

Thailand Convention & Exhibition Bureau

MICE Sustainability Forum 2017

How business is engaging with
UN's Sustainable Development Goals (SDGs)

5 September 2017

Objectives

Notable developments related to UN SDGs

To share how the SDGs are relevant in the current business landscape in Thailand

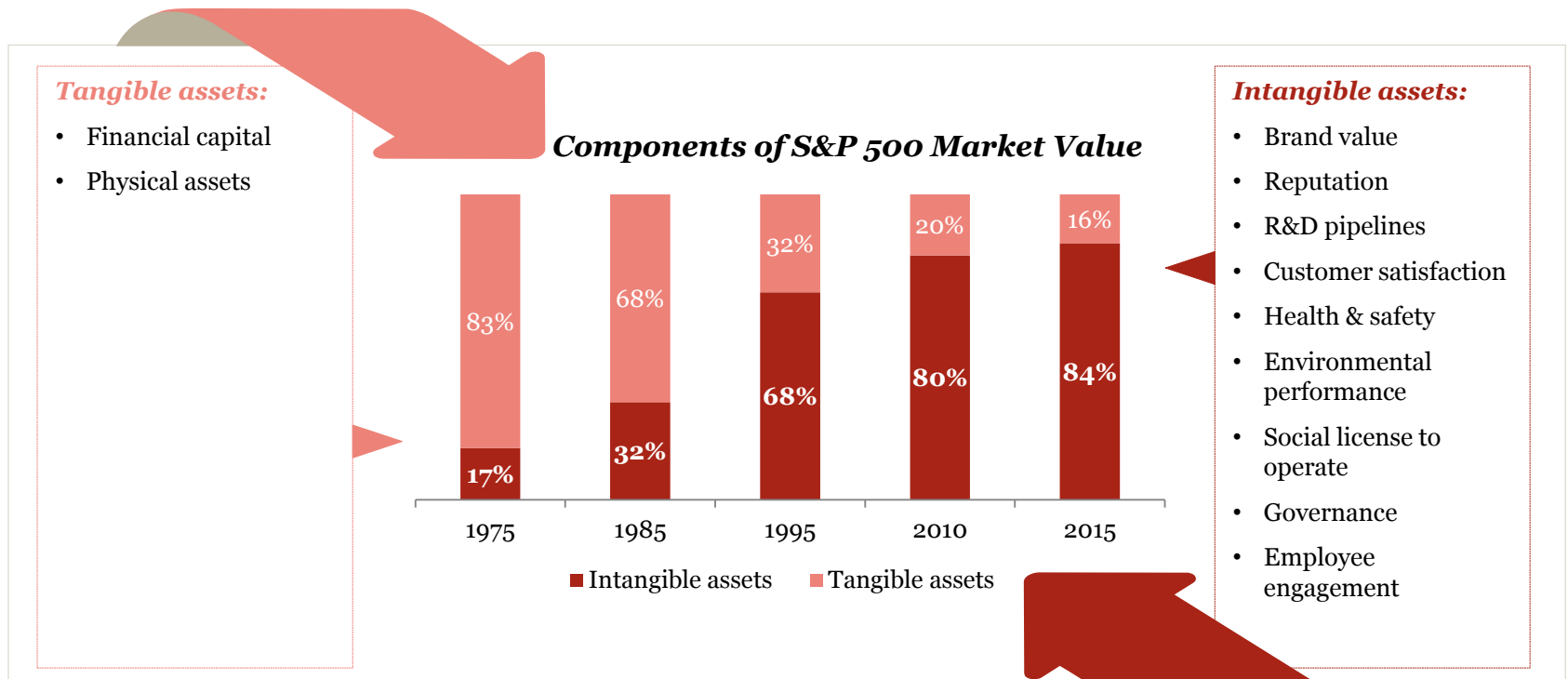
**Understanding some good practices in responding to SDGs:
The case for MICE industry**

Responding to the SDGs

What do the UN SDGs mean for business?



We highlighted last year how sustainability performance impacts business value



74% of CEOs told us that **measuring and reporting their total impact** (financial and non-financial) contributes to their long-term success

The UN Sustainable Development Goals (SDGs)



The UN Global Compact and GRI has established an Action Platform for the SDGs



Note: The Action Platform is the group of stakeholders and experts built by the GRI and UNGC to tackle Business reporting on SDGs. The Action Platform was built from two components: (1) Corporate Action Group (CAG) who are business representatives and (2) Multi-stakeholder Advisory Committee (MAC) comprising of representative from other stakeholder groups e.g. governments, civil society organisation, investors, trade unions, data users and academics






This initiative was made possible through substantial strategic support by PwC

Source: www.globalreporting.org

UN high level political forum



HLPF highlights the encouragement of **comprehensive engagement at both the government and industry level.**

HLPF Timeline	
2017	<p><i>Eradicating poverty and promoting prosperity in a changing world</i></p> 
2018	<p><i>Transformation towards sustainable and resilient societies</i></p> 
2019	<p><i>Empowering people and ensuring inclusiveness and equality</i></p> 

“The SDGs should be known as the BDGs (the Business Development Goals) because their achievement represents a clear economic imperative”

John Danilovich,
ICC Secretary-General

Source: <http://www.wbcsd.org/>

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SDG reporting guidelines for business have been drafted



