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1.1 Fighting Corruption with Education - Good society begins with good members. Education is a major mechanism to refine minds and thoughts of the people in society from childhood. NACC used education as an important tool to instil ethical values into Thai children to be good, to cherish righteousness, to be able to discern right from wrong, to adhere to the greater good more than one's own, to deny corrupted practices, to detest those who are involved in corrupted practices and those who use their intelligence to cheat. NACC has applied the curriculum "Growing Good" nationwide to more than 30,000 schools from kindergarten to the 6th Grade, covering more than 6 million schoolchildren.

The "Growing Good" curriculum is a set of teaching activities especially designed to help teachers to instill the right conscience in children to help them hold on to five good values, namely, honesty and integrity, conscience to think of the greater good, to have a sense of justice and fairness, to have a sense of responsibility and accountability, to have a sense of sufficiency and moderation. The special characteristics of the curriculum is for the children to learn of those values through fun and creative activities using a variety of teaching and learning tools such as tales, songs, plays, games and video clips. Such learning activities enabled natural absorption of those values and eventually created inner immunity against corruption.

The private and civil society sectors have jointly supported the funds for training the teachers to understand the anti-corruption curriculum and how to apply it. The Royal Thai Government has provided the budget to publish the teachers' guides and the teaching tools for the "Growing Good" curriculum from the first year of kindergarten to the 6th Grade for distribution to every education district for 183 primary schools nationwide. Currently the e-coaching for teachers is being developed by recording curriculum activities in the digital format and turning printed learning tools such as tales and stories into moving pictures for teachers nationwide to access and understand the content of the curriculum for easy application. The training is also extended to all areas through the training of the trainers for the teachers and education personnel to enable them to multiply the understanding amongst the teachers.

1.2 Value Changes for the Country - An important reason for corrupted practices stems from certain social values that enabled corruption practices to expand and take root in society. For example, some people still view that corruption is distant and acceptable practice, or that small gains from corruption was not a major problem, or favour self-gains without consideration for the society's loss in the long term. The NACC views that intensive and continuous actions are needed to widely promote awareness that corruption is unacceptable and to promote good consciences among members of the society so that they will think about the greater good rather than personal gains, hold on to what is right, honest, righteous and act according to the Sufficiency Economy Philosophy. Important measures to drive the change in the social values are as follows:

1.2.1 Building Public Awareness in the Fight against Corruption – The NACC approved the production of public relations materials to create social awareness of the fight against corruption. The production received support and creative ideas from experts from the entertainment, movie and advertising industries to help design the campaign methodologies for target groups.

Phase 1 : Three campaign ads, "Giants Eating Up Cities", "Five Good Power Rangers," and "Stubborn Children," have been aired on television. The three campaign ads have contents that educate the public to detest corruption practices, deny cheating and selfish behaviours that take

advantage of society, and promote Thai anti-corruption conscience. The campaign ads would be aired during prime time television. Moreover, the NACC Sub-Committee for Creating Conscience and Awareness has organized a workshop called "Thai Conscience is Not to Cheat (Growing Good)" for Miss Universe Thailand's contestants to create anti-corruption awareness amongst the contestants to enable them, as the potential agents, to spread "Growing Good" values to the broader public.

Phase 2 : the NACC Subcommittee on Creating Conscience and Awareness organized a campaign clip contest and produced seven winning video clips from the public and has produced five additional campaign video clips for target groups as follows :

- **New Generation**, composed of teenagers and youths, represented by Singto Namchok, a popular singer/songwriter who will be an Anti-Corruption Brand Ambassador for Youth.
- **Under 12**, comprising 10-15 episodes of an animation "Khan Kluay the Elephant and Growing Good" would be produced, combining the attraction of Khan Kluay, a popular animated elephant character with the Five Growing Good Power Rangers.
- **Social Media Users** – campaign ads to encourage the use of social media to fight against all types of corruption would be produced.
- **The General Public** – campaign ads that show the eventual punishments for those who cheated would be produced. Moreover, there will be campaign ads that showed the damage from corruption. The NACC Sub-Committee approved on-going activities that involved the public in creating Anti-Corruption conscience and awareness, such as appointing Anti-Corruption Brand Ambassadors from the entertainment industry and the famous personalities from other sectors to help create awareness for the wider public and generate anti-corruption interest amongst their fans. In addition, a movie contest would be organized, whereby famous movie directors would participate in workshops and act as contest judges to select the best movies and public relations materials for the "Growing Good" campaign.

