the real thing All proceeds go to support 'Niwattana New Life Project for Boys' the Drug Rehabilitation Centre of Duang Prateep Foundation 29 March 2001 19:00 hrs (Opening remarks) 19:30 hrs (Showtime)".



*The National Aids Foundation, a Mongolian NGO, carried out this workshop on participatory rapid appraisal of the drug and HIV situation in Mongolia in June 2001 through the DAPC grant.
Photo courtesy of NAF, Mongolia.*

Community engagement awarded:

DAPC Tokyo

The Drug Abuse Prevention Center (DAPC) in Tokyo awards a grant annually to NGOs in developing countries working within drug demand reduction. The grant allows NGOs to execute their project proposals which are selected among the best initiatives to mobilise civil society against drugs.

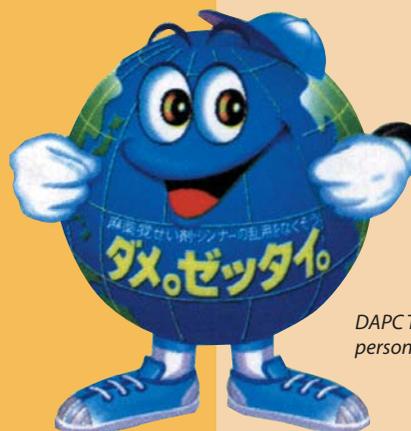
In 2000, a grant was awarded to the National AIDS Foundation (NAF), an NGO in Mongolia, to carry out a project on preventing the spread of HIV through injecting drug abuse. Yayasan Peduli Sesama, an Indonesian NGO, received a grant in 2001 for their project on drug abuse and HIV/AIDS prevention for street youth in two large cities in East Java.



**YAYASAN
PEDULI SESAMA**
(Peer Care Foundation)



Pamphlet produced by NAF informing injecting drug users in Mongolia about the dangers of contaminated needles.



DAPC Tokyo personified



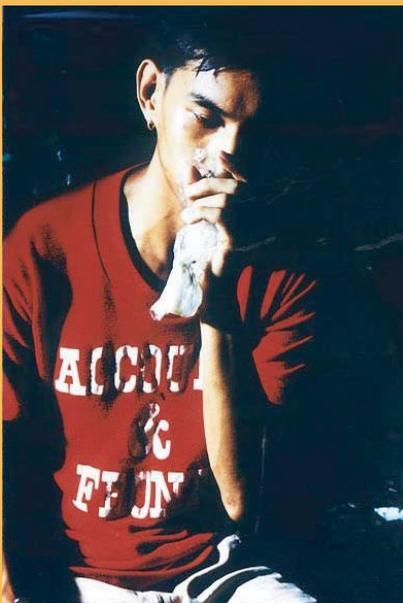
Big city blues.

People power against drugs:

The Beat Drugs Fund, Hong Kong, SAR China

The Beat Drugs Fund Hong Kong is a partner in anti-drug efforts in the region. Established by the government in 1996, the fund is administered by the Beat Drugs Fund Association, formed as a non profit-making company. Private sector contributions, asset forfeitures as well as government grants are the major sources of funds.

The Beat Drugs Fund has provided an impressive source of capital for anti-drug projects in Hong Kong. The Fund promotes community-wide efforts and programmes and anti-drug activities which help reduce the problem of drug abuse, particularly among youth. A majority of the activities funded so far have been in the area of preventive education and publicity, another important area for the Fund has been treatment and rehabilitation. From 1996 to 2000, HK\$73 million were approved for a total of 174 projects.



Urbanisation, the erosion of traditional family and social structures, the neglect or desertion of children, and urban poverty have contributed to alarming levels of inhalant abuse of glue in East and South East Asia.



Businesses in Asia are becoming increasingly aware of the need to raise awareness and address the HIV/AIDS issue in the workplace. Photo courtesy of ILO.

Business and labour in Asia shape their role in addressing HIV/AIDS

Representatives from business and labour sectors across Asia and the Pacific met in Bangkok in September 2001, to discuss the importance of raising awareness and addressing the issue of HIV/AIDS in the workplace. The event was organised by the United States Department of State, the United States Centers for Disease Control and Prevention, and UN-AIDS in collaboration with UNESCAP, ILO, UNDCP and Asian Business Coalition on AIDS.

The conference highlighted several reasons for business and labour to enhance their involvement in the fight against HIV/AIDS. Providing policies on the HIV/AIDS issue promotes workplace stability, and businesses also have an important role to play in providing basic humane HIV/AIDS care and support. Signs of corporate social responsibility such as these also have a beneficial effect on the corporate image. Business and labour can enhance their response to HIV/AIDS in Asia through raising awareness and commitment within the company or trade union by innovative means of communication on HIV/AIDS prevention and care in the workplace. In order to effectively address the epidemic, the conference emphasised the need for strengthening partnerships on HIV/AIDS within the business and labour sector and between public and private sectors.

“Today, there is enough knowledge and expertise to guide us on how to constructively address the problem. There is no need to re-invent the wheel. Please stop the ongoing talk...starting now!”

Johan Strydom, Ford Motor, South Africa, called for action in his key note to the conference.



Among the participants from the private sector were:

Levi Strauss & Co.





14 years - Pichai Pichaiwong
 Rajpradit Jararakh, Suanvit Anandachone, Bangkok

No Drugs - For A Better Life



12 years - Pichai Pichaiwong
 Bangkok, Poloponma, Suanvitoban Centre, Bangkok



The award presentation, awarded by the Hon. Deputy Prime Minister, Chuan Leekpai and Mr. George Iest, Chairman and CEO of Philips Electronics (Thailand), Ltd.



Chairwoman and all the winners
 at the award presentation ceremony



As co-ordinator of about 200 schools
 that we have been visiting



14 years - Pichai Pichaiwong
 Rajpradit Jararakh, Suanvitoban Centre, Bangkok



14 years - Pichai Pichaiwong
 Rajpradit Jararakh, Suanvitoban Centre, Bangkok, Thailand, Pichai

Philips proudly supports children to use art against drugs.

Competition for the winners of the 2001 Philips Children and Youth Art Competition. Philips Electronics (Thailand) Ltd. sponsored the art competition for the 10th year. One of the "No Drugs - For A Better Life" objectives is to encourage children to express their attitudes, thinking and creative ideas, responsibility and involvement against drugs. This annual competition is one of the ways Philips aims to help "make things better" for the society. We look forward to the continued success of the competition in the years to come.

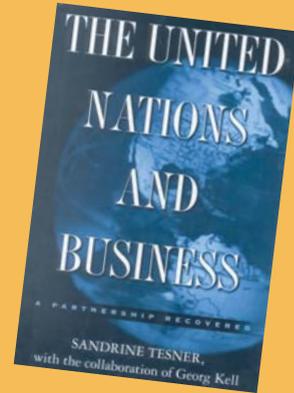
PHILIPS
Let's make things better

Corporate social responsibility exercised: Philips gets involved and contributes to the fight against drugs.

Advertisement in the Bangkok Post, 2001.

"Poverty and war have never formed the basis of wealth and business expansion, giving the UN and the private sector a common interest in their elimination."

*Sandrine Tesner, The United Nations and Business:
A Partnership Recovered.*



Business opportunities and alternative development go hand in hand: Handicrafts and traditional cloth-making by the Karen, one of the ethnic groups of the Golden Triangle.

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International Drug
Control Programme

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