*To be launched December
2017*

Source: www.globalreporting.org

Key sections within the Reporting guide



General information

- **Why** it matters
- **How** the reporting framework was produced
- **Criteria** for selecting indicators for each SDG goal
- Relevant **International UN Conventions** and other key **instruments**

SDGs targets

- **Business indicators** - List of available indicators for business reporting against each SDG target (from target 1.1 to 17.18)
- **Government indicators**
- **Gap analysis** under each reporting target

Source: <https://www.globalreporting.org/>

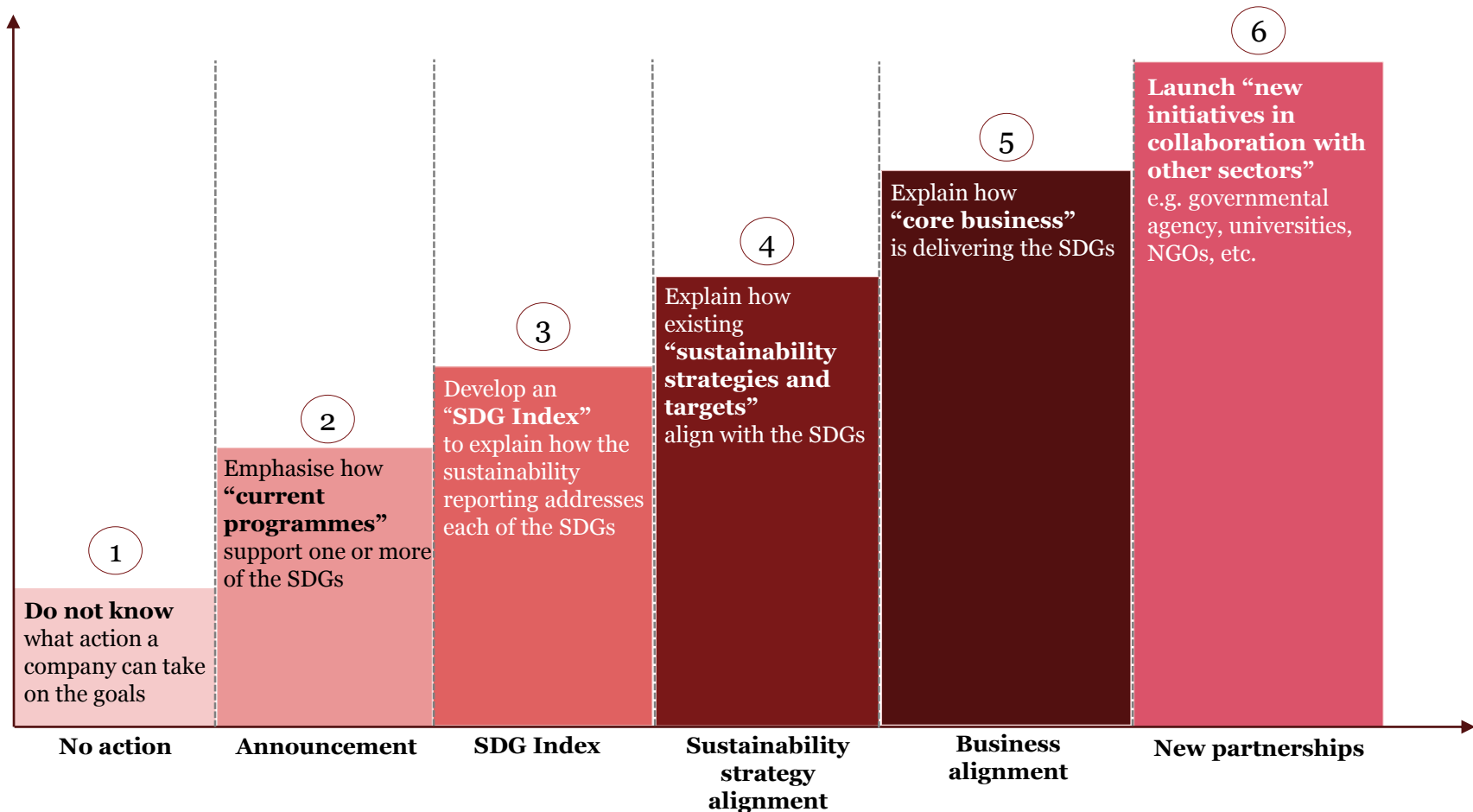


Examples of global corporate response to SDGs



How are companies responding to the SDGs?

Level of engagement



Source: Adapted from Responsible Business

InBev and SABMiller are aligning their Better World strategy to the SDGs



- **A growing world** where everyone has the opportunity to improve their livelihoods
- **A cleaner world** where natural resources are shared and preserved for the future
- **A healthier world** where every experience with beer is a positive one for lives well lived