1.2.2 Campaign to Create Conscience and Awareness and to Promote Integrity and Transparency in the Local Areas

Locality is regarded as small cells in the areas scattered all over the country. Therefore, the drive to create conscience and awareness in the local areas needs to be taken seriously in order to promote integrity and transparency in local governance, which in turn will be a strong foundation for the country. The NACC aims to promote "Growing Good" programme in local municipalities and has designed and organized a local seminar called "Local Integrity and Transparency" to promote anti-corruption conscience in the leaders of local municipalities into the Provincial Administration Organizations (PAOs), local councils, Sub-district Administration Organizations (SAOs), both the politically appointed officers and career civil servants. Those who passed the training would be considered the leaders for change or "champions" who realize the importance in promoting anti-corruption conscience and awareness for the local population in their areas and would be drivers for change for the values in the areas. The first phase of the training in 2015 involved the "Growing Good" training which trained more than 700 executives of the local administration organizations from every province nationwide. General Anupong Paochinda, the Minister of Interior, outlined the government policy and expressed his viewpoints to participants.

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2. **The Strategy of Corruption Prevention** – through the work of the NACC Sub-Committee of Corruption Prevention and the NACC Sub-Committee of Coordination for Integrity Pact (IP), three areas of the work were undertaken :

2.1 Expediting the Legislation of Prevention of Corruption Laws – expediting the legislation of the Public Procurement and Inventory Management Act in order to harmonize public procurement standards and inventory management across government agencies and to promote transparency by disclosing every step of public procurement online as well as to provide channels for complaints and appeals of the processes that did not comply with the rules and methods of public procurement.

2.2 Expediting law enforcement and promoting the enforcement of the Licensing Facilitation Act B.E. 2558 (2015) – as well as expediting the disclosure of information according to the Government Information Act B.E. 2540 through electronic means by assigning the Office of Electronic Government Agency (EGA) to be the focal point to create the Nation Single Window (NSW).

2.3 Measures in Developing Tools to Promote Transparency

2.3.1 Integrity Pact (IP) : The Integrity Pact is a tool developed by Transparency International (TI). It is a trilateral agreement between public agencies, private companies who are interested in placing bids or projects to the Government and observers from the civil society sector who will take part in observing the public procurement process with the aim to prevent corrupted practices in public procurement. The NACC approved the application of Integrity Pact for two of the Government's pilot projects, namely:

- 1) The Bangkok Metropolitan Authority (BMA)'s Purchase of the 480 NGV-powered Public Buses with the budget of 1,785 million Baht
- 2) The Mass Rapid Transit Authority of Thailand's extension of the Blue Line for the Sky Train with the budget of 20,000 million Baht.

The Integrity Pact is also being applied to 26 other government projects, worth more than 55,000 million Baht. The NACC has suggested ways to solve the problems of the shortage of observers by splitting the agreements into two sides (the public sector and the private sector) by calling it the "Transparency Pact."

2.3.2 Apply the United Kingdom's system of creating transparency in public construction projects, with the support of the World Bank, to the second phase of Suvarnabhumi Airport's Development Project as a pilot project by the disclosure of information on www.airportthai.co.th. Currently, government agencies are being asked to participate in the proposed project.

2.3.3 Assign the Ministry of Energy to research and apply for membership of the Extractive Industry Transparency Initiative (EITI).

2.3.4 Develop the E-Bidding, E-Market and E-Catalog systems to serve as the efficient information centre on public procurement to help solve existing procurement problems via E-Auction by changing the method of procurement from being based on the size of the project budget to the product or service being purchased or hired. At present, every step of procurement is required to be carried out in the e-format through www.gprocurement.go.th to reduce interactions between civil servants and the entrepreneurs.

2.3.5 Open Government Partnership (OGP) – the Open Government Partnership is a declaration to disclose government information with the aim to reaffirm the Government's

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commitment to promote transparency and to empower the people to be involved in the fight against corruption. Such partnership is a multi-stakeholder collaboration through the setting up of a committee comprising representatives from the public sector, the private sector and the civil society. The Cabinet approved for Thailand to apply for membership of the OGP, the action of which was accomplished on 24 November 2015.

