

Published on 23/04/2015

## SCG makes inroads into becoming 'green' consultancy

SIAM CEMENT GROUP is making inroads into consultancy on environmentally friendly buildings to cash in on increasing awareness among local companies.

After a two-year trial with first client Starbucks, SCG is now ready to become the country's first building-materials company to offer full consulting services for greening buildings.

Saravut Sumransub, managing director of the marketing-housing business for SCG Cement-Building Materials, told a press conference yesterday that the market for green-building development should rise by 33 per cent to at least Bt6 billion this year.

"Growth in the next few years will be strong, since this is rather new in Thailand," he said.

"Multinational companies are taking the lead, requiring green workspaces while operating in Thailand in line with their parent companies' requirements. Local companies have also shown more enthusiasm to brush up their images, by going greener and becoming more responsible to society."

SCG Green Building Solution has helped Starbucks Thailand win LEED (Leadership in Energy and Environmental Design) certificates from the US Green Building Council for 18 branches. Two, including the Lang Suan outlet, were at the Platinum level. It also advised several dealers of Toyota which has required its dealers with multiple showrooms to turn at least one of them into a green building. It is applying for LEED certification for the Ideo Sathorn-Taksin condominium project.

With a team of 10 accredited professionals certified by the council, SCG Green Building Solution is now working on about 40 projects. The number is expected to rise, partly because the Thai building code has been amended to increase the floor-area ratio of green buildings by 5-10 per cent.

Saravut sees huge opportunities. From office buildings, this awareness is spreading to residential development. The new service unit has set the target to boost revenue by 50 per cent to Bt850 million this year.

"There are some 20 consultants in Thailand right now. We don't mind newcomers and we are ready to offer SCG and non-SCG materials to our customers.

"Our hope is that this will spread environmental awareness across Thailand," he said.