A Growing World

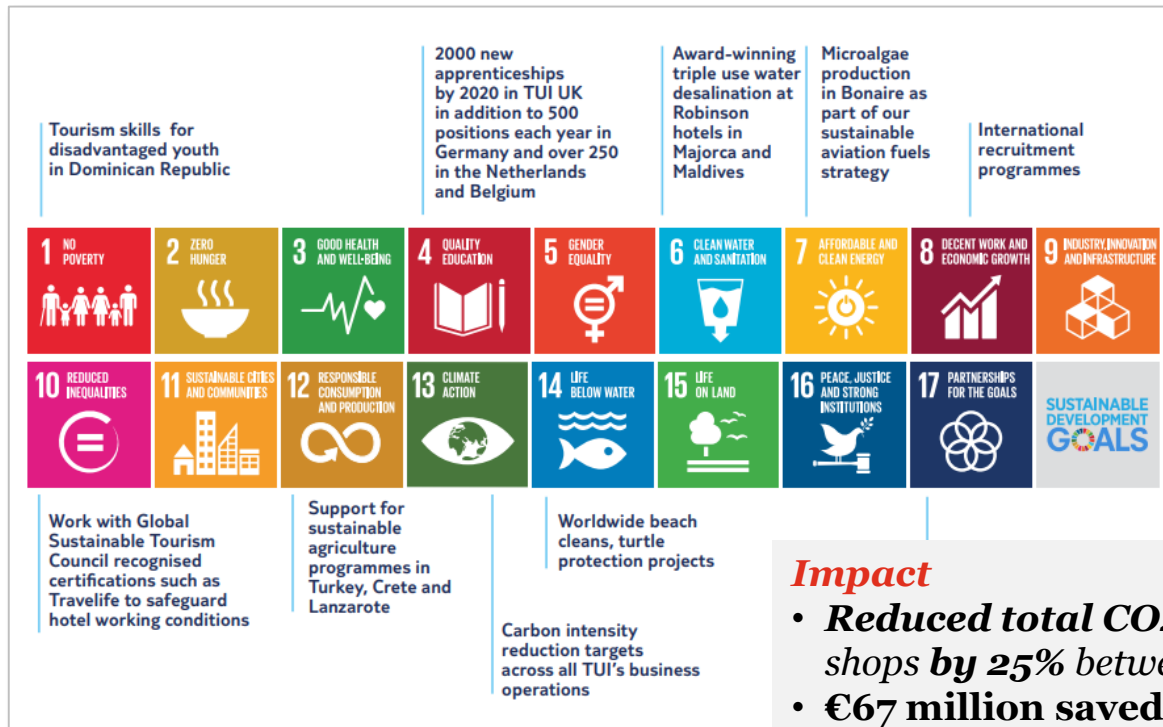


A Cleaner World



A Healthier World

TUI Group launched “Better Holidays, Better World” as its 2015-2020 sustainability strategy



“As the world’s leading tourism business, we believe we have a responsibility not only to manage our own impacts on the economy, society and environment, but also to lead the way in understanding, improving and innovating for sustainable tourism.”

Impact

- **Reduced total CO₂ emissions** from its retail shops **by 25%** between 2012 and 2014
- **€67 million saved** through **environmental efficiencies** since 2012
- **6.3 million ‘greener and fairer’ holidays** in 2016 (in hotels with sustainability certification)



Accor hotels is focusing on five SDGs for its vision 2020



Example of initiatives

- **Ban on endangered fish species**
- **Source local food products** and / or products from short food supply chains
- Establish an **urban vegetable garden**
- Give away **end-of-life hotel products** for re-use or recycling
- Use **environmentally-responsible products** and methods for treating pool water



Source: www.accorhotels.group

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14

Hilton announces 2016 progress on its sustainable seafood commitments



“Identifying, implementing and scaling up responsible sourcing practices is a very complex and necessary task. We are committed to addressing the environmental and social impacts of our supply chain - beginning with where we can have a tangible positive impact: seafood.”

Examples of actions taken

- **Protecting the endangered:** Ban the procurement of endangered species from all our properties
- **Buying from the best:** Supply at least 25% of the total seafood for owned, managed and leased hotels from MSC certified sources
- **Investing in the rest:** Supply the rest from sources working towards certification, sustainable improvements, or on WWF green list
- **Train our teams:** Train our team in responsible seafood sourcing
- **Deepen partnership with NGOs and suppliers:** Collaborate with WWF and work with companies who supplies BAP certified shrimp to our hotels

A large steel truss bridge, likely the New York Throgs Neck Bridge, is shown at dusk. The bridge's intricate steel structure is illuminated with warm lights, and its reflection is visible in the water below. In the background, a city skyline with various skyscrapers is lit up, with their lights reflecting on the water. The sky is a mix of blue and orange from the setting sun.

Overview of SDGs in Thailand and MICE industry

SDGs in focus in Thailand 2016 - 2017



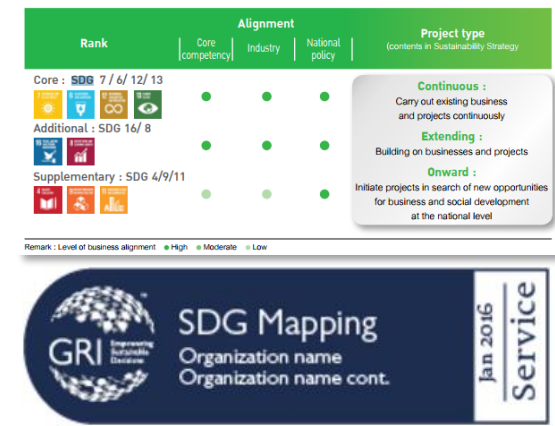
National Committee for Sustainable Development

