

## **Transnational Influences on the ‘Greening’ of Industry in Thailand<sup>1</sup>**

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ABSTRACT This paper examines the influence of transnational business, government, and advocacy networks on the ‘greening’ of industry in Thailand, with particular reference to the electronics sector. Trying to restore prosperity and maintain political order, the country’s government has vigorously opposed efforts to link labor and environmental provisions to global and regional free trade agreements. At the same time, many Thais have deep reservations about the social and environmental consequences of rapid economic development and integration into world markets. Under pressure from abroad and below, Thailand’s government has responded by promoting voluntary corporate environmental initiatives, including ISO 14001 environmental management certification and the country’s “Green Label” program. With environmental agencies lacking political power and administrative means for strong regulatory enforcement, corporate good citizens, NGOs and the media have helped keep competitive & moral pressure on all firms. Though still in early stages, “trickle-down” corporate and civic environmentalism do appear to be making a difference in Thailand. Drawing on field research, primary and secondary documents, and other available data, this paper analyzes such dynamics and suggests directions for further research on transnational influences on the ‘greening’ of industry in Thailand, and by extension, other newly industrializing countries.

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