2.4 Encouraging participation through creating a network of participants who are involved in combatting corruption by organizing academic seminars, exchanges, focus groups, as well as setting up a joint fund for corruption prevention and suppression, managed by the Government, private sector and the civil society called "Governance Promotion and Corruption Elimination Fund."

3. The Strategy of Corruption Suppression – is undertaken by the NACC Sub-Committee on Corruption Suppression/National Anti-Corruption Command Centre to urge government agencies to perform their duties within the rules and good governance. The summary of the Sub-Committee's performance is as follows :

3.1 Using disciplinary actions and administrative measures to enforce the rules on government officials whose actions are believed to be involved in corruption through the issuing of transfer order, work suspension or termination of duty to allow investigators to examine such actions accurately and speedily.

3.2 Using Order No. 69/2557 (2014) by the National Council of Peace and Order (NCPO) dated 18 June 2014 on the Measures to Prevent and Suppress Corruption. The Order requests every government office and agency to set out measures or guidelines to prevent and suppress the problems of corruption in the workplace. This has the emphasis on building good governance in administration and promote every sector's participation in examining and monitoring to prevent corruption from taking place.

3.3 Using measures on assets and taxation on those accused of corruption, both the government officials and the private sector who are involved in the wrongdoing. Establishing an Operating Centre for Examining the Tax System to Prevent and Suppress Corruption and to create a Memorandum of Understanding (MoU) for the use of searchable tax declaration database on the internet with the Revenue Department.

3.4 Examining the facts of important cases such as the case of corruption in the Lighting by Solar Cell Project, the construction of futsal pitches, Increasing Low-Income Project, Farmers' Subsidies Project (whereby farmers who registered with the Ministry of Agriculture and Cooperatives received subsidies of 1,000 Baht per rai), and the purchase of exercise equipment by the Department of Physical Education and the Department of Tourism, Ministry of Tourism and Sports. The Department of Tourism had purchased recreation and exercise equipment during 2012-2014 through 12 contracts with the budget of 715,099,500 Baht. The Department of Physical Education had purchased recreation and exercise equipment during 2012-2013 through 14 contracts with the budget of 702,853,106 Baht. The examination of National Health Security Office (NHSO)'s administration showed there were officials involved in corruption and therefore the case was passed on to the National Anti-Corruption Commission to investigate. The case has also been reported to the investigators to investigate other offences aside from dereliction of duty and to undertake legal proceedings against money laundering. The examination of the administration of the Office of the Fund to Enhance Thai Health found that those that have the power to authorize the use of the Fund through projects in their names, others, or any organization, run the risks of the conflicts of interests which adversely impact the image of the Office and is not in accordance with good governance principles.

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3.5 Integrating improvement of State's Estate Border through the 1: 4000 (One Map) Project. The Prime Minister has established the Committee to Comprehensively Improve the State Estate's Border with the ratio of 1:4000 (One Map) with the Minister of Justice as chair. Sub-Committees at the Provincial and Regional Levels, Technical Sub-Committee and the Steering Sub-Committees were also set up.

4. The Public Relations Strategy – through the work of the NACC Sub-Committee on Public Relations as follows:

4.1 The organization of the event to declare the intention to fight against corruption and to create anti-corruption conscience on 8 June 2015 at Santi Maitree, Government House, with General Prayut Chan-o-cha, the Prime Minister chairing the event in Bangkok and provincial governors chairing the regional events.

4.2 Proposal for the Government to work with the National Anti-Corruption Commission and the civil society network to jointly organize the International Anti-Corruption Day on 9 December 2015 at Ratthaprasassanapakdi Building, Government Complex, Chaeng Wattana Road, under the theme "Transparent Thailand."

4.3 Four district public relations offices under the National Anti-Corruption Commission organized four public fora in Chanthaburi Province, Chiang Mai Province, Songkhla Province and Phitsanulok Province.

4.4 Promoting the use of public manuals in accordance with the Licensing Facilitation Act through the use of website banners created by the Electronic Government Agency (EGA) in collaboration with the Office of Public Sector Development Commission (OPDC).

4.5 Creating a television programme titled "Transparent Thailand" which was broadcasted on the National Broadcasting Television (NBT/Channel 11) consisting of 9 episodes in 2015.