- Established in 2016
- Link SDGs to Sufficiency Economy principle
- 2017 focus area: food production, illegal fishing, human rights, energy efficiency

Sustainable Development Forum 2016 by the Stock Exchange of Thailand



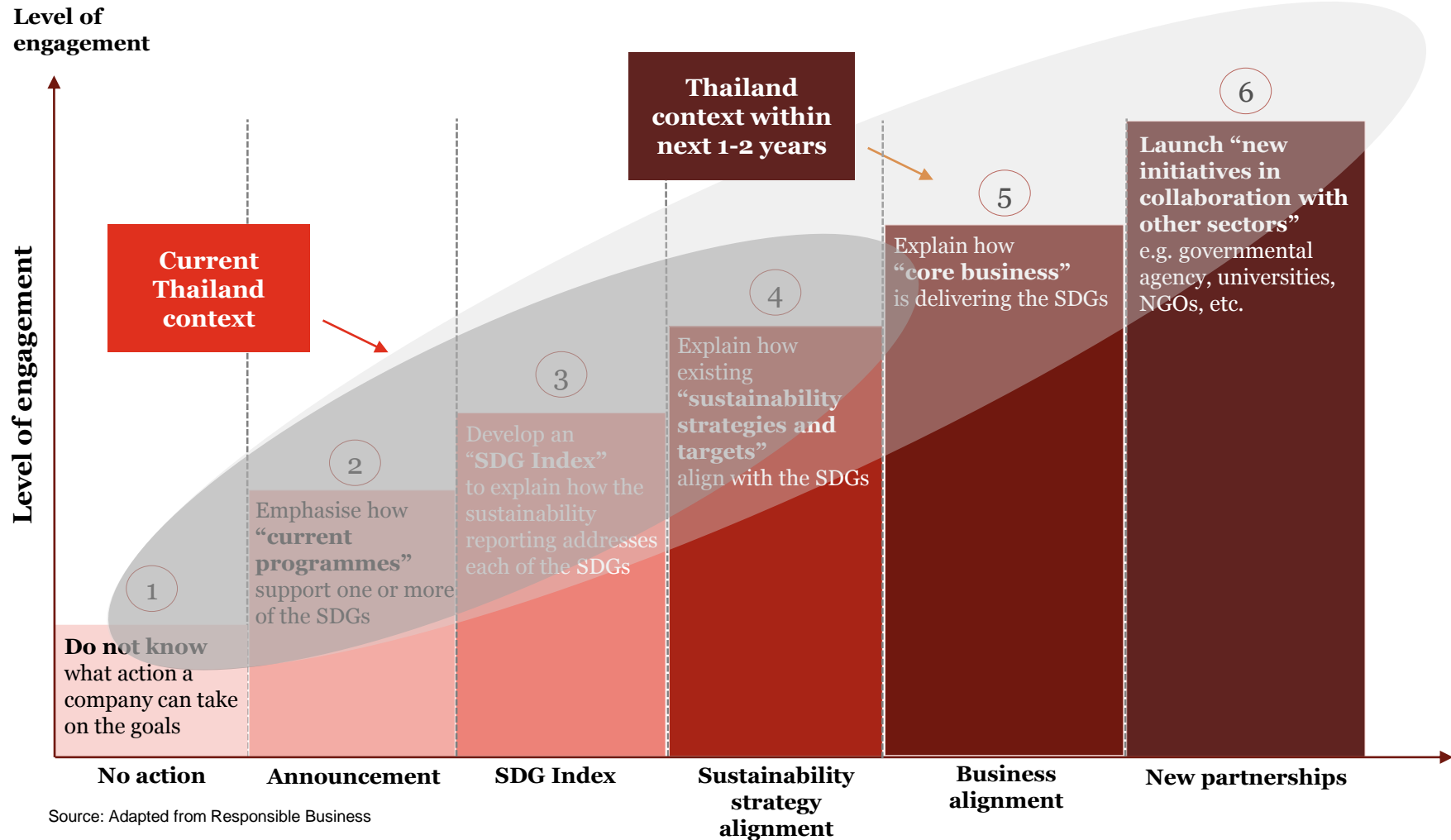
PwC partner with SET as a keynote speaker



Business is responding to SDGs

- SDGs mapping in its report
- Prioritize key relevant SDGs to its corporate strategy

National interest in the SDGs is high, with increasing levels of engagement from business



Source: Adapted from Responsible Business

PwC's SDG selector tool highlights the SDGs of greater impact to Thailand



Source: [pwc.com/SDGSelector](https://www.pwc.com/SDGSelector)

Also, it highlights the SDGs of greater business impact for retail and consumer industry



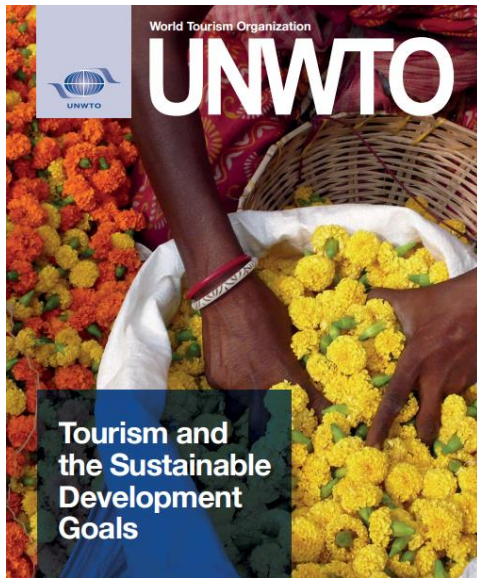
Source: [pwc.com/SDGSelector](https://www.pwc.com/SDGSelector)

