

# SAMPRAN MODEL

SUSTAINABLE BUSINESS MODEL BASED ON COMMUNITY PARTNERSHIP  
AND SUFFICIENCY ECONOMY PHILOSOPHY





# SAMPRAN MODEL

## PRODUCER

SOOKJAI ORGANICS COMMUNITY  
ENTERPRISE NETWORK MEETING ON 5 MARCH 2017

- Participatory Guarantee System  
(PGS Sookjai Organics)



Bangchang Group



Tupluang Group



Klong Bangkaew Group



Romyen Group



Homkred Group



Hinmoon Group

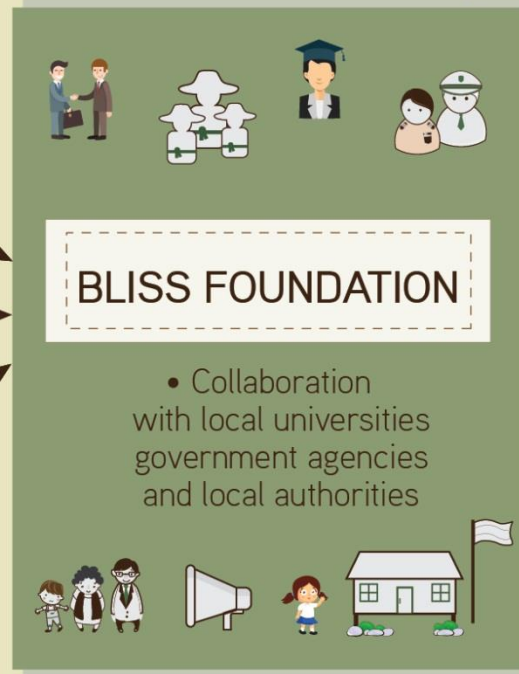


Patana Yangyuen Group



Saiyok Group

SUSTAINABLE BUSINESS MODEL  
DEVELOPING ORGANIC VALUE CHAIN  
BASED ON COMMUNITY PARTNERSHIP  
AND SUFFICIENCY ECONOMY PHILOSOPHY



Farm tour  
Sustainable tourism

## CONSUMER



www.sookjaiorganics.com  
Line : sookjaiorganics  
FB : sookjaiorganics



- Link consumer to producer

RETAIL

BULK

# How can the MICE industry be involved?

New value chain of organic produce  
between farmers and hotels/ venues



# Benefits

## Farmers

- Income ↑
- Production cost ↓
- Debt ↓
- Health ↑
- Environmental ↑
- Social impact ↑

## MICE industry

- Marketing and PR opportunities (local & national scales)
  - Health benefit for clients
  - CSR stories eg. Clients support farmers to switch from conventional to organic farming
  - In line with client's sustainability policies
- No cost increase
- Hotel / Venue : Sustainable CSR activities
  - : Health benefit for staff





