CAT Telecom Public Company Limited (CAT) has realized the importance of Corporate Social Responsibility (CSR), which is part of corporate strategy in CAT's business plan, by appointing Corporate Governance (CG) and Corporate Social Responsibility (CSR) committee to drive CG and CSR policy with company Directors and Managing Director as members of the committee, and appointing CG and CSR Working Group with Managing Director as Chairperson in order to execute CSR activities in accordance with corporate policy and strategy in social responsibility and corporate image

Corporate Social Responsibility has been performed in accordance with ISO 26000 in 7 core subjects in order to become an organization with contribution in sustainable development, e.g., corporate governance, human rights, labor treatment, environment, fair treatment, consumer protection, and community development contribution.

Operation Policy

CAT continuously emphasized on social responsibility activities to ensure explicit CSR activities in either CSR after process and CSR in process. From the popularity of CSR to new business model, creating shared value (CSV) becomes part of social development by adding economic value through business operations has become common in Thailand. Thaipat Institute is one of the project advisors to assess corporate information into strategic theme: "CAT Shared Value" to create channels for social responsibility activities for community with sustainable profit in order to compile a Corporate Social Responsibility master plan aiming to mainly utilize current corporate assets and expertise.

CSR Master Plan includes 3 strategies:

Strategy 1: Enhancing Business from Social Progress by expanding network service coverage domestically and internationally

Strategy 2: Integrating Community into Value Chain through business partnership

Strategy 3: Focusing in public service network by Leading in Government Cluster

CAT Apps Awards 2014 under CAT Innovation activity to implement IT applications for corporate business processes beneficial to social community, innovation encouragement, telecommunication technology and computer research and development, from within CAT and other institutes.

CAT organized an exhibition to publicize the project with 11 awards, i.e., 5 Runner Ups with THB 2,000 prizes totaling THB 100,000, and 6 Honorable Mentions with THB 5,000 prizes totaling THB 30,000, in 6 categories, i.e., games and entertainment, financial, communications, health, education, and miscellaneous.

Winning achievements in this event include those from Silpakorn University, Naresuan University, King Mongkut's University of Technology Thonburi, Rajamangala University of Technology Rattanakosin

Klai Kangwon Campus, King Mongkut's Institute of Technology Ladkrabang, Chulalongkorn University, Srinakharinwirot University, and Assumption University. However, achievements in health-conscious and convenience of daily routine includes the Runner up in health application namely Cancer Detection application, which early detects colon and rectum cancer as well as health or anomaly suggestion.

"CAT Communicates Learning to Community" Training held for staff in USO Net by CAT center for 5 times, i.e., Sukhothai Thammathirat Open University on May 31, 2014, Prince of Songkla University on June 6, 2014, Khonkaen University on June 12-13, 2014, and Mae Fah Luang University in Chiang Rai on June 20, 2014.

Main content of the training includes computer network administration where instructors from CAT have delivered basic knowledge in administrating the computer network system as well as networking system analysis and how to safely use Internet, and IT innovation trends under "Innovation & Challenges" topic. Audience was further trained in Internet usage skill, learning promotion activities at USO Net center, ICT innovation, and network analysis.

CAT Learning Center Activity by implementing learning center with proper IT competency in order to provide community access to knowledge and learning opportunity both in central and regional areas for CAT USO Net project in 9 schools, e.g., Baan Klong 13 School, Wat Bua Roi School, Baan Daan Chan School, Nai Muang School, Baan Song Praek School, Mae Rai Internet Center, Baan San Kong School, Non Kroh Wittaya School, and Baan Kaan School.