Also, it highlights the SDGs of greater business opportunity for retail and consumer industry



Source: pwc.com/SDGSelector

Sustainable tourism and the implications for MICE



Promote sustained, inclusive and **sustainable economic growth**, full and **productive employment** and decent work for all



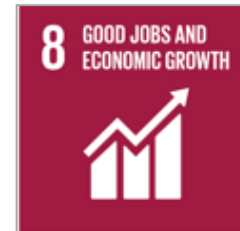
Ensure **sustainable consumption** and **production patterns**



Conserve and **sustainably use the oceans, seas and marine resources** for sustainable development

Example: Minor Group has aligned its sustainability efforts to the SDGs

Sustainable Development Goal เป้าหมายการพัฒนาที่ยั่งยืน	How Minor is supporting สิ่งที่ Minor กำลังทำเพื่อสนับสนุนเป้าหมาย	เป้าหมาย
1 End poverty in all its forms everywhere ขจัดความยากจนทุกรูปแบบ ทุกสถานที่	<ul style="list-style-type: none"> Responsible compensation and benefit practices and local employment การปฏิบัติที่รับผิดชอบต่อค่าตอบแทนและสวัสดิการ และการจ้างงานคนในชุมชน ในพื้นที่ที่บริษัทดำเนินการอยู่ 	ที่เคารพสิทธิมนุษยชน
2 End hunger, achieve food security and improved nutrition and promote sustainable agriculture ขจัดความหิวโหย บรรลุความมั่นคงทางอาหาร ส่งเสริมเกษตรกรรมอย่างยั่งยืน	<ul style="list-style-type: none"> Healthy menu offerings to customers การนำเสนออาหารที่ส่งเสริมสุขภาพแก่ลูกค้า 	และ benefit practices energy and water usage and safety management practices
3 Ensure healthy lives and promote well-being for all at all ages รับรองการมีสุขภาพและความเป็นอยู่ที่ดีของทุกคนในทุกช่วงอายุ	<ul style="list-style-type: none"> Responsible practices in minimizing environmental impacts and promoting occupational health and safety การลดผลกระทบต่อสิ่งแวดล้อม และส่งเสริมความปลอดภัย และสุขภาพอนามัยอย่างรับผิดชอบ 	ที่ลดความเสี่ยงด้านความปลอดภัย และ
4 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all รับรองการศึกษาที่เท่าเทียมและทั่วถึง ส่งเสริมการเรียนรู้ตลอดชีวิตแก่ทุกคน	<ul style="list-style-type: none"> Support for children and youth education and education facilities improvements Workforce and leadership development การส่งเสริมการศึกษาในเด็กและเยาวชน รวมถึงสนับสนุน สิ่งอำนวยความสะดวกในการเรียนการสอน การพัฒนาบุคลากรและผู้นำ 	abilities in local communities
5 Achieve gender equality and empower all women and girls บรรลุความเท่าเทียมทางเพศ พัฒนานาพการสตรีและเด็กผู้หญิง	<ul style="list-style-type: none"> Responsible labor practices that respect human rights and diversity Equal opportunities and development initiatives for female and male employees การปฏิบัติที่รับผิดชอบต่อแรงงาน ในด้านสิทธิมนุษยชน และเคารพในความแตกต่าง การให้โอกาสและการพัฒนาที่เท่าเทียมกันต่อพนักงาน ผู้ชายและผู้หญิง 	and natural heritage
6 Ensure availability and sustainable management of water and sanitation for all รับรองการมีน้ำใช้ การจัดการน้ำและสุขาภิบาล	<ul style="list-style-type: none"> Responsible water consumption Responsible wastewater management การใช้ใช้อย่างรับผิดชอบ 	



Social impacts

- **Employment for people with disabilities:** Employs 58 people to create high quality handmade jewellery, glassware and homewares for shops in Elewana hotels chain
- **Engage with local agriculture for better food supply:** Promote purchasing vegetable and herbs that are planted using hydroponic methods from local agriculture

Business impacts

- **Generated gross revenue** from handmade product selling of approximately USD 0.6m
- **Lower cost and increase quality of food** in the hotel chains

“Minor International incorporates the SDGs into its 5-year strategic plan, looking for opportunities to make a greater impact to the world”

