

Speakers' Presentations

MICE Sustainability Forum 2017





Mr. Suriyon

Director Competitiveness Development Office
The National Economic and Social Development Board





“Sustainable Development Policies and Plans at the National Level: How the policies and plans will enhance service industry”

Mr. Suriyon Thunkijjanukij

Director of Competitiveness Development Office
National Economic and Social Development Board

MICE Sustainability Forum 2017: Sustainability as Business Model
5th September 2017, Plaza Athenee Hotel, Bangkok



Outline

- 1 Global Future and Challenges for Thailand**
- 2 Thailand's National Strategy and Development Plan**
- 3 From the National Strategy to the 12th Plan**
- 4 Enhancing Service Sector**



In next 5 years, global economy is expected to be in a moderate path, with the risk of volatility in global economic and financial system while integration will be enhanced

Global Economy

Competition will be more fierce, with challenges from trade barriers and more trade groups



Medium outlook of global economy

global economic recovery remains slow



Brexit causes
uncertainty in
global economic
recovery



Fundamentals
of key
economies
remain weak



Risk from
economic
instability
remains high



Direction of
monetary
policy in key
countries

Trade Barriers



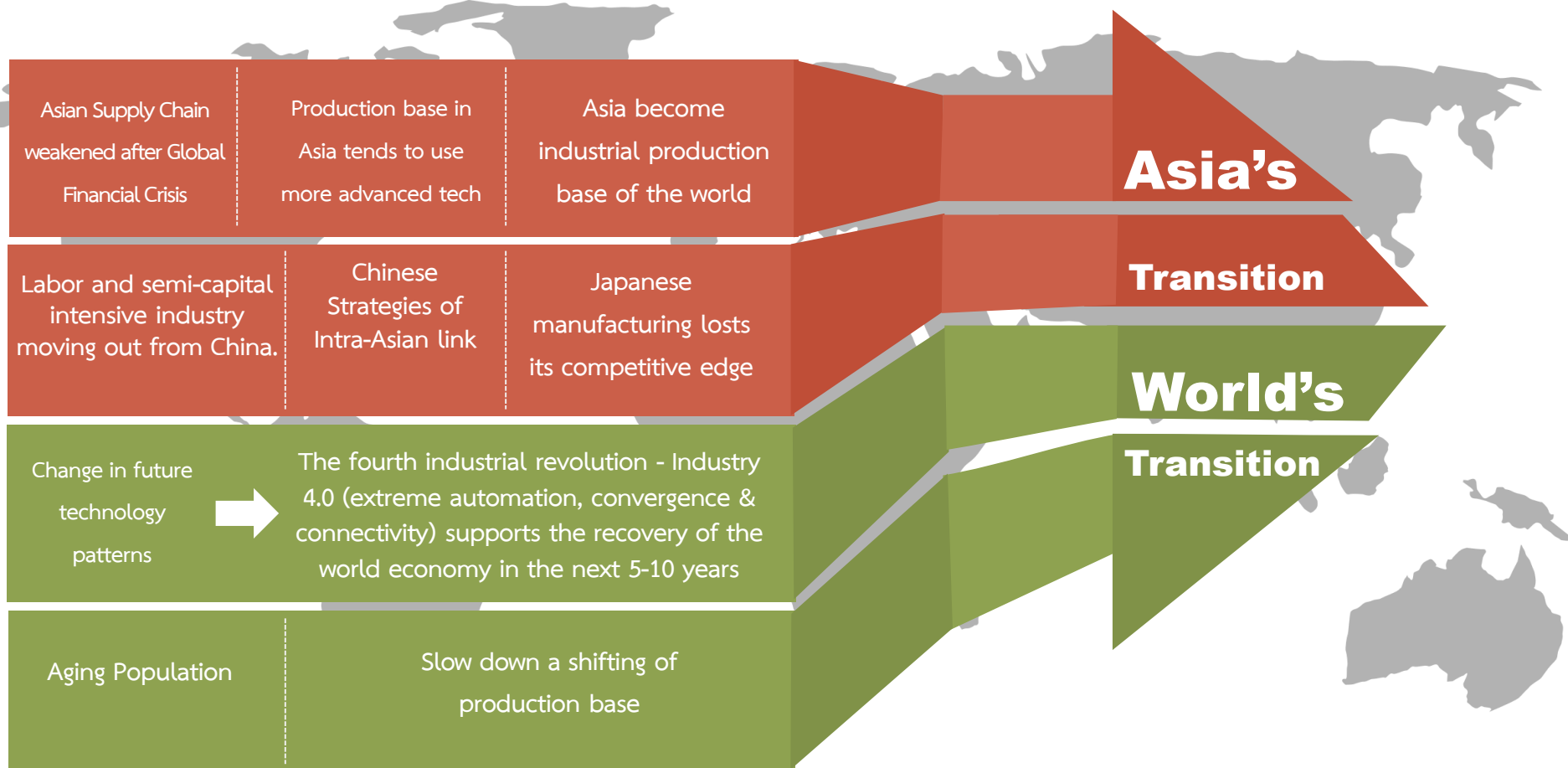
New forms of
trade barriers
(NTBs)

FTA Group



Increase in Free
Trade
Agreement
among groups
of countries,
led by US,
Germany, &
China

The transition of the world and Asia in the medium and long term



For the Thai economy, challenging issues need to be addressed during the 12th NESDP

Ineffective fiscal management

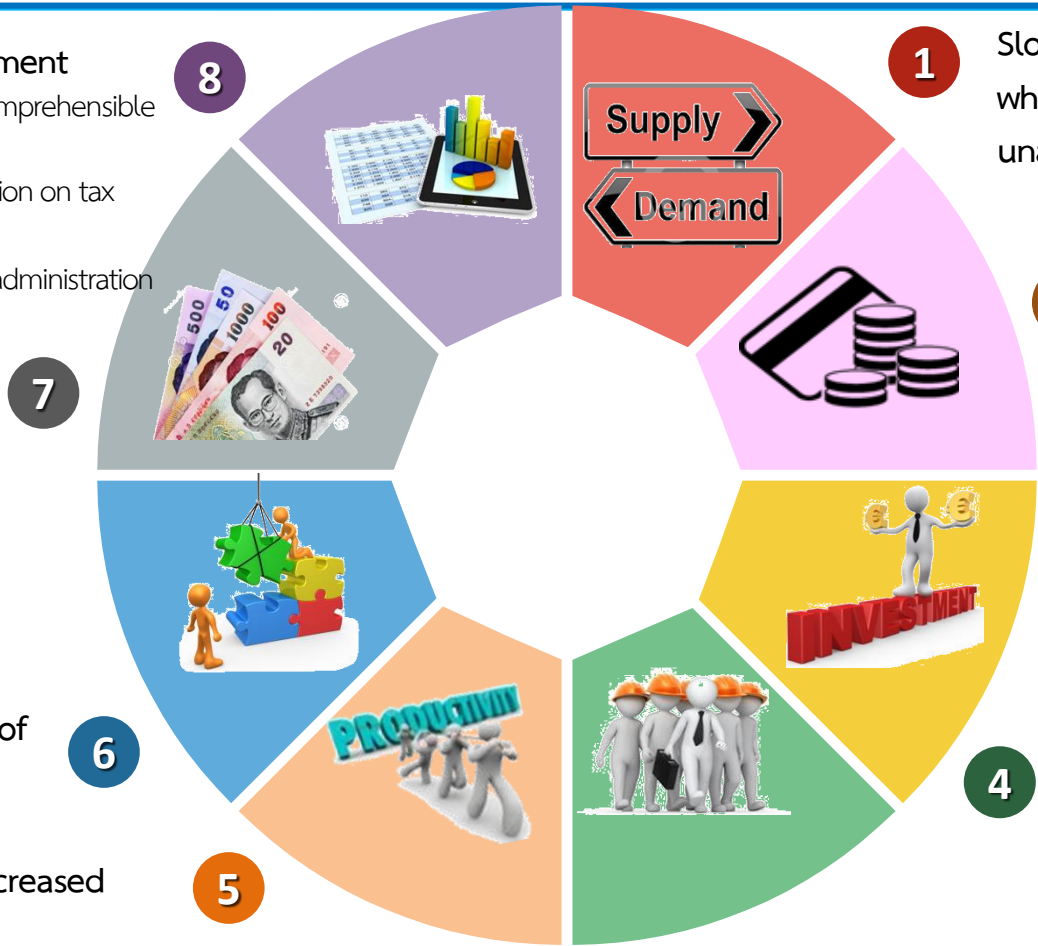
- Unwell-integrated and incomprehensible area-based budgeting
- Narrow tax base and limitation on tax collecting
- Inefficient local-level fiscal administration

Financial sector is not well-functioning

- Access of SMEs
- Allocation of savings
- External competition

Too slow restructuring of production

Low and slowly-increased productivity



1 Slowdown global economy, while domestic market is unable to compensate

2 Insufficient fiscal stimulus to sustain economic growth

3 Inadequate investment to boost potential growth

4

- Growing elderly population
- Reduction of workforce since 2015

Opportunities and risks in the next five years



Production and service remains strong to continue on growth path



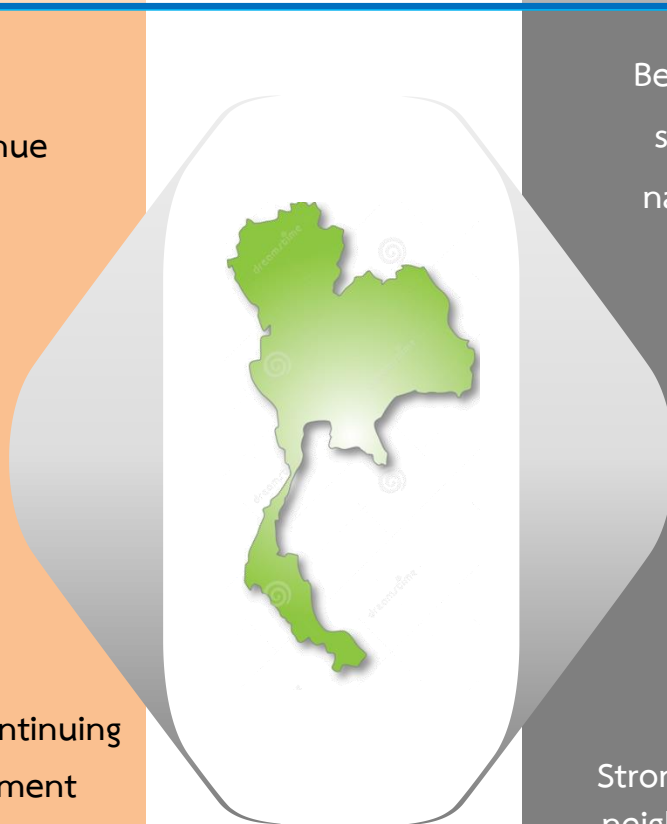
Partnerships and opportunities in ASEAN and RCEP

- Market expansion
- Factor of production
- Center of manufacturing, service and logistics



Opportunity for continuing economic development

- Fast growing middle class
- Multilateral and bilateral co-operation



Becoming a complete ageing society by the end of 12th national development plan



Much slower, but more volatile global economy



Increasingly global competition



Stronger competition from neighboring countries and trading partners



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- 1 **Global Future and Challenges for Thailand**
- 2 **Thailand's National Strategy and Development Plan**
- 3 **From the National Strategy to the 12th Plan**
- 4 **Enhancing Service Sector**



Thailand in 2036....



People have creative thinking and analytical skills. Eager to learn, good conscience, disciplined, and healthy



Developed
High-income
Country



Green and livable cities (zero waste)



Bio-based economy
high-value service
sector
Trading nation



Fairer society
Lives of citizens
improve



Knowledge Economy

(Productivity & Innovation driven)



Efficient modern
Transparent public sector



Strategies

Competitiveness

High-income
country

15,000
US\$/year

GDP growth

5–6%

Competitiveness
index

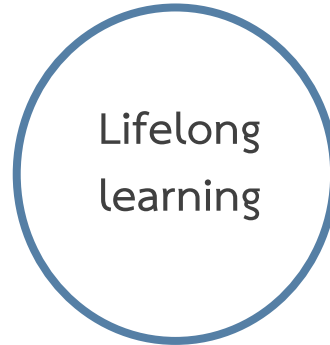
≤ 10

* From 6,000 USD/Year (approx.
200,000 Baht) to 15,000 USD/Year
(approx. 500,000 Baht) / At the
exchange rate of 1 USD = 34 Baht

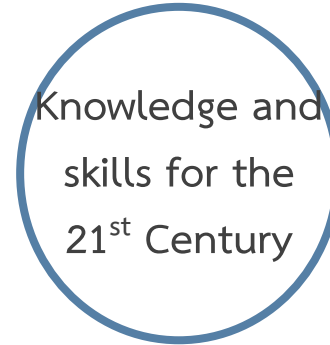


Human Capital Development

All age groups



Quality
education



The elderly



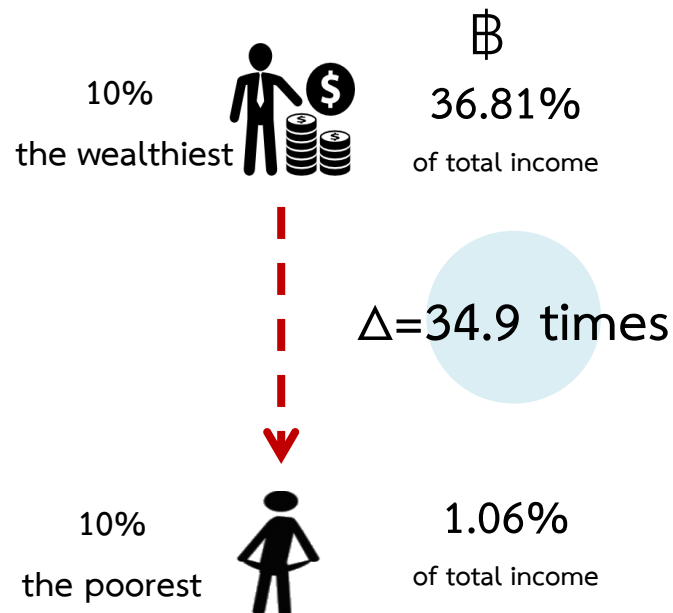
6 Strategies

Opportunity and Social Equality

Reduced social inequality

0.36

Gini Coefficient



6

Strategies

Eco-friendly Growth

Forest area

40%

of total
land area

Greenhouse gas emission

Reduced by

20–25%

* From 31.2 percent (approx. 100 million rais) to 40 percent (approx. 128 million rais)