# 1<sup>st</sup> meeting at TCEB - 23 October 2015





# 2<sup>nd</sup> meeting at Sampran Riverside

## 18 December 2015







# Farm to functions MOU signing

## 3 March 2016





# Rice delivery







## FARM TO FUNCTIONS ... CONNECTING ORGANIC FARMERS TO THE MICE INDUSTRY

- 300 TONNES/YEAR ORGANIC RICE TO 19 HOTELS AND 3 CONVENTION CENTRES

**PLAZA ATHENEE BANGKOK**  
A ROYAL MERIDIEN HOTEL

**Dusit Thani**  
BANGKOK

**RAMA GARDEN**  
HOTEL BANGKOK  
*Resort in the city*

**THE SUKOSOL**  
BANGKOK

**THE TWIN TOWERS**  
HOTEL  
BANGKOK

**SAMPRAN**  
RIVERSIDE

**IMPACT**  
MUANG THONG THANI

**QSNCC**

**BITEC**

**CHATRIUM**  
RESIDENCE • BANGKOK  
Sathon

**RIVA SURYA**  
BANGKOK

**centra**  
by CENTARA  
GOVERNMENT COMPLEX HOTEL

**CHAOPHYA PARK**  
HOTEL-RESORTS-SPA

**Jasmine**  
RESORT HOTEL

**R.B.S.C.**  
ราชภัฏวชิรเวศน์

**SIVATEL**  
BANGKOK

**MANDARIN HOTEL**  
BANGKOK

**Grande Centre Point**

**บ้านก้ามปู**  
Bankampu Tropical Gallery

**Thailand**  
INCENTIVE AND CONVENTION  
ASSOCIATION

**TCEB**  
THAILAND CONVENTION  
& EXHIBITION BUREAU



# MICE Industry visit to Amnajaroen - November 2016





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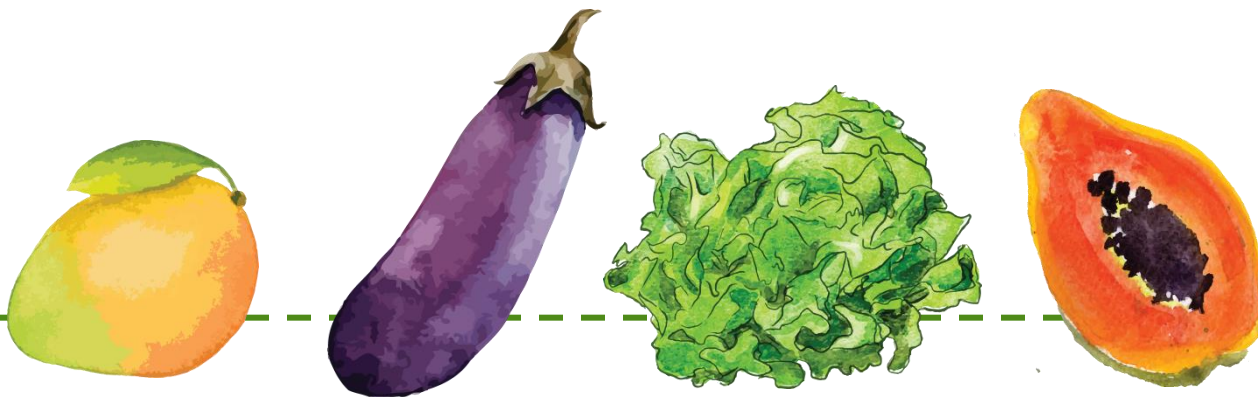


# MICE Industry visit to Amnajaroen - November 2016





# Food Waste Prevention



# 1. Spoilage waste



# 2. Preparation waste



# 3. Plate waste



# 4. Buffet waste





Weighing total food waste per day



Recycle waste for composting





# Food Waste Prevention Programme with LIGHTBLUE





# CERTIFICATE

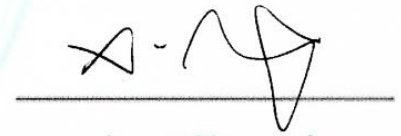
2017

## SAMPRAN RIVERSIDE

has successfully complied with  
the PLEDGE on Food Waste standard



Secretary  
The PLEDGE



Arrut Naravaj  
Managing Director  
Sampran Riverside

endorsed by



Empowering lives.  
Resilient nations.







Recent notable visitors to learn about the Sampran Model



# Business-Community Partnership Training





# SAMPRAN MODEL IMPACTS

## Economic



- ✎ Sookjai Market **30 m. baht/year**
- ✎ Sookjai Market Roadshow **2 m. baht/year**
- ✎ Sampran Riverside **10 m. baht/year**
- ✎ Farm to Functions organic rice projects **14 m. baht/year**
- ✎ Farm to Firm project
- ✎ Future markets: modern trades, restaurants and export
- ✎ Reduction in cost of production without agrochemicals 50%-70%

## Environment



- ✎ Continuous improvement in soil and water qualities due to absence of agrochemicals

## Health



- ✎ Continuous improvement in health for both producers and consumers. Below average chemical residues in blood samples.

## Social



- ✎ New communities established amongst organic farmers and consumers through Sookjai Market, Sookjai Market Roadshow, Bliss Festival and the Sampran Model Network.



# SAMPRAN MODEL

SUSTAINABLE BUSINESS MODEL BASED ON SUFFICIENCY ECONOMY POLICY

1

## INDEPENDENT

Leaving comfort zone



SUFFICIENCY ECONOMY - BASIC

2

## INTER-DEPENDENT

Collective leadership  
for change

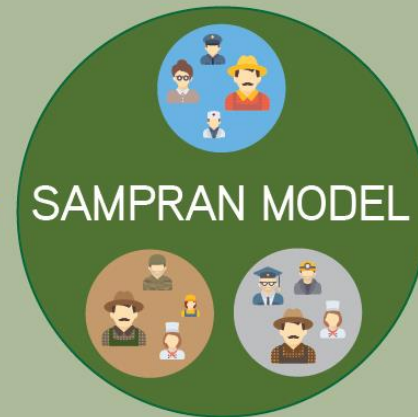


SUFFICIENCY ECONOMY - ADVANCE

3

## NETWORK

Public Private Partnership  
(PPP)



## SUSTAINABLE DEVELOPMENT







**Thank you**