Source: Minor Group sustainability report 2016

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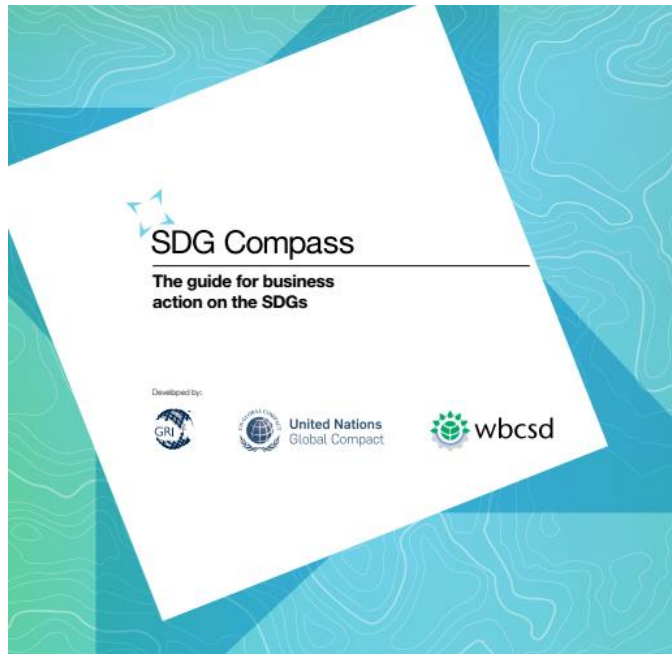
September 2017

23

An aerial photograph of a city street scene. The street is paved with asphalt and has white lane markings. On the right side of the street is a wide, light-colored sidewalk. Several mature trees with green foliage are planted along the sidewalk, each with a circular metal grate around its base. A person is walking a stroller on the sidewalk in the foreground. Further down the sidewalk, a man in a dark jacket is walking. On the street, a person is riding a bicycle. In the background, a body of water and a bridge are visible. The overall scene is bright and sunny, with shadows cast by the trees and people.





Responding to the SDGs

SDG Compass highlights five steps to take action on SDGs



Source: SDG Compass – The guide for business action on the SDGs (2015)

Prioritise the SDGs most relevant to your industry and country of operations

Prioritised SDGs for TH MICE industry		Focus area in Thailand 12 th Development Plan
Good health		<ul style="list-style-type: none"> Access to quality healthcare services Enhanced nutrition
Gender equality		<ul style="list-style-type: none"> Decent work and equal pay for all women and men
Good jobs and economic growth		<ul style="list-style-type: none"> Fair trade and development of labour practices
Reduce inequalities		<ul style="list-style-type: none"> Sustain income growth of the bottom 40 per cent of the population
Responsible consumption		<ul style="list-style-type: none"> Waste management Efficient use of natural resources
Life below water		<ul style="list-style-type: none"> Reduction of marine pollution and illegal fisheries activities
Life on land		<ul style="list-style-type: none"> Conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems
Peace and justice		<ul style="list-style-type: none"> Equal access to justice institutions Reduction of all forms of violence

Source: www.nesdb.go.th

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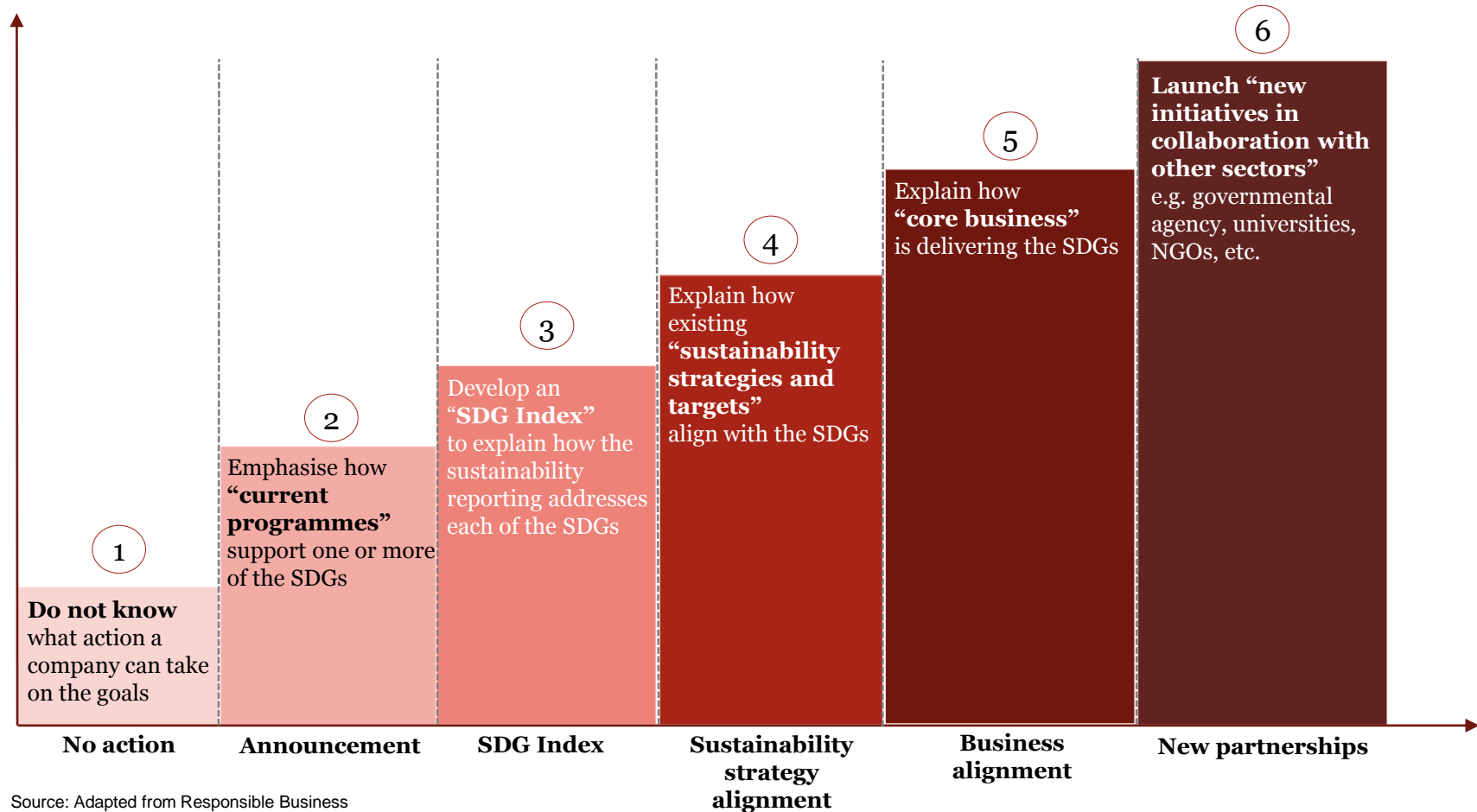
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26