Stability

Politics

Stable

International
threats

Reduced/
prevented

ASEAN
and the world

Trust



Balance and Public Sector Management

Public service

Digital Service

Corruption
index in ASEAN

2

Laws, rules
and regulations

Fair, modern,
precise

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From the National Strategy to the 12th Plan

Thailand in 2036

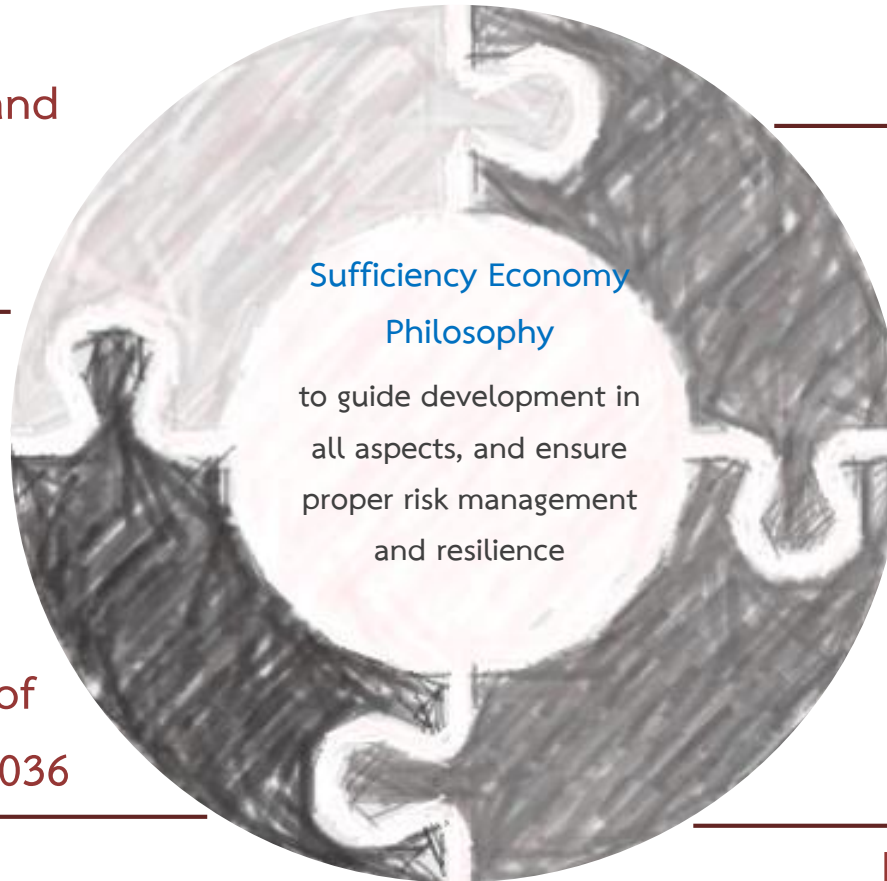


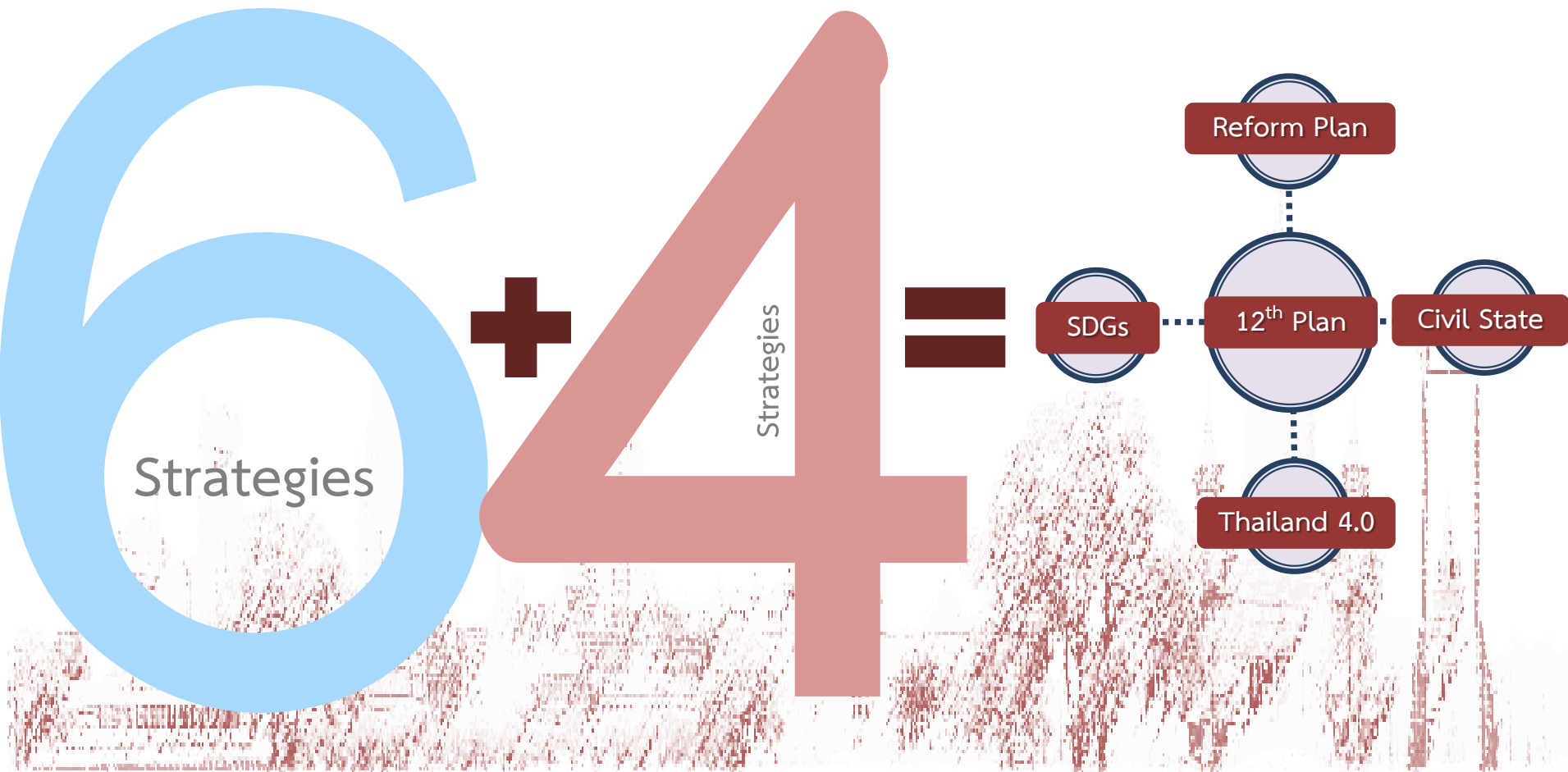
Implementation and
tangible results
in 5 years

People-centered
development

Future goals of
Thailand in 2036

Vision under
the 20-Year
National Strategy





6-6-4 20-Year National Strategy to the 12th Plan

20-Year National Strategy



Balance and
Public Sector Management



Stability



Eco-friendly Growth



Competitiveness



Opportunity
and Social Equality



Human Capacity
Development

6



Good Governance
and Efficiency



Stability



Eco-friendly Growth
for Sustainable Development



Economic Strength and
Competitiveness



Social Fairness and
Reduced Inequality



Human Capital
Development

6

Int'l Affairs,
Neighboring Countries
and the Region



Regional, Urban and
Special Area
Development



Science, Technology,
Research and Innovation



Infrastructure
and Logistics



4



12th Plan

The Making Process of the 12th Plan



August 2014

Designed the framework of the 12th Plan

Organized a brainstorming meeting for NESDB executives to set a development framework for the 12th Plan



2015 | Set the strategic framework and direction of the 12th Plan

○ Jan 2015 Appointed the Board Committees for the 12th Plan

○ July 2015 Conducted regional consultations

○ 13 Sept 2015 Organized NESDB Annual Conference on “The Direction of the 12th Plan”

✓ 22 Dec 2015 The Cabinet approved the strategic framework and direction of the 12th Plan

2016 | Drafted the 12th Plan and put it in effect

○ Appointed Sub-Committees for each strategy

○ Apr – May 2016 Conducted regional consultations

○ July 2016 Organized NESDB Annual Conference on “The Draft 12th Plan”

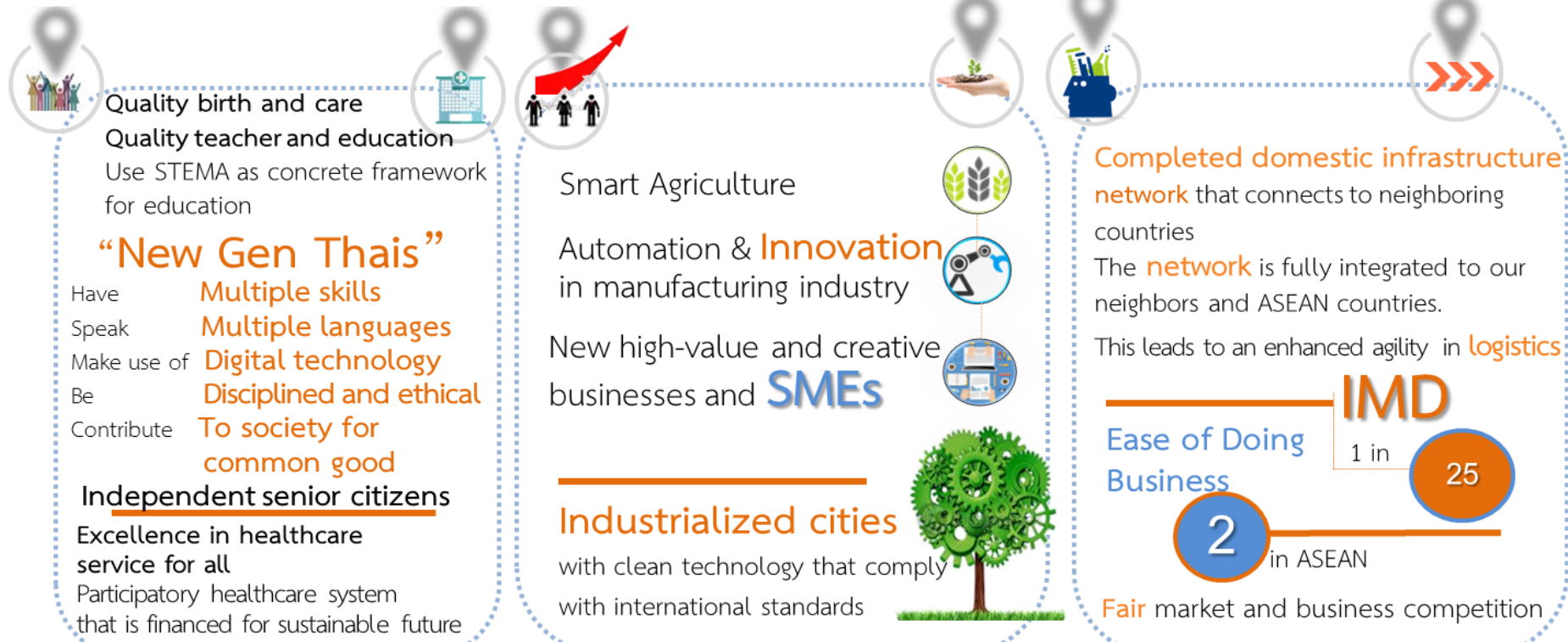
○ Aug 2016 Proposed the draft to the Cabinet

○ Sept 2016 Amended the draft as suggested by the Cabinet. The royal assent has been granted and the Plan took effect from 1 Oct 2016.



