

Creating Shared Value Enhancing the Sustainable Business Model: Case Study – Safety to Society

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Abstract— A new business model with creating shared value (CSV) principle is proposed. Main business of products and services associated with delivering safety to society is introduced. The vision, mission and target initiate the key strategic to create the CSV framework with the conceptual work of safety to society. Not only safety traditional and innovation products are focused, but also the company academy corporate with council of engineers Thailand provides and shares our knowledges to engineers and our societies. Five projects of sharing our products and services to society with pleasant living have been implemented to confirm the sustainability of this business model.

Keywords— *Creating Shared Value (CSV), Safety to Society, Sustainable Business Model*

I. INTRODUCTION

Michael E. Porter and Mark R. Kramer have proposed concept of CSV based on the mutual dependence that exists between corporations and society [1]. A shared value approach can link the success of the company with how much the social progress. This paper introduces CSV model implementation based on safety issue. In section II, CSV business model is proposed. Section III shows CSV activities based on safety to societies. The engagement between the company and community is growth via knowledge transfer and build-up safety to society with livable and sustainable. Some projects are focused to confirm CSV implementation.

II. PROPOSED CSV NEW BUSINESS MODEL

The proposed CSV new model is to deliver safety to society as creating shared value concept. The company organizes and delivers the knowledge in grounding system, lightning protection system, surge protection system, electromagnetic interference and safety innovation for the safety of people, property and all operation systems including electricity generation and distribution, transportation, telecommunication, industrial, office building and residences for more than 10 years [2]. The company realizes and aware the safety to society as the first mission priority.

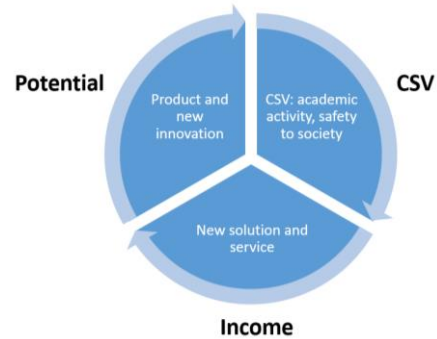


Fig. 1. Proposed CSV business model

The proposed CSV new business model composes of three main rolling parts. Potential of success, CSV program and enhancing income via service and solution are defined. First main part is our potential for success. This part is initiative products and innovations related with the safety issues. The second part is called CSV because main activities are deliver to the societies via academic channel. Our knowledge and experience are shared to customers, engineers, designers, consultants or even our competitors. CSV can be implemented via training course, seminar or any academic engagement. Learning from CSV can share and create many ideas, market need and market requirement. The third part is income from service and solution. A solid conclusion from CSV activities are analyzed and synthesis to generate the income from service and solution. Three main parts are active and rolling to get new improvement in every cycle called rolling snowball. The potential, CSV and income are enhanced with sustainability.

III. CSV ACTIVITIES BASED ON SAFETY TO SOCIETIES

CSV new business model has been implemented more than 10 years. The activities can be classified as two categories. Two categories are knowledge transfer and build up the safety societies.

3.1 CSV: Knowledge transfer

Some CSV activities are described as follows:

3.1.1 The company corporates with Council of Engineers Thailand as a core networking unit for engineering continuing professional development promotion under Kumwell academy. Kumwell academy organizes the seminars

and provides knowledge or CPD for promoting professional engineering level more than 10,000 participants so far. Figure 2 shows CSV activities of engineering seminar at Kumwell academy.



Fig. 2. CSV: Kumwell academy activity for engineering continuing professional development promotion

3.1.2. The company corporates with department of skill development, Ministry of labor regulated a national skill standard of grounding system and lightning protection system that announced as government gazette on 16th of December 2014 as shown in figure 3.



Fig. 3. CSV: activity for regulating a national skill standard of grounding system and lightning protection system

3.1.3. The company corporates with Thai electrical & mechanical contractors association (TEMCA) to publish an installation guide of grounding system and lightning protection system with the professional from government and private sectors. Some TEMCA installation handbooks of grounding system and lightning protection system [3] shown in figure 4.



Fig. 4. CSV: Installation handbook of grounding system and lightning protection system

3.1.4. The company corporates with engineering institute of Thailand (EIT) under H.M. the king's patronage to publish a lightning protection system standard in Thai based on IEC 62305 Lightning protection standard. 4 series of lightning protection standards shown in figure 5. The chairman of the subcommittee is led by our expert.