Consider how ready you are to integrate SDGs into existing strategy and operations

Level of engagement



To disclose, leverage the Business Reporting guide on SDGs, once it's released



To be launched December 2017

Knowledge resources

SDG Compass	<ul style="list-style-type: none">• https://sdgcompass.org/
20th CEO Survey	<ul style="list-style-type: none">• https://www.pwc.com/gx/en/ceo-survey/2017/pwc-ceo-20th-survey-report-2017.pdf
Business reporting for the SDGs	<ul style="list-style-type: none">• https://www.globalreporting.org/information/SDGs/Pages/Reporting-on-the-SDGs.aspx
SDG Selector	<ul style="list-style-type: none">• https://dm.pwc.com/SDGSelector/

Our network

We have over 700 sustainability and climate change professionals in more than 60 countries, in our global sustainability and climate change network. And that number is growing. We have delivered approximately 300 sustainability engagements in South East Asia with a dedicated team of over 40 consultants.



Our strategic partnerships

We have strong alliances, partnerships and agreements with external organisations around sustainability issues, e.g.:



Contact us

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Visiting Scientist, MIT Sloan School of Management, US

MEng (Honours) Engineering, Economics and Management from University of Oxford, UK

Andrew is a key figure in developing the corporate sustainability agenda across South East Asia. He has personally led over 150 corporate and developmental sustainability engagements across the region, including:

- Leading edge assessments of the impact of both sustainability initiatives and material ESG indicators on base value for over 25 companies in SE Asia
- Development and application of an approach to quantify the societal impact of companies for a sovereign wealth fund's portfolio
- Application of PwC's Total Impact Measurement & Management (TIMM) framework to understand the societal value of a scholarship program
- Valuation of high conservation value wetlands and identification of sustainable financing options
- Assessment of a client's Trust performance as one indicator of sustainability effectiveness and development of strategies to enhance trust
- Development of corporate sustainability and creating shared values strategies
- Development of sustainability disclosure guidelines for regional regulators and delivering training to listed companies
- Identification and prioritisation of sustainability risks and assessment of material sustainability issues
- Development of regional green growth strategies

Andrew has been invited to speak in a number of forums, including: The Global Business Initiative on Human Rights Business Roundtable; "Going Green: Tackling the New Blue", WIEF Young Leaders' Forum; "ACCA/IAAER Accounting for Climate Change roundtable", World Congress of Accountants; "Leadership and Sustainable Development", ASIA 21 Young Leaders' Summit; "Measuring Shared Value", Nestle. He took a sabbatical a few years ago to spend a year with MIT Sloan School of Management, where he delivered lectures on sustainability and coached student teams.

Prior to joining PwC, he was a consultant with Gemini Consulting (London), where he worked on strategic, operational and change management issues. Andrew recently took a career break to take up a post at MIT Sloan School of Management to share his insights on sustainability and SE Asia. In his spare time, Andrew enjoys the Malaysian outdoors and mountain bikes, scuba dives, goes trekking, and plays tennis. He is also a keen volunteer and has participated in a program to build houses for the hardcore poor in Northern Mongolia.



At PwC, we put strategic thinking at the heart of sustainability, and sustainability at the heart of corporate strategy

Our global sustainability network comprises over 700 practitioners, with over 30 professionals in PwC's South East Asia Consulting Services team. To date, the team has delivered over 300 engagements in the region.

The PwC network functions effectively within and between territories and continents to help solve cross-border issues of concern to our national and multi-national clients, both government bodies and public and private companies.

www.pwc.com/my/sustainability



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BA, Commerce and Accountancy – Chulalongkorn University, Thailand

Kulawal is a Manager of the Sustainability and Climate Change team in PwC Thailand. Aside from supporting sustainability engagements ranging from sustainability strategy development to Dow Jones Sustainability Index (DJSI) and Global Reporting Initiative (GRI) preparation, she has a keen passion for water-related issues, has experience working in The Netherlands, Germany, Sweden, and Thailand. As part of her work at PwC, she has supported the identification and analysis of water-related risks of a food and beverage company in Thailand.