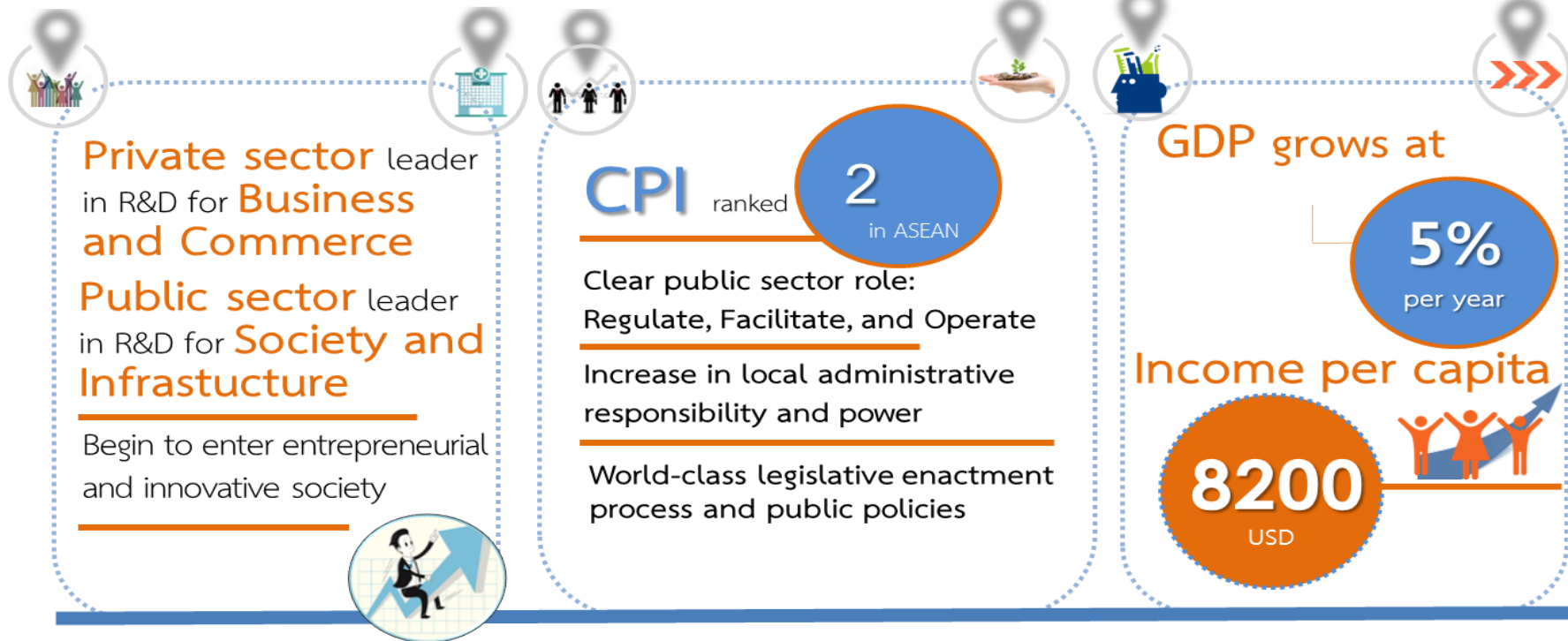
Milestones

IN 5 YEARS,



Milestones

IN 5 YEARS,



External Factors and Trend

- Emerging markets with a greater role
- Global financial market with no borders
- More liberalization in post-2015 ASEAN
- Fast R&D in science and technology



- Transition into aging society globally
- Spread of the global culture mingling with local cultures

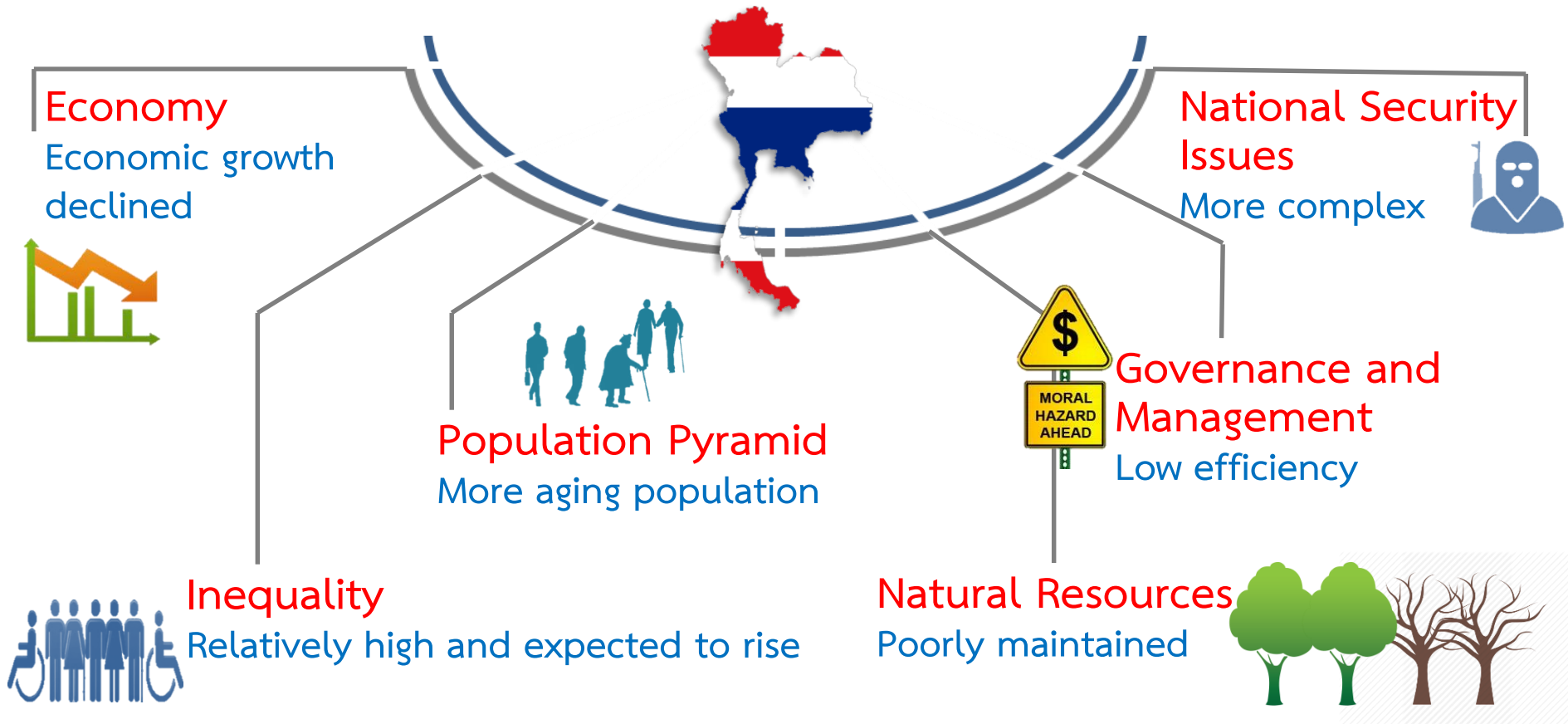


- Sustainable Development Goals (SDGs) 2030
- International agreement on climate change
- Climate change and more severe natural disasters



- Expansion of great powers with a greater role around the world
- Territorial dispute between states
- Multinational crime to rise and become out of control

Internal Factors and Trend



Emphasis and Major Development Issues of the 12th Plan

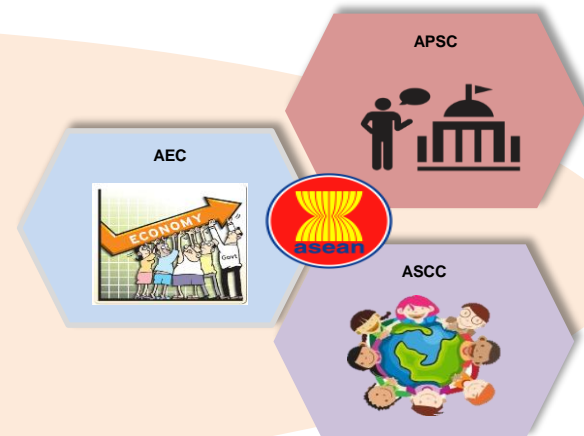


- Advance science, technology and innovation
- Prepare human resources supply and capability
- Ensure fairness and reduce inequality
- Improve the economy
- Ensure natural resources and environmental security
- Bring back security to support economic and social development

- Manage public sector governance
 - Advance infrastructure and logistics
 - Develop cities, regions and economic zones
 - Strengthen international cooperation
 - Accelerate macroeconomics
-

Goals and Objectives





Thailand 12th National Economic and Social Development Plan is in line with the UN SDGs 2030 and ASEAN Community Vision 2025



10 Strategies of the 12th Plan



10 STRATEGIES IN THE 12TH NATIONAL PLAN (2017-2021)

Strategy 1

Human Capital Development

Strategy 2

Promoting Social Fairness &
Inequality reduction

Strategy 3

Strengthening Sustainable
Economic and Competitiveness
Development

Strategy 4

Green Growth for Sustainable
Development

Strategy 5

National Security for Country
Development



Strategy 6

Enhancing Public Administration,
Corruption prevention & good
governance

Strategy 7

Advancing Infrastructure and Logistics

Strategy 8

Science, Technology, Research and
Innovation Development

Strategy 9

Regional, Urban and Economic area
Development

Strategy 10 :

International cooperation for
development

“Strong and inclusive economy
to become a high-income
country with stability, fairness
and sustainability”

Strategy 3 Economic Strength and Competitiveness

High-priority approaches

- Uplift agri-food production
- Create a strong foundation for high-technology industries
- Increase competitiveness of the services sector
- Review laws and regulations to encourage fair trade and investment
- Support financial institutions and financial systems to reduce costs

Stable and sustainable economic growth

Economic growth

5% annually



GDP per capita

8,200 USD
in 2021



Overall productivity

2.5% annually



Inflation rate

2.5 ± 1.5



Strengthen economic sectors

Agriculture, industry and services sectors

to grow by

3%/4.5%/6%



Farmers to receive an income of

59,460 bath
per household



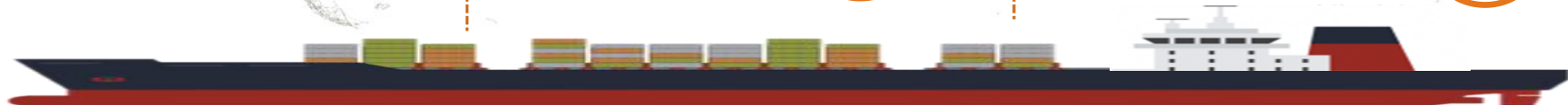
Develop eco-industrial

towns in **15** areas



Tourism to generate

no less than **3** trillion baht



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Development Guidelines

Service Sector

Strategy for Strengthening the Economy, and Underpinning Sustainable Competitiveness



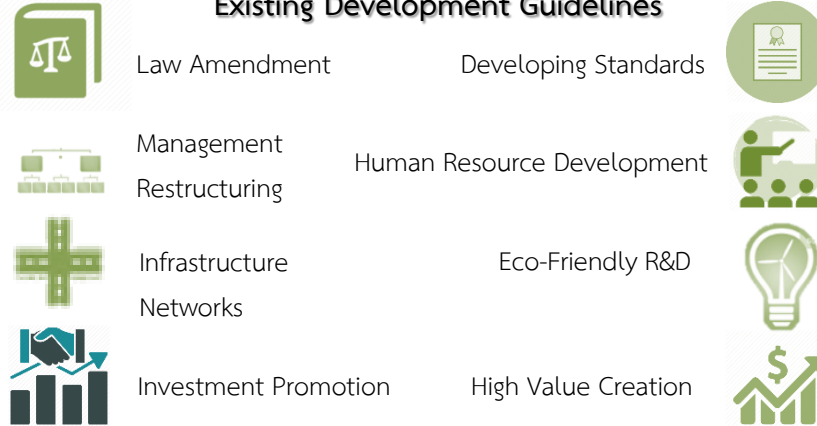
Developing Potential and Existing Services



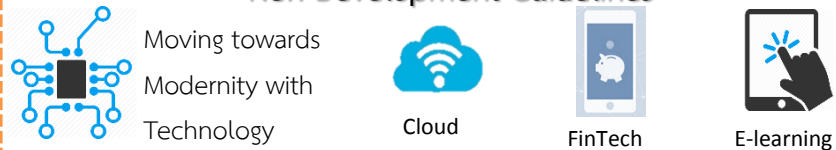
Uplifting the New Services



Existing Development Guidelines



New Development Guidelines



Service Sector's Innovation



Goals

To increase the growth of service sectors at least 6% per year.

To reach 3 trillion baht in tourism revenues.

To raise the rank of Thailand's TICI to top 30.

Thailand's Development should be Transformed to a **Value-Based Economy**, based on **the Philosophy of Sufficiency Economy** in order to guide the country towards **Stability, Prosperity, and Sustainability**.