Fig. 5. CSV: lightning protection standards by EIT

3.1.5 Kumwell corporates with a government and private sectors such as department of rail transport of ministry of transportation, department of energy business of ministry of energy, electricity generating authority of Thailand (EGAT), provincial electricity authority (PEA) be a host of academic seminar to deliver our knowledge and expertizing more than 10 years.

3.2 CSV: Build-up safety to society with livable and sustainable

The CSV model commits to deliver safety to society as our creating shared value (CSV) concept and believe that safety society is a livable and sustainable. 5 projects of leading engineering and innovation to community with sustainable growth are corporated with Council of Engineers Thailand, Department of local administration, Thai electrical & mechanical contractors association (TEMCA) and King Mongkut's Institute of Technology Ladkrabang (KMITL) alumni association as their logos in figure 6.



Fig. 6. Logo of main organization to setup engineering and innovation to community with sustainable growth project

5 projects are as follows in Table 1:

TABLE 1 engineering and innovation to community with sustainable growth project

Project	Location	Activities
1. Moral leads quality	Saraburi	1. Lightning tree protection 2. Organic learning center 3. Solar pump
2. Durain organic	Chumporn	Durain Organic
3. Bangpla good living	Samutsakorn	Water quality monitoring system
4. Nypa plam	Chachoengsao	Up-grade standard of roof pack from nypa plam leaf
5. Solar pump and insect food	Ubonratchathani	Promote insect food

3.2.1 Moral leads quality project

This project aims to lead the community at Nongyangsua district, Saraburi province to avoid chemical use in their agricultural farm by implementing new substance to build fertilizer from local content to reduce cost and for food and man safety. Wat Prathom Wiwek donates 4 acre (approx.10 rai) of land to demonstrate the organic farm. Solar pump and water resource system is designed to supply to the organic farm. 6 kW of solar panels and 3 kilowatt underground water pump system with 27 cubic meter storage tank are built as shown in figure 7. Organic farm learning center is opened to public to learn and gain their experience to start their own business. More than 100 farmers participate in organic workshop in 17 December 2021. Some of them received the first stage to organic called Non Agro Chemical Production (NAP) certificate as shown in figure 8. Some of organic plants of first crop shows in figure 9. The success story of conversion from chemical use to organic is done by a farmer of custard apple farm in Saraburi province as shown in figure 10.



Fig. 7. Solar pump and water resource system with 27 cubic meter water storage for organic farming



Fig. 8. Certification Non Agro Chemical Production (NAP) to organic farming





Fig. 9. Product of organic farming



Fig. 10. Conversion from chemical use to organic base at custard apple farm

The lightning protection of a big tree in Wat Prathom Wiwek is built to demonstrate how safety to society is very important. This lightning protection of a big tree project is the first project in Thailand shown in figure 11.



Fig. 11. The first project of lightning protection of a big tree in Thailand at Wat Prathom Wiwek

3.2.2 Durain organic project

This project aims to provide the solution from fungi effect on durian farming. Durian farmer faces a lot of production lost due to the fungi effect called phytophthora. Many chemical substances are applied to protect the durian tree and cost a lot of farmer health and very high cost. New organic methodology and management is done by workshop. Some farmers implements the new organic technique to solve the fungi effect with success solution [4]. Some activities are shown in figure 12.



Fig. 12. The durian organic workshop at Chumporn

3.2.3 Bangpla good living project

This project aims to provide the monitoring of water quality in canal and river at Samutsakorn province where the community face a lot of polluted water from nearby industrial

3.2.4 Nypa palm project

This project provides the solution of new standard of nypa plam pack for a higher quality with good margin of the handcraft. The project is done in Chachoengsao.

3.2.5 Solar pump and insect food project

This project provides training course for solar pump installation technique. Many local people can do DIY themselves. The insect farm and insect food are also promoted. The project is done in Ubonratchthani.

IV. CONCLUSION

The company run the business based on safety products and service. CSV by sharing our knowledge through corporate institution and non-profit organization The CSV results the shaping of the business and growth by snowball

effect. The income of the company is growth while the contribution of safety to the society is achieved. New CSV business model confirms a sustainable with a growth of participants.

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