Key work experiences:

- National electricity generating: Working with the client to develop their 2016 sustainability report according to the GRI G4 guidelines while supporting them in preparing for listing in the Dow Jones Sustainability Index (DJSI). Through conducting GRI training, identifying and prioritising relevant stakeholders, identifying issues along the value chain, and performing a materiality assessment, she supported the client selecting the material topics to be reported, and is providing assistance in their DJSI journey by raising awareness around the DJSI requirement.
- Global Reporting Initiative (GRI) G4 Certified Trainer: Provided an introduction to GRI G4 training to clients from German food and beverage company, Baden-Württemberg bank and NGOs.
- Conducted pioneering product water footprint labelling: Her research discusses “Product Water Footprint Label” as a tool to communicate water consumption of a product to end-consumers and includes empirical evidence from representatives of a leading Thai agribusiness conglomerate and governmental agency. She was invited to present her research in the “Trade and Food Security” workshop at the World Water Week 2012 in Stockholm, Sweden.
- Leading Carbon Footprint Calculation: Participated in Carbon Footprint Calculation project hosted by Lufthansa Cargo in Frankfurt and Main and came out with a practical approach in calculating carbon footprint of cargo freight as well as marketing plan for this practice.

Prior to joining PwC, she was a consultant with dokeo GmbH based in Stuttgart Germany, where she worked on sustainability reporting and communication. In her spare time, Kulawal enjoys reading, traveling, swimming and practicing her violin.



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September 2017

32



Appendix

PwC was heavily involved in the lead-up to the UN Sustainable Development Goals and COP21

Sustainable Development Goals

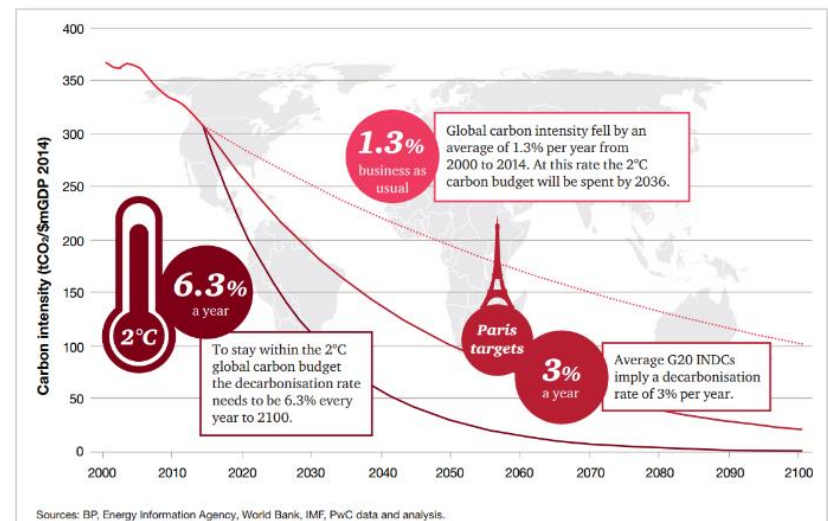
PwC conducted surveys among companies and citizens to check the level of awareness on the SDGs and how companies were planning to engage with them. **This survey was done by PwC to share with the UN Private Sector Forum in September 2015.**

In addition, there is a specific survey conducted with 300 companies in South East Asia.



PwC Low Carbon Economy Index 2015 and other COP21 analyses

PwC examined the ambition of national targets and asked if they are adequate in terms of delivering the decarbonisation required to limit warming to 2 degrees – and considered the implications of these targets for business and the scale of investment required to achieve them. We have also produced a wide range of other analyses related to COP21.



PwC diagnostic tool can show you the links between 17 SDGs and your materiality

	Understand, assess, prioritise		Set goals and tell your story
Key steps	Geographical analysis a set of global heat maps for each SDG goal 1	Company analysis assessing your impact on the SDGs 2	Structured discussion and interviews refining the output and building consensus 3
What is it for?	Understand different national SDG priorities and hotspots	Get a global view of your operations, supply chain and impacts with respect to each SDG area	Check and tailor results, define your company strategy and messaging, set goals and define metrics
Comments	<ul style="list-style-type: none"> • Uses external development and environmental indicators and PwC specialist knowledge. • This data will be updated regularly to incorporate National SDG targets and indicators as they continue to be developed. 	<ul style="list-style-type: none"> • Our SDG Mapping Diagnostic uses Input Output Modelling to distribute national SDG scores to constituent sectors – both to a company's direct operations and also within their supply chain. • A weighting is applied based on expert research studies and surveys. 	<ul style="list-style-type: none"> • We work with you through a structured discussion of the output of the diagnostic tool to refine the results. Topics could include: <ul style="list-style-type: none"> • Strategic priorities and sustainability priorities • Identification measurement and management of risks and opportunities in relation to your key SDGs • SDG outcomes vs business benefits • Data and measurement capability



Source: PwC - Engaging with the Sustainable Development Goals: Achieving the ambition (2015)

PwC Thailand has delivered services to support business in its path towards UN SDGs

PwC Sustainability Academy: Introduction to the UN SDGs

Objective

- To provide foundational knowledge on the UN SDGs and their implications for business



UN SDGs Initiatives Development Workshop



Objective

- To develop a high-level roadmap of distinctive initiatives to respond to the UN SDGs

UN SDGs Navigator Tools

Objective

- Identification of SDG priorities and hotspots to support materiality assessment and validation company's self-selected priorities



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