Now

More for Less

- Cost Reduction / Market Expansion
- Led by Industries
- Focus on Manufacturing



=



Value Added $\times 2$

Comparative Advantage
Biodiversity & Cultural Diversity

Future

Less for More

- Innovation
- Led by Technology & Creativity
- Focus on Service Sector & High Valued Products



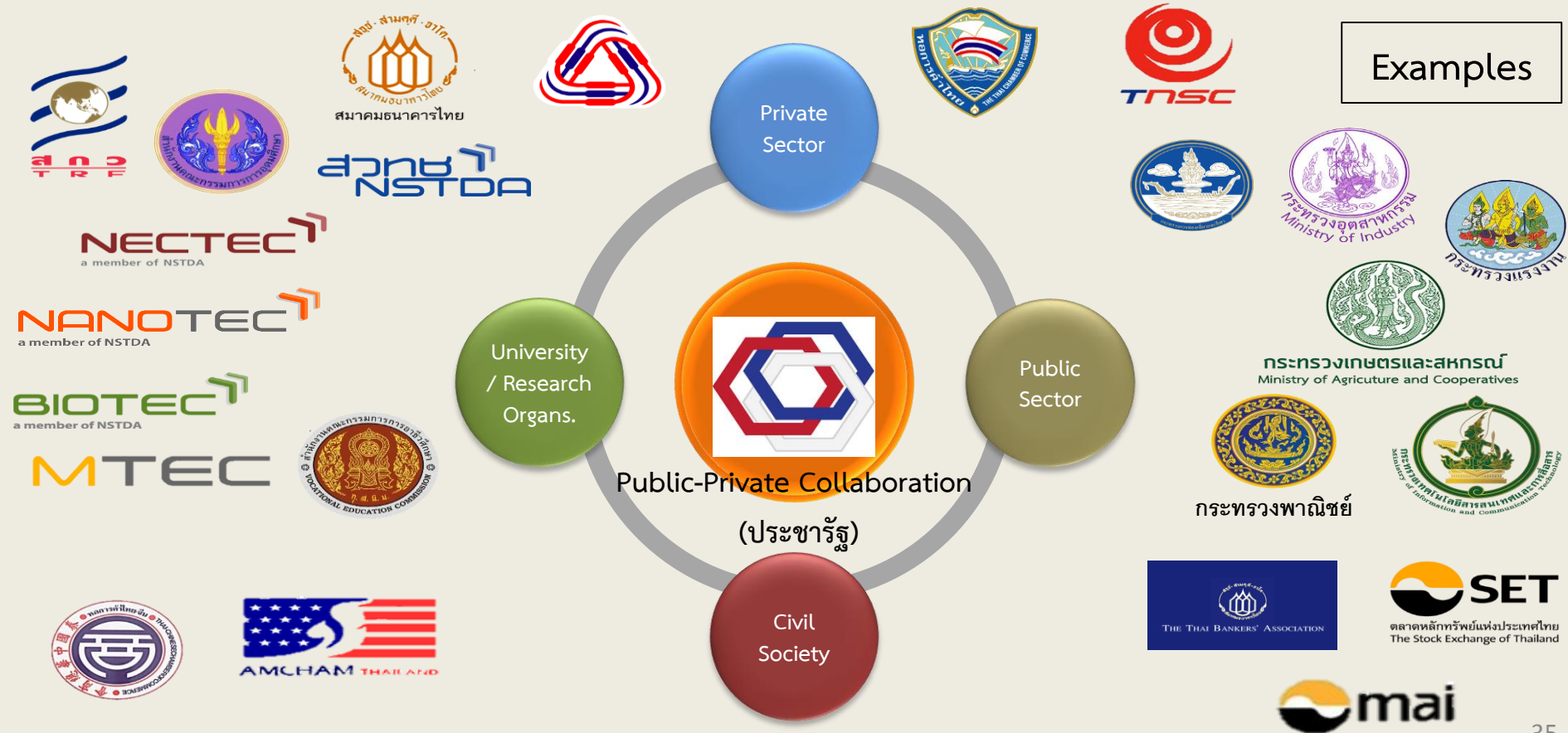
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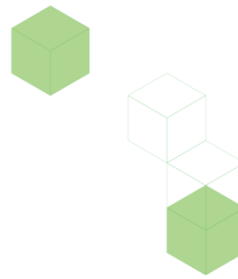
Value Added $\times 4$

Competitive Advantage
Focus on Innovation & Creativity

Through the Mechanism of the Public-Private Collaboration



Thank You



Mr. Andrew Chan

Sustainability & Climate Change Leader, South East Asia Consulting Services, PricewaterhouseCoopers

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

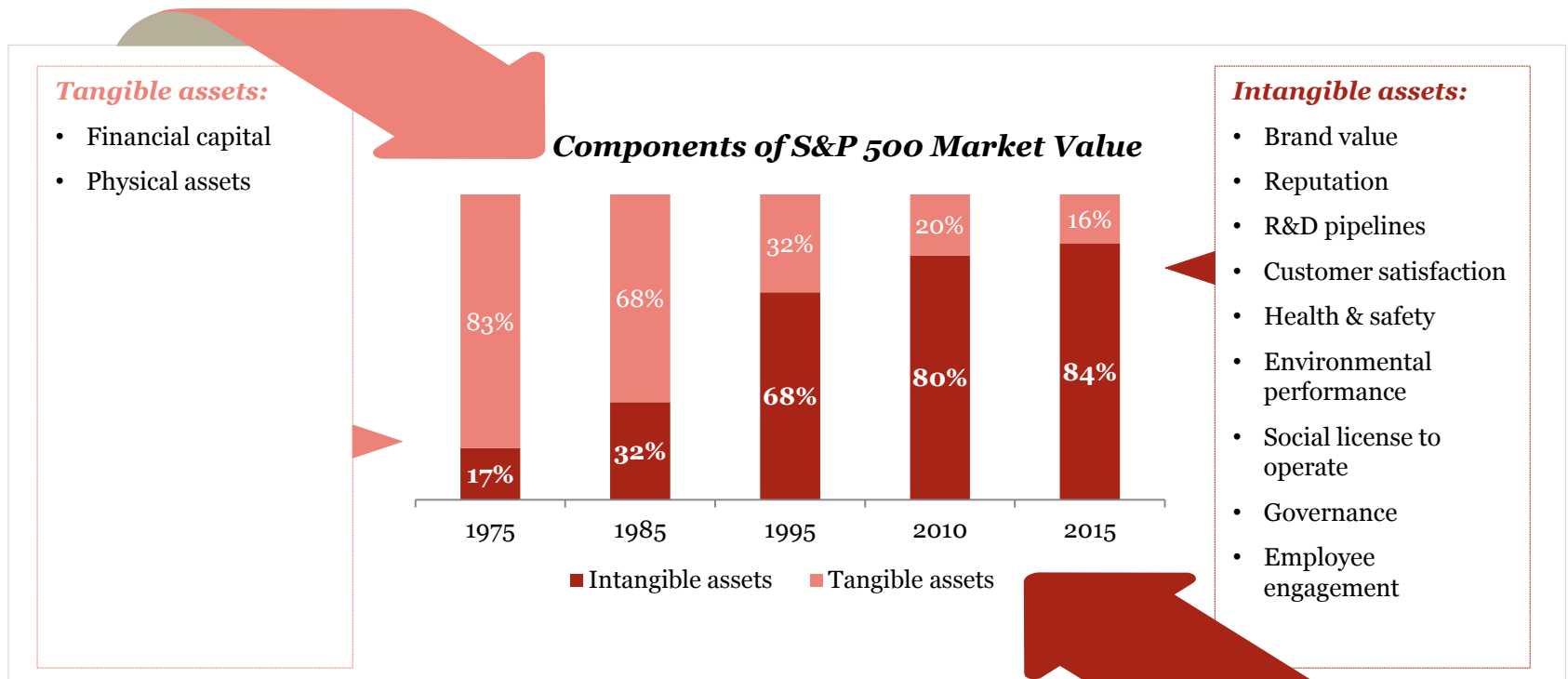
**Understanding some good practices in responding to SDGs:
The case for MICE industry**

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



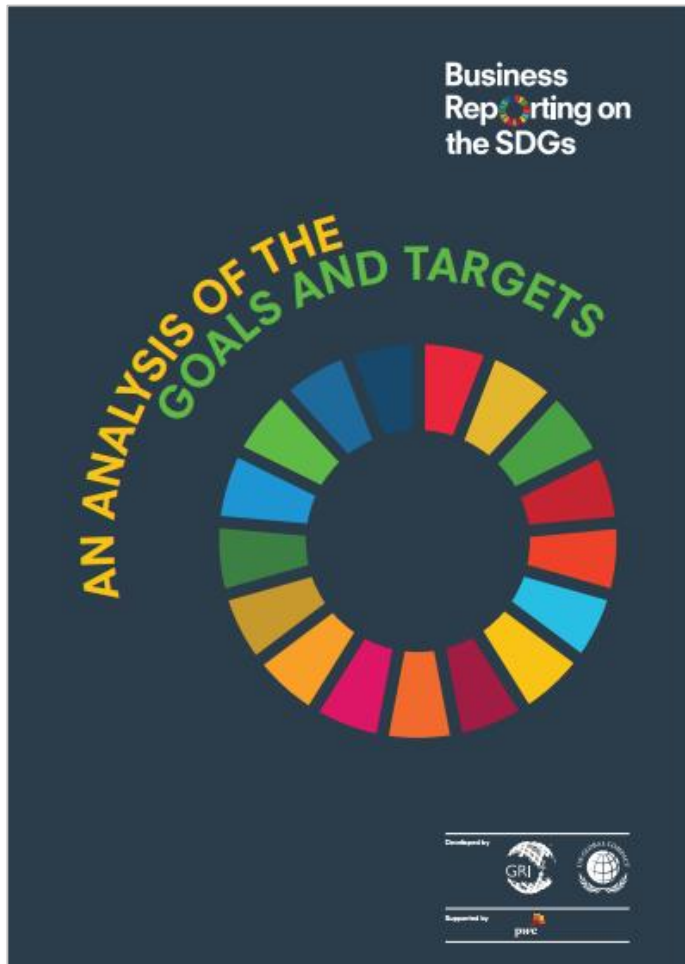
*To be launched December
2017*

Source: www.globalreporting.org

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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/>

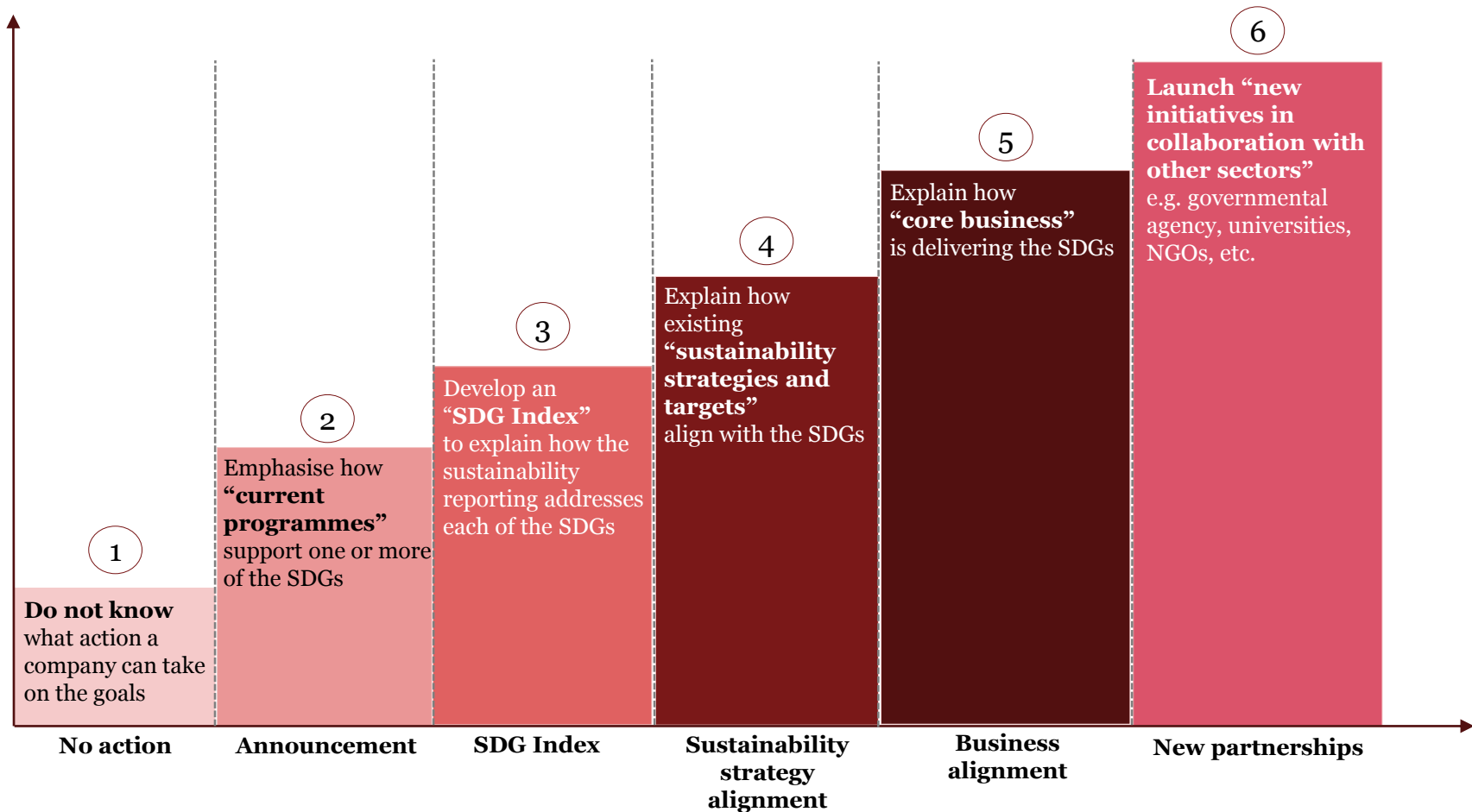


Examples of global corporate response to SDGs



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

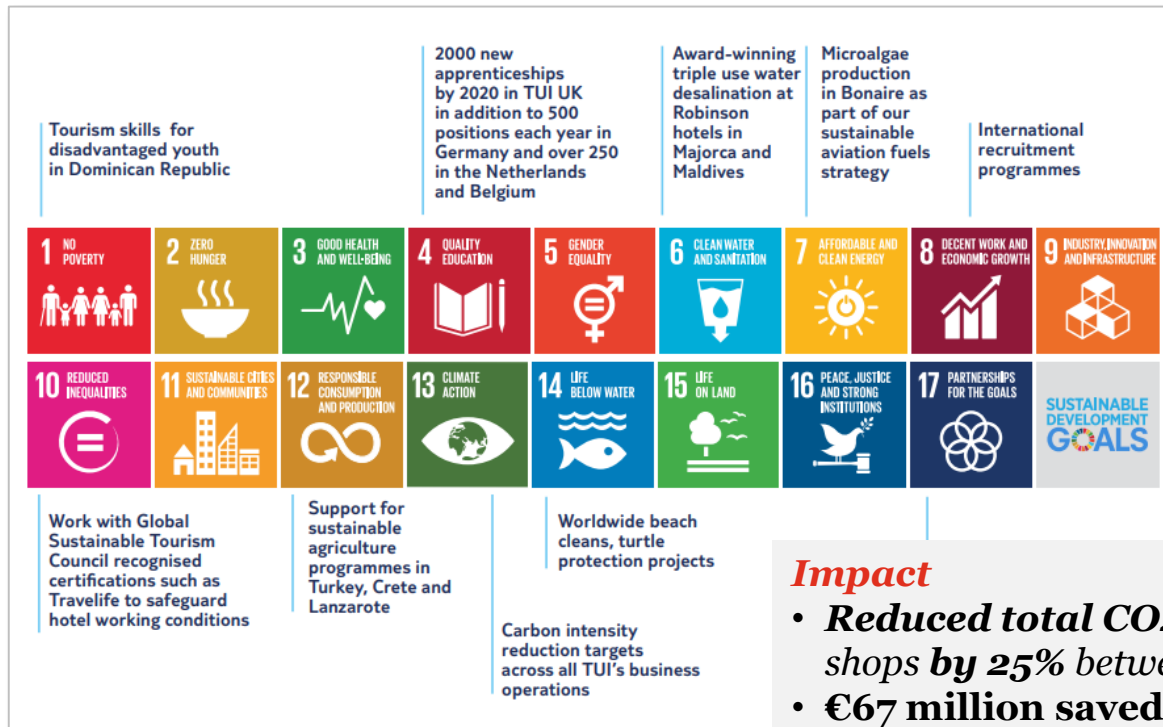


A Cleaner World



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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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

Source: newsroom.hilton.com



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



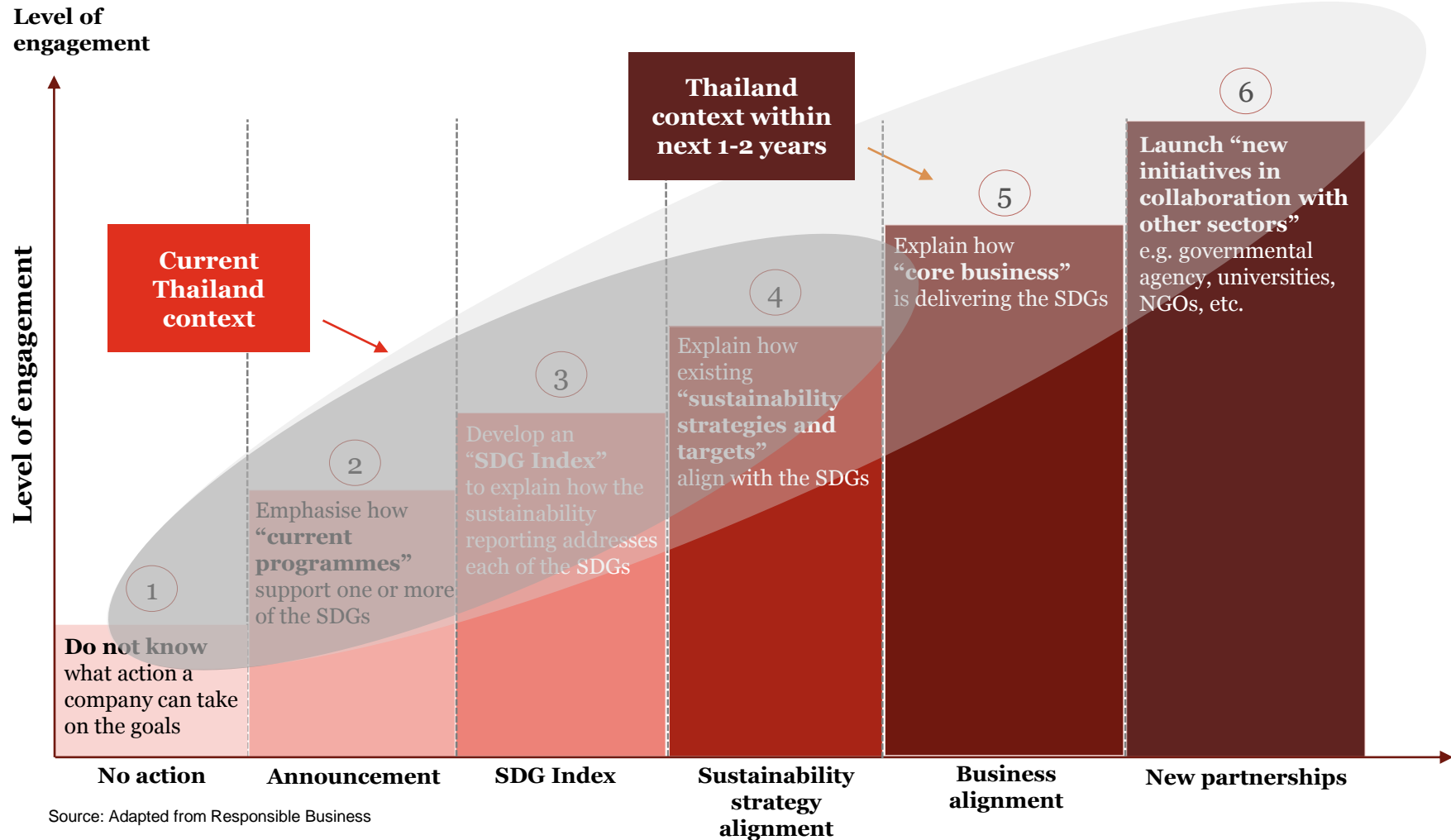
PwC partner with SET as a keynote speaker



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

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



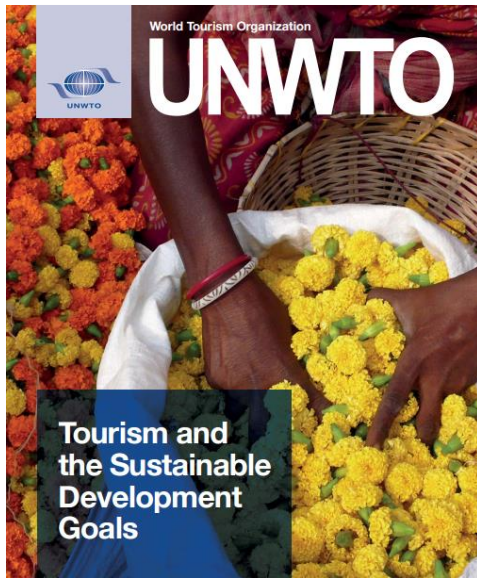
Source: [pwc.com/SDGSelector](https://www.pwc.com/SDGSelector)

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



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



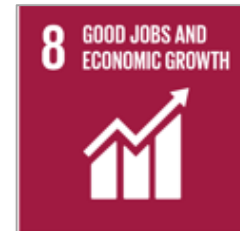
Ensure **sustainable consumption** and **production patterns**



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 การปฏิบัติที่รับผิดชอบต่อคนในชุมชน และการทำงานและสวัสดิการ 	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 	ที่ลดผลกระทบต่อสิ่งแวดล้อม และความปลอดภัย และสุขภาพ
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 	
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 การให้โอกาสและการพัฒนาที่เท่าเทียมกันต่อทั้งพนักงาน ผู้ชายและผู้หญิง 	abilities in local communities 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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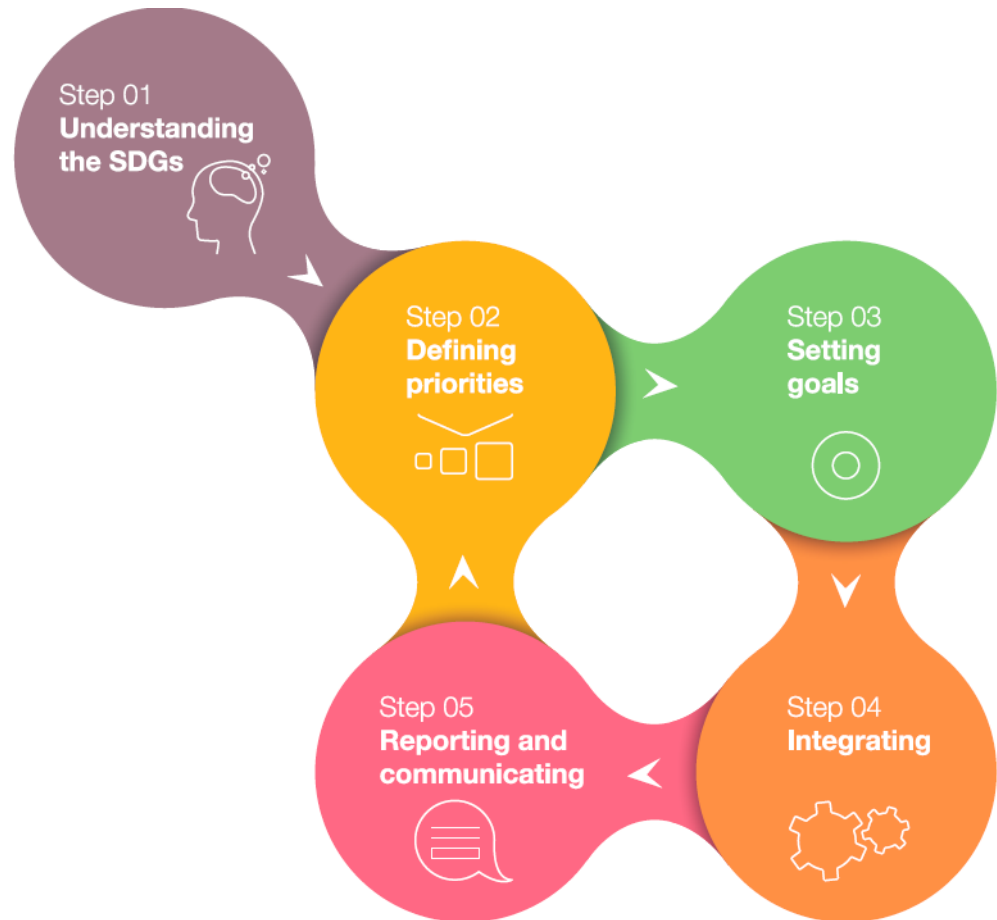
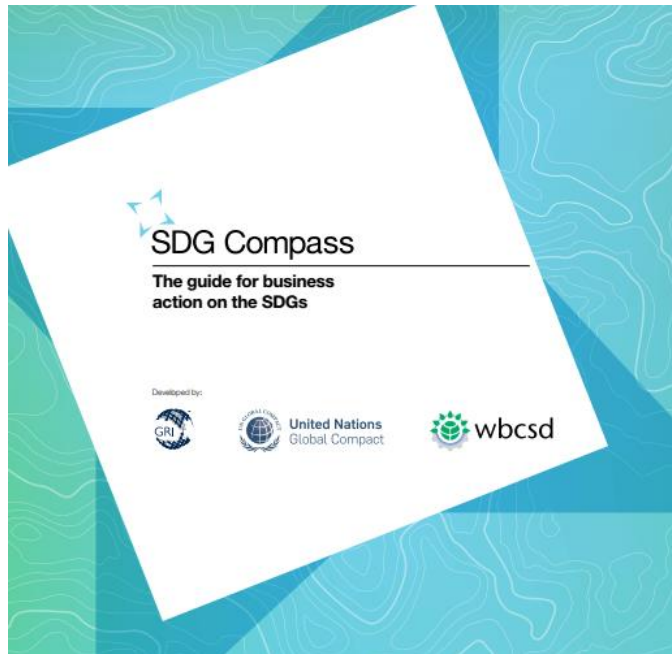
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An aerial photograph of a city street scene. The street is paved with asphalt and has white lane markings. On the right side of the street is a wide, light-colored sidewalk. Several mature trees with green foliage are planted along the sidewalk, each 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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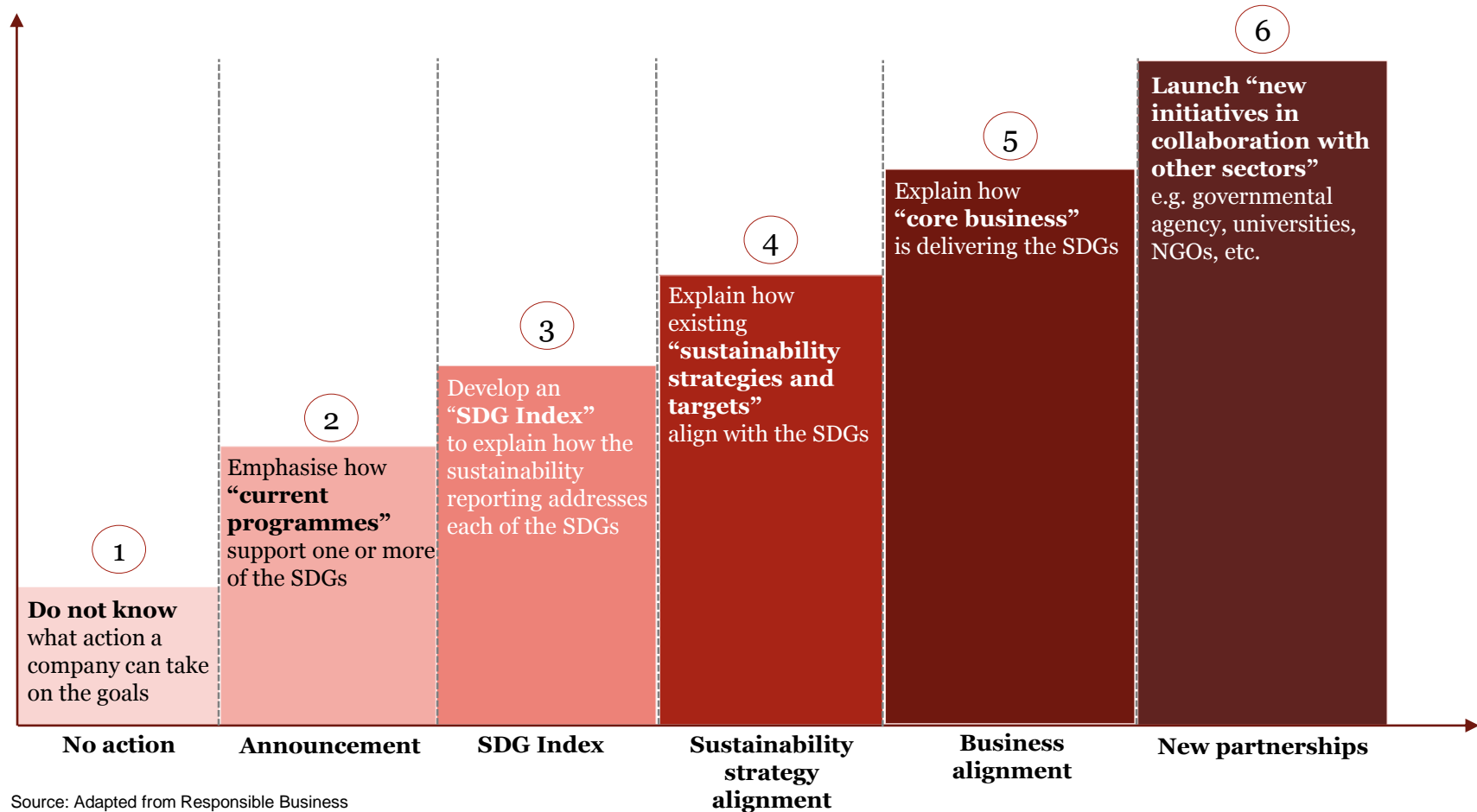
PwC

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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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 Dedicated sustainability team

September 2017

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Kulawal Supesuntorn Sustainability & Climate Change – Manager, PwC Thailand

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MBA in Sustainability Management, Leuphana Universität Lüneburg, Germany
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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Appendix

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

Sustainable Development Goals

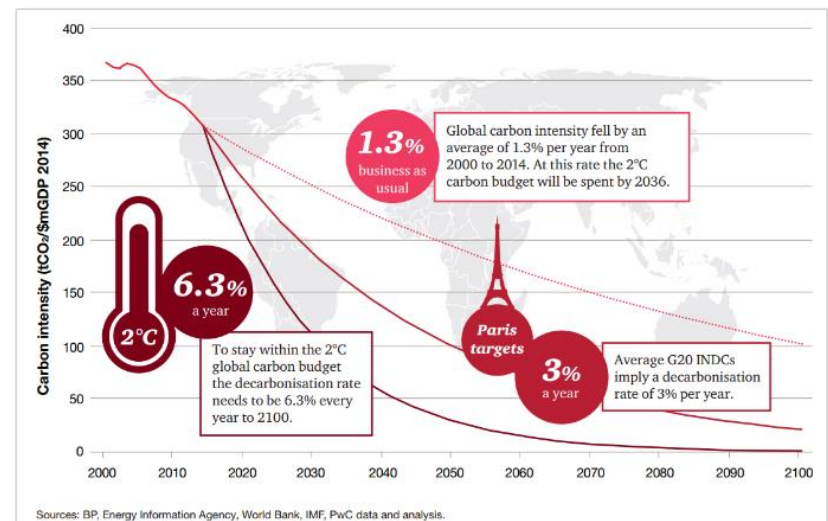
PwC conducted surveys among companies and citizens to check the level of awareness on the SDGs and how companies were planning to engage with them. **This survey was done by PwC to share with the UN Private Sector Forum in September 2015.**

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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Ms. Elisa

Managing Director, Consumer Sectors, BSR
(Business for Social Responsibility)



Sustainability Marketing: Marketing, communicating and selling your sustainability efforts

Elisa Niemtzow – September 2017



BSR[®]

The Business of a Better World

BSR: Global Nonprofit Business Network

We are a global nonprofit organization that works with our network of more than 250 member companies and other partners to build a just and sustainable world. From our offices in Asia, Europe, and North America, we develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration.



What you'll learn from today's presentation

Introduction

- **The Business Case:** Why Thai MICE players should invest in sustainability
- Why Selling Sustainability is Difficult

Part 1: The Barriers + Benefits Value Equation

- Three Simple Rules
- **Examples:** What Doesn't Work & What *Does* Work

Part 2: Sustainability Messaging – Lessons Learned

- The Sustainable Lifestyles Frontier Group Multi-Brand Test
- Findings and Recommendations

Q&A

Introduction

Meetings Planners Are Interested in Sustainability

- A SuccessfulMeetings poll found that over **70% of planners said that sustainability policies have some or a great deal of influence on hotel choice** and over 60% said the same about event venues and convention centers¹
- Approximately **40% of meeting planners expect to hold a green meeting in the next year**, which represents a 4% increase for both association and government planners (2016)²
 - Over 50% of meeting planners report that **recycling has been incorporated into meetings** and over 20% are interested in sustainable cuisine options and food donations.

What green meeting elements have you incorporated into your programs? Please check all that apply.

	TOTAL	ASSOC.	CORP.	GOV.	IND.
Recycling	50.6	47.9	48.9	73.5	38.9
Food donation/sustainable cuisine	22.6	24.0	17.9	11.8	33.3
Green venue site selection	16.5	16.7	14.1	35.3	22.2
Paperless meetings	33.9	38.5	32.1	58.8	22.2
Carbon offsets	3.7	4.2	3.8	5.9	0.0
I don't plan green meetings	31.9	30.7	34.8	11.8	44.4
Other	4.2	5.2	3.3	5.9	5.6

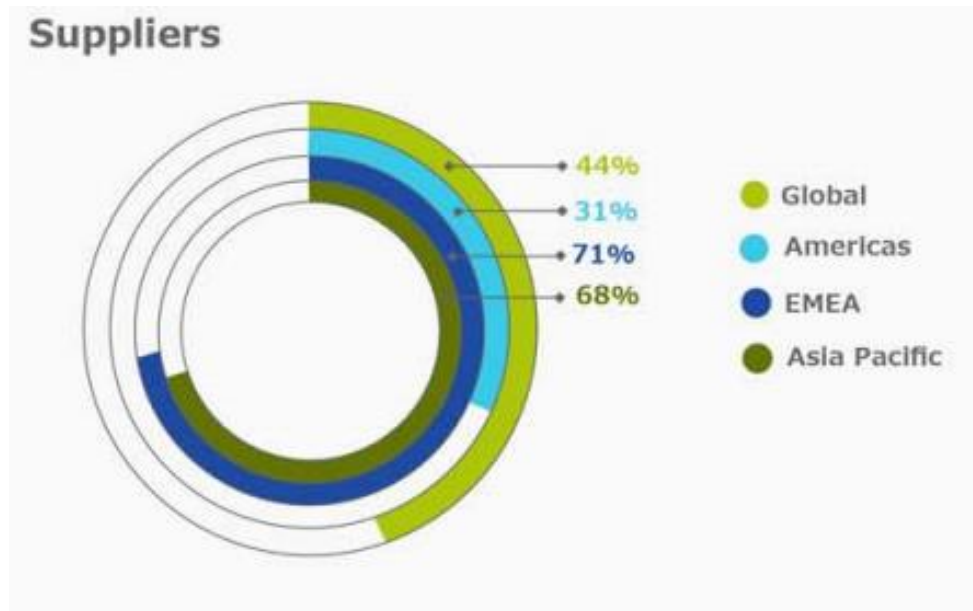
Findings from 2016 Meetings Today poll

¹ <http://www.successfulmeetings.com//Strategy/Meeting-Strategies/Research--Sustainable-Meetings-Survey/>

² <http://www.meetingstoday.com/Magazines/ArticleDetails/ArticleID/27482/RegionID/0?Page=2>

MICE Industry Has Increasing Expectations

- 44% of hotels worldwide and 68% of hotels in the Asia Pacific region have sustainability requirements for suppliers³
 - Approximately 40% of hotels in Asia Pacific have sustainability requirements in procurements with contractors and service providers.
- Research on the key factors effecting perception of sustainability within the Thai MICE industry identified **sustainability initiatives**, such as reusable promotional materials, **electricity consumption**, and **waste diversion as significant contributors to the perception of sustainability**⁴



Findings from 2016 Green Lodgings Report on the number of hoteliers using sustainability requirements for suppliers.

³ <http://hasekcom62.wpengine.com/wp-content/uploads/2016/11/Green-Lodging-Trends-Report-2016-11-29-16.pdf>

⁴ [Perceived Attributes of Event Sustainability in the MICE Industry in Thailand](#)

Building Resilience Against Climate Change is Crucial (1/2)

Why should Thai purveyors of conference venues be concerned about sustainability and climate change?

- Climate change will lead to **increased rainfall, more powerful weather events, and an increase in daily temperature** – higher temperatures are expected to lead to extended droughts¹
- Changes in temperatures, flooding, and impacts of rising sea level are likely to increase disease outbreaks, displacement in local populations, and increased social tension
 - **Direct impact will be felt on employees, host communities and supply chains**



Thai airways plane sitting in floodwaters in Bangkok following flooding in 2011.

¹ <https://www.bsr.org/our-insights/report-view/climate-resilience-in-thailand>

Building Resilience Against Climate Change is Crucial (2/2)

- **Sea level rise, coastal erosion and increased weather event intensity will likely damage coastal regions**, with a negative impact on beach resorts and tourism
 - For example, a 2010 Coral bleaching event off the coast of Thailand, Indonesia, and Malaysia resulted in losses of between \$50-80 million
- A 1.5 degree Celsius change can result in a 14cm rise in sea-level by 2025, which would lead to flooding in 43% of Bangkok
 - Potential for large scale impact on tourism infrastructure and perception ²
- Negative impacts from tourism on the environment have already caused the government to close islands near Phuket, damaging tourism revenues for operators

Thailand closes 'overcrowded' Koh Tachai island to tourists

Guardian

Three More Thai Islands Limit Tourists

Conde Nast Traveler

Tourism + Climate Change = Famous Thai Islands Closed

Triple Pundit

¹ <https://www.bsr.org/our-insights/report-view/climate-resilience-in-thailand>

² Turn Down the Heat: Climate Extremes, Regional Impacts, and the Case for Resilience, World Bank

Given the Business Case, Why is Selling Sustainability So Hard?

The **Values-Action Gap** = the difference between what consumers/buyers say in surveys and what they actually do

One simple question can change everything:

How can sustainability give my consumer more?

Part 1: The Barriers + Benefits Value Equation

Sustainable Lifestyles Frontier Group

- Mainstream consumers are beginning to look for **products** with **environmental** and **social benefits**, in addition to traditional benefits around **functionality** and **brand**.
- Businesses are beginning to adapt to this shift in consumer preference.
- The **Sustainable Lifestyles Frontier Group** (SLFG) is taking the lead on accelerating positive lifestyle and purchase shifts, learning from participating businesses on how to enable better marketing across industries and around the globe.
 - **Drive business case clarity:** uncover the evidence and arguments to drive action inside business
 - **Foster external engagement:** uncover shared challenges and solutions through engagement with global peers
 - **Facilitate internal engagement:** provide a platform for sustainability teams to engage marketing and finance teams



FUTERRA

Futerra is the sustainability change agency. Using strategy and communications to imagine better businesses, better brands, and ultimately a better world.

Selling Sustainability Guide

- The group's publically-available guide offers three rules to market by.



Three rules for marketing sustainability

IF YOU REMEMBER
NOTHING ELSE:

1

Offer consumers
more value from
sustainability

2

Build functional,
emotional and
social benefits

3

Timing
matters

1. Offer consumers more value

For most sustainable products and behavior campaigns the hard question of “what’s in it for the consumer?” is still largely unanswered.

Sustainable products and behaviors are better for the planet, but we need to make them better for the person.

Until we have a compelling value proposition from sustainability, well-intentioned products and campaigns will continue to struggle.

There is a value equation. You need to tip the balance between the barriers and benefits of your product or behavioral ask.




$$\text{LESS BARRIERS} + \text{MORE BENEFITS} = \text{VALUE}$$

Barriers can be lack of skills, motivation, infrastructure or beliefs (to list a few). For example, a barrier to purchasing an electric car might be the belief that the driving experience will suffer from inferior performance.

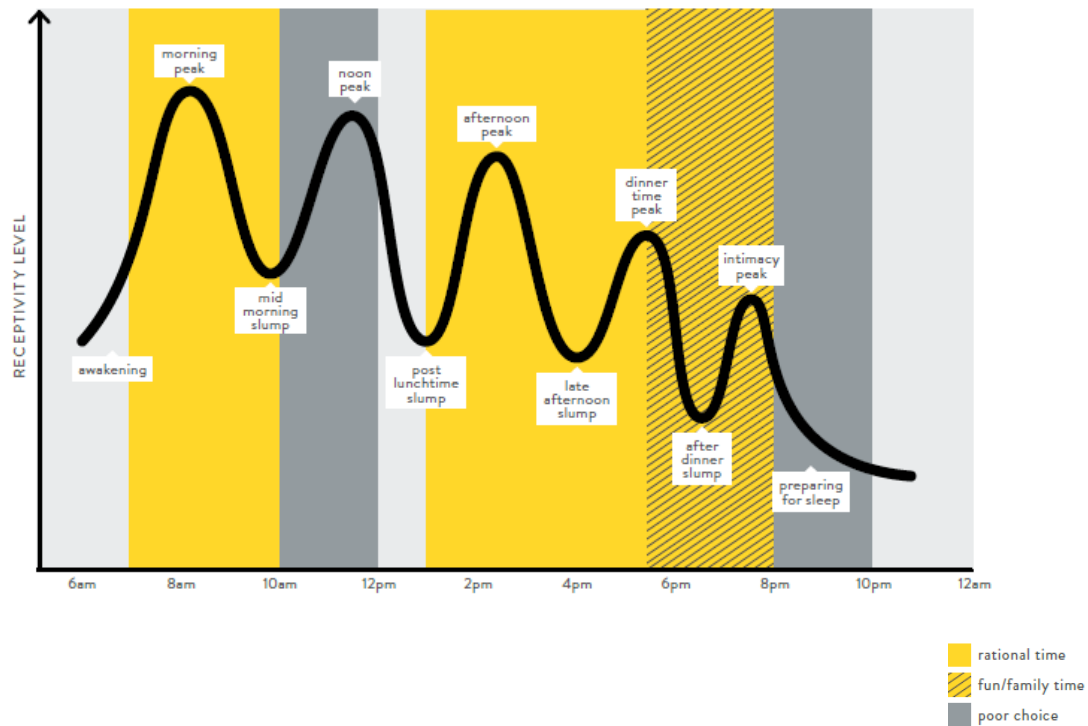
Benefits can be functional, emotional or social. Driving an electric car can come with functional benefits, in that you can refuel at home. It also has social benefits – automakers connect drivers to a community of ‘believers’ through apps and online forums.

Remove the barriers and shine a light on the benefits. This is how you deliver better consumer value from sustainability.

2. Build Benefits

 FUNCTIONAL VALUE	 EMOTIONAL VALUE	 SOCIAL VALUE
<p>Can sustainability add or detract from value for money?</p> <p>Enhance or hinder performance and efficacy?</p> <p>Improve or worsen quality?</p> <p>Give my consumer more or less time in their day?</p> <p>Add to safety or risk?</p> <p>Make their life easier or harder?</p>	<p>Can sustainability strengthen or weaken sensory enjoyment?</p> <p>Offer more or less physical comfort?</p> <p>Provide a thrill of excitement or only a dull experience?</p> <p>Heighten self-worth or add guilt?</p> <p>Can be personalized or just general issue?</p> <p>Make their life happier or sadder?</p>	<p>Can sustainability improve family bonding or generate strife?</p> <p>Make them seem more or less desirable in others eyes?</p> <p>Prove how cool, smart and able they are or make them look foolish?</p> <p>Offer community and sense of belonging or isolate them?</p> <p>Is it socially shareable or too singular?</p>

3.Messages Matter



What doesn't work ...

SAVE OUR PLANET

Dear Guest,

Every day millions of gallons of water are used to wash towels that have only been used once.

YOU MAKE THE CHOICE:

A towel on the rack means:
"I will use again."

A towel on the floor means:
"Please replace."



Guilting consumers to action



Thank you for helping us conserve
the Earth's vital resources. ♻️



***“I want
to **be** a pair
of jeans.
Recycle me.”***



IWantToBeRecycled.org



KEEP AMERICA
BEAUTIFUL

Tugging at the heart strings

Relying on consumer altruism



What does work ...

Case Study: Intermarché Inglorious Fruits & Vegetables

- <https://www.youtube.com/watch?v=qQQMygivn0g>



A HIDEOUS ORANGE

**MAKES
BEAUTIFUL
JUICE.**

Intermarché's
ingenious
fruits and
vegetables
is glorious fight
against
food waste



INGLÖRIOUS
fruits & vegetables

by **Intermarché**

A GROTESQUE APPLE

A DAY
KEEPS
THE
DOCTOR
AWAY
AS
WELL.

Intermarché
Intermarché
Intermarché
Intermarché
Intermarché
Intermarché



INGLORIOUS
fruits & vegetables

by Intermarché

THE FAILED LEMON

FROM
THE
CREATOR
OF
THE
LEMON.

Intermarché
Intermarché
Intermarché
Intermarché
Intermarché



INGLORIOUS
fruits & vegetables
by Intermarché

THE DISFIGURED EGGPLANT

SO CHEAP
IT COULD
BE
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Intermarché
Intermarché
Intermarché
Intermarché
Intermarché



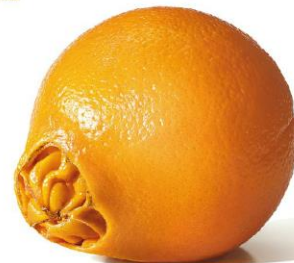
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INGLORIOUS
fruits & vegetables

by Intermarché





Hospitality Example: Peninsula Hotels

- ***Naturally Peninsula***

“Naturally Peninsula” cuisine provides for guests who want to live a balanced lifestyle, but do not want to compromise on taste. Through “Naturally Peninsula”, chefs have applied their culinary artistry to develop a range of delicious, natural and sustainable modern dining options.

- ***Sustainable Luxury Guestrooms***

In 2015, The Peninsula Chicago underwent a comprehensive guestroom redesign. More than 90% of the woodwork used in its new luxurious furnishing comes from sustainable managed forests. We have also put a lot of effort into developing low-energy LED lighting, enabling the hotel to reduce the electricity demand in guestrooms by over 90%.



Part 2: Sustainability Messaging – Lessons Learned



SUSTAINABILITY MATTERS

Big Brands, Big Impact

FUTERRA



Putting Theory into Action

In 2016, we examined behavior change theory and then tested the thinking through several powerful B2C behavior change commercial experiments designed to influence purchase decisions, recycling behaviors, and brand reputation.

***Big Brands, Big Impact:
A Marketers Guide for
Behavior Change*** reviews findings from some of the first studies conducted by mainstream brands focused on activating new lifestyle behaviors and sustainable product choices.

Three Brands Explored Changing Commercial Behavior



AT&T investigated three types of promotional marketing messages for a new security and home automation service. The service enables homeowners to remotely and digitally manage home energy, water and security systems.

AT&T tested messages in a closed survey to measure purchase intent as well as overall appeal for each message.



eBay wanted to test whether messaging could influence consumers' decisions to sell pre-owned items on eBay.com.

eBay inserted a variety of messages into a mock email sent to users after they listed an item on eBay. This was a closed survey that measured intent to sell items and perceptions on brand reputation.



Walmart aimed to gain an initial understanding of consumers' perspectives and interest in sustainable apparel through a consumer survey.

Two Brands Explored Changing Recycling Behavior



McDonalds explored how different types of messaging at restaurant recycling stations could influence correct recycling behavior. Four types of messaging were tested against a standard, control message at one restaurant location.



Johnson & Johnson Consumer Inc. wanted to understand the most effective type of messaging to drive consumer bathroom recycling behaviors in its 'Care To Recycle®' digital and social media campaign. Seven different types of sample social media messages were tested in a closed survey. J&J measured 'intent to recycle' rather than actual observed bathroom recycling behavior.

J&J also investigated the impact of these different messaging types on brand perception.

KEY FINDINGS AND RECOMMENDATIONS

THE SLFG UNCOVERED INSIGHTS ACROSS FOUR AREAS



HOW TO INCREASE
PURCHASE INTENT AND
BRAND REPUTATION



HOW TO INCREASE
RECYCLING BEHAVIOR



HOW TO TEST CREATIVE
BEHAVIOR CHANGE
MARKETING



HOW TO BRIDGE THE DIVIDE
BETWEEN SUSTAINABILITY
AND MARKETING TEAMS



Purchase Intent and Brand Reputation

FINDINGS	RECOMMENDATIONS
<ol style="list-style-type: none">1. Sustainability has value for consumers. Consumers are interested in sustainable products and services, and in supporting companies that make a positive social and environmental impact.2. Sustainability messaging can boost brand reputation. Sharing environmental messaging and engaging customers on more sustainable choices can drive positive perception of the brand.3. Sustainability is an outcome not a marketing strategy. ‘Winning’ messages appeal to a direct, personal benefit for the consumer.	<ol style="list-style-type: none">1. Consider marketing and wider business objectives when leveraging sustainability messaging as a tool.2. Use sustainability to boost brand reputation.3. Consider positioning sustainability as an additional value, but not the only value.



How to Increase Recycling Behaviors

FINDINGS	RECOMMENDATIONS
<ol style="list-style-type: none"><li data-bbox="392 390 852 521">1. When trying to influence recycling behaviors, simple and easy-to-understand messaging works effectively.<li data-bbox="392 561 852 827">2. Tone is important to consider, as it is content and audience specific. Targeting messaging to the right audience is just as important when designing messaging for sustainable behaviors as it is in traditional marketing.	<ol style="list-style-type: none"><li data-bbox="1122 385 1470 481">1. Make your call to action clear and the behavior change easy.<li data-bbox="1122 520 1485 583">2. Know your audience and target them correctly.



How to Test Creative Behavior Change Marketing

FINDINGS	RECOMMENDATIONS
<ol style="list-style-type: none">1. Creative imagery can be a powerful ally or foe. While creative visuals are a powerful ally, the wrong creative, or no creative at all, can be a turn off for consumers.	<ol style="list-style-type: none">1. Pay as much attention to the creative as you do in the messaging.2. Follow the SLFG 7 Step Methodology

The 7 Step SLFG Methodology

To develop actionable results, each Behavior Change study was designed specifically to address the challenges, barriers, consumer needs, and constraints.

1. Choose behavior	Identify the type of behavior to influence (i.e. purchasing of eco-friendly soap or recycling)
2. Choose testing method	Choose a testing method that suits your company's resource capacity (i.e. live test in stores or online survey).
3. Map benefits and barriers	Map the potential functional, social and emotional barriers and benefits to engaging in our chosen behavior (i.e. a social benefit is having others view you as environmentally responsible).
4. Ask research question	Formally state what it is you want to learn from your test (i.e. what recycling signage attributes drive recycling behavior?).
5. Select hypotheses	Select a set of hypotheses that will answer your research question.
6. Design test	Select the appropriate test design and variables to measure (i.e. customer age, perceptions of brand, etc).
7. Develop messaging	Develop customer messaging to test each hypothesis.



How to Bridge the Divide Between Sustainability and Marketing Teams

FINDINGS	RECOMMENDATIONS
<ol style="list-style-type: none"><li data-bbox="392 390 850 623">1. Metrics matter to marketers. SLFG members were able to have more effective conversations with marketing colleagues as a result of presenting the results of the testing program.<li data-bbox="392 663 869 893">2. Cross-functional teams work best. Collaboration between sustainability and marketing teams leads to new insights about the mutual value of each team and ways to partner in the future.	<ol style="list-style-type: none"><li data-bbox="1122 385 1431 412">1. Do your own testing.<li data-bbox="1122 453 1464 513">2. Foster collaboration to enhance effectiveness.

McDonald's Case Study

How do you get customers to recycle properly?
Get them to smile.



Test Overview: McDonald's

Designing creative signage to influence correct recycling behavior

CHALLENGE

- McDonald's customers were not using the recycling bins properly.
- Previous observations suggested this was due to correct disposal not being convenient, taking too much time, and confusion as to what material goes in which bin.
- McDonald's objective was to help customers more effectively use the waste disposal bins in restaurants.

HYPOTHESIS

All hypotheses suggested that a new message would promote effective recycling behavior than the standard bin messaging:

1. Show people what to do.
2. Show people how recycling effort has a collective benefit.
3. Thank people for their effort and celebrate recycling success.
4. Present recycling as an opportunity to teach a child a valuable lesson.

METHOD

- Tested five different recycling signs at one restaurant in San Francisco over the course of five days.
- Sample size: 277 customers.
- Measurement indicator: Contamination / purity rates in each bin (the amount of correct material that is placed in each bin).
- Statistical significance testing was conducted on the data results.



Testing Behavior Scenarios

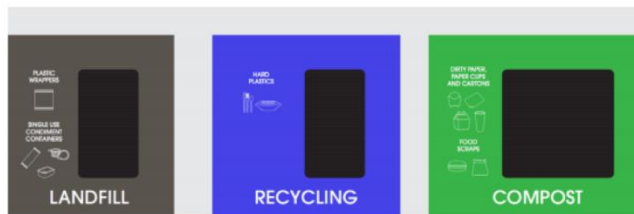
CONTROL





Testing Behavior Scenarios

WHAT TO DO



THANK YOU



COLLECTIVE BENEFITS



TEACHABLE MOMENT





Test Results

- All new messages outperformed the Control scenario.
- The most effective signs for driving recycling behavior were Thank You, Collective Benefits, and Teachable Moment.

SIGN TYPE	RECYCLING	LANDFILL	COMPOST	TOTAL
Control	0.2%	0.0%	98.9	40.8%
What to Do	4.2%	0.2%	99.9%	45.2%
<u>Collective Benefits</u>	1.0%	2.0%	99.5%	57.7%
<u>Thank You</u>	23.4%	4.1%	99.2%	60.8%
<u>Teachable Moment</u>	9.3%	13.0%	90.6%	53.7%

LEGEND

100% Purity Rate	All waste has been correctly discarded in bins
0% Purity Rate	All waste has been incorrectly discarded in bins

Insights

Making recycling fun can drive engagement.

The success of Thank You, Collective Benefits, and Teachable Moment could be attributed to several factors such as the fun creative designs and colors, which may have captured attention and inspired customers to 'play along' with the cartoon figures and graphics that gently implored to recycle and compost.

A better recycling experience creates a better brand experience.

While observing customers' reactions to each sign, McDonald's noticed customers smiled more. This carries value for McDonald's since the brand's promise is to 'make delicious feel good moments easy for everyone'. If play furl signage can make customers smile and relieve a pain point around recycling, then McDonald's considers it has enhanced the overall customer experience.

Q&A



Ms. Abigail

Chief Operations Officer, Thai harvest S





DELIVERING GOODNESS

ThaiHarvest|SOS

An OzHarvest & Scholars of Sustenance Initiative

WHO WE ARE

A Food Rescue Foundation



- **WE ARE COMMITTED TO REDUCING FOOD WASTE IN THAILAND & GLOBALLY**
- **FOCUS ON RAISING GLOBAL AWARENESS ON THE ISSUES OF FOOD WASTE THROUGH EDUCATION**
- **WE COLLECT QUALITY SURPLUS FOOD AT NO CHARGE FROM HOTELS, SUPERMARKETS, RESTAURANTS, CAFES, AND OTHER COMMERICAL OUTLETS AND DELIVER IT AT NO COST TO COMMUNITIES IN NEED**
- **EXCESS FOOD NO LONGER FIT FOR COMSUMPTION IS TAKEN TO BE COMPOSTED AT LOCAL FAMILY FARMS**

WHY?



64% OF THAILANDS LANDFILLS ARE FOOD WASTE.

*Department of Pollution Control,
Thailand



8.5% OF THAILAND'S POPULATION STRUGGLE WITH HUNGER

*GLOBAL HUNGER INDEX





**THAIHARVEST|SOS
HAS PROUDLY
DONATED OVER
130,000 MEALS
* Approximately 44 tons**



MAIN FOOD RECIPIENTS



**OUR MISSION IS TO PROVIDE FOR THREATENED
COMMUNITIES & OFFSET HIGH FOOD COSTS FOR AGENCIES**

♥ **ASYLUM ACCESS (6 COMMUNITUES)**

PAKISTANI, VIETNAMESE, SOMOLIAN, SYRIAN
OF BANGKOK'S 8,000 REFUGES, ONLY 5% RECEIVE FINICIAL SUPPORT

♥ **MERCY CENTER ORPHANGE IN KLONG TOEI**

SUPPORTING OVER 400 CHILDERN IN THE SLUM COMMUNITY
NO GOVERNMENT FUNDING

♥ **HALF WAY HOME WITH MENTAL DISABILITIES**

500 PATIENTS IN MENS FACILITY, 500 PATINTS IN WOMENS
LOWER GOVERNEMNT BUDGET THAN PRISONS FOR FOOD

♥ **BAAN RAJAWADEE HOME FOR CHILDERN WITH DISABILITIES**

OVER 1,000 CHILDERN FROM BABE TO TEEN WITH MENTAL & HEALTH ISSUES
NO GOVERNMENT FUNDING



FOOD DONORS



**WE COLLECT QUALITY SURPLUS FOOD
AT NO CHARGE FROM:**

- ♥ **MAJOR HOTELS**
- ♥ **SUPERMARKETS**
- ♥ **SUPPLIERS**
- ♥ **RESTAURANTS**

- ♥ **EVENTS**
- ♥ **FOOD COURTS**
- ♥ **OFFICE BUILDINGS**
- ♥ **SCHOOLS**

OUR PROCESS

FOOD PICK-UP



1



2



3

WEIGHING & INSPECTION



DELIVERY



FOOD MANAGEMENT FOR DONORS & RECIPIENTS

WE OFFER THE FOLLOWING:

1. Contracts: liability & anonymity
2. Training: for donors & recipients
3. Storage & Packing Containers



WE GUARANTEE THE FOLLOWING:

- ☑ All THSOS staff is trained in Safe Food Handling
- ☑ All of our vehicles are refrigerated and our premises are up to international HACCP standards
- ☑ All food donations are quality checked by our team, including our on staff food hygienist (HACCP Certified) before delivery

OUR VEHICLES

OUR PREMISES



OUR DRIVERS



HOW CAN YOU HELP?



DONATE FOOD



DAILY PICK-UP

Our trucks are on the road 7 days a week! Schedule a regular time and days for pick-ups with us.



AD-HOC

Call in or e-mail THSOS HQ when your business has surplus from: large parties, mis-orders, over catering, or changed menus.



*THSOS will provide you with containers, baskets, and bins as required.



DONATE TIME

♥ **EVENT SUPPORT**

♥ **BE AN AMBASSADOR**

♥ **CSR ACTIVITIES:**

- **COOKING FOR A CAUSE**
- **ARRANGE COMMUNITY VISITS & WORK FOR TEAMS**

♥ **SPREAD THE MESSAGE**

♥ **REDUCE FOOD WASTE AT YOUR HOME & WORK**



DONATE GOODS

Every dollar we save on supplies equals more meals we are able to serve!

♥ COOLER TRUCKS

- Each Truck has the potential to collect 1 ton of good food daily.
- Monthly this truck will provide 90,000 meals to those in need.
- Monthly this truck will divert 57,000 tons of Co2 equivalent GHG from our atmosphere.
- Sponsor a Truck and we will add your logo to our trucks Delivering Goodness, and list you as Our Partner in campaigns & online.

♥ COMPUTERS & CELL PHONES

- Help us stay in touch with you and our communities in need!

♥ PACKAGING SUPPLIES

- We are always looking for more crates containers and crates to move our precious resources safely.



DONATE MONEY

Every dollar you give goes to improving the lives of those in need!

♥ CORPORATE SPONSORSHIP

- Become a long-term strategic partner & become part of the fight against food waste.
- Sponsor an event.
- Run a campaign with proceeds to support our operations.
- Sign your staff up for our team building activity: Cooking for a Cause.

♥ PERSONAL DONATIONS

- Anything helps! This can be in cash or direct deposit.
- Host a fundraising event.

ASK US HOW...

If you have an idea on how you can help, let us know.





CONTACT US



info@thaiharvestsos.org

+66-96-808-8008



An OzHarvest & Scholars of Sustenance Initiative

THANK YOU!!!

Driving Sustainability Demand





Ms. Mariela

CMP, CMM, MBA Director of Sustainability,
Event Industry Council (EIC)



Driving Sustainability Demand

Mariela McIlwraith, CMP, CMM, MBA

Director of Sustainability

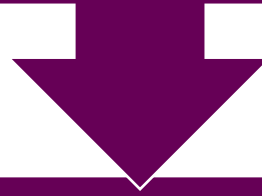
Events Industry Council

Introducing... EVENTS INDUSTRY COUNCIL



Agenda

Share information on trends in the demand for sustainable products and services



Share how we implement sustainability at events for the Events Industry Council



Sustainable Meeting and Event Practices: The State of the Industry

Yen-Soon Kim, Ph.D.

Dina Marie Zemke, Ph.D.

University of Nevada, Las Vegas



10/18/2016

Thank-you to our study sponsors



Sustainable Meeting
and Event Practices:
The State of the
Industry



Methodology - employed a “mixed methods” approach



Sustainable Meeting and Event Practices: The State of the Industry



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HOTEL
ADMINISTRATION



Qualitative: telephone interviews

- 16 interviews conducted with customers, planners, and suppliers



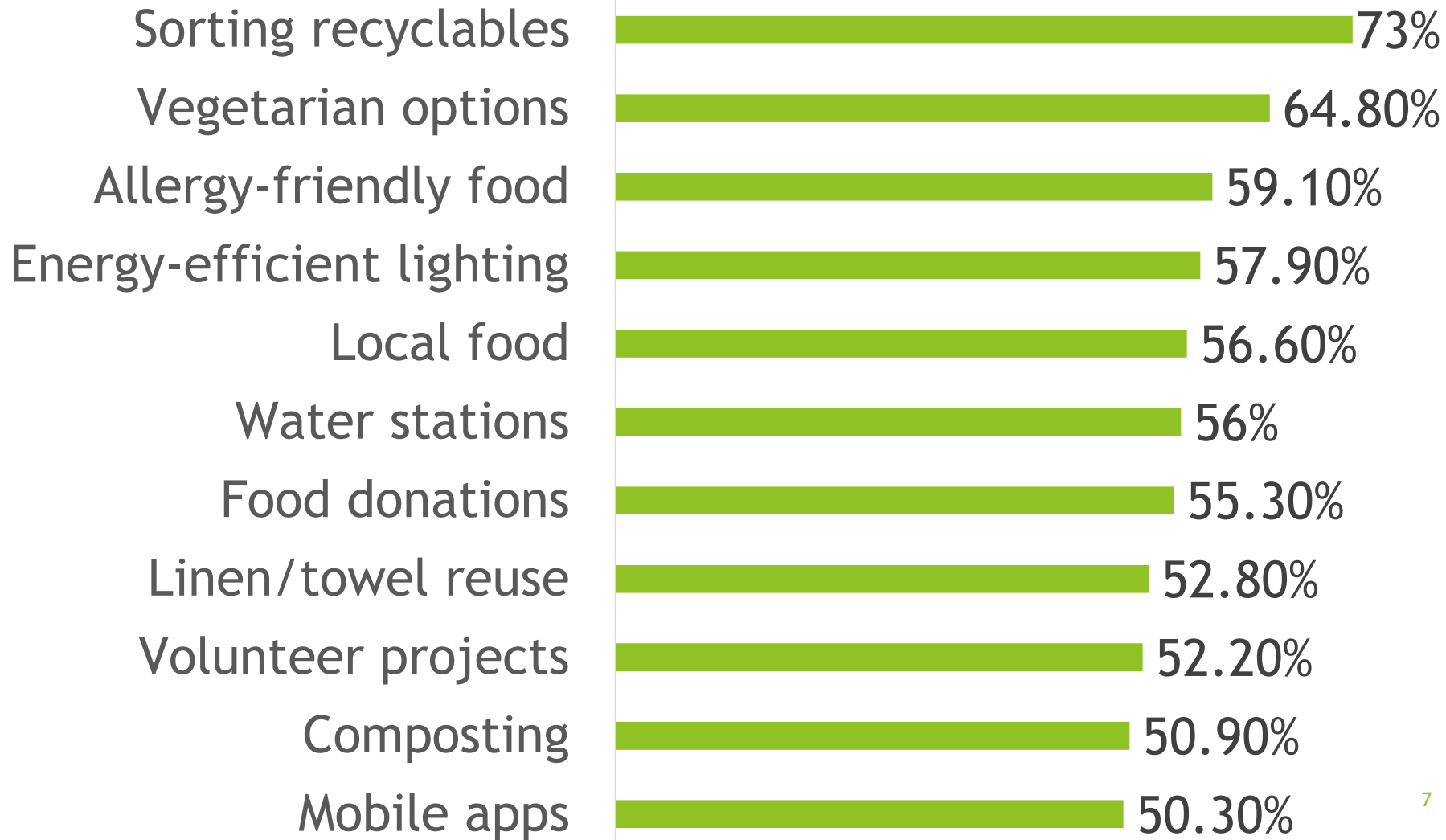
Quantitative: online survey

- Data collection in June-July 2016
- Total usable surveys: 159
 - Customers: 34 (21%), 3rd party planners: 62 (39%), Suppliers: 63 (40%)
- 5 continents

10/18/2016

6

Results - sustainable practices



Sustainable Meeting
and Event Practices:
The State of the
Industry



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HOTEL
ADMINISTRATION

Who is responsible?



Elements that affect sustainability

Infrastructure



Venue and hotel



Destination

Design



Food



Logistics

Participants



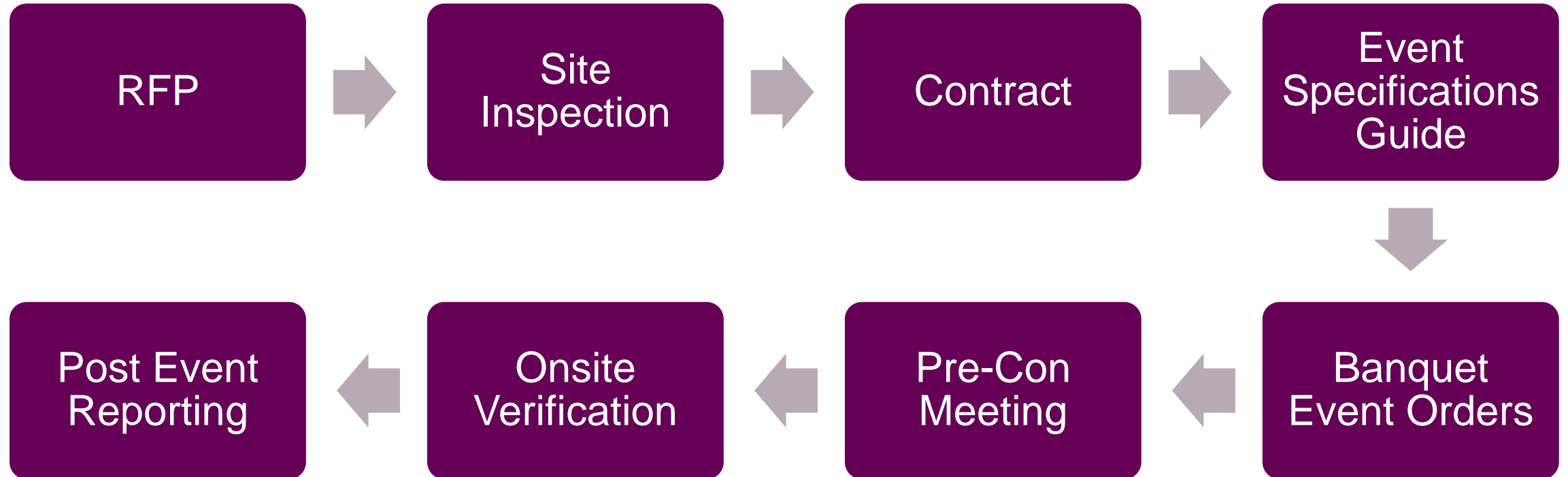
Responsible
consumption



Education

Work together to achieve sustainable results

Process



Setting Priorities



Priorities

Carbon Footprint

- Transportation
- Energy efficient
- Renewable energy
- Food choices
- Reporting

Water Footprint

- Water efficient
- Landscaping
- Paper use
- Food choices
- Reporting

Materials

- Reduction
- Diversion
- Reuse
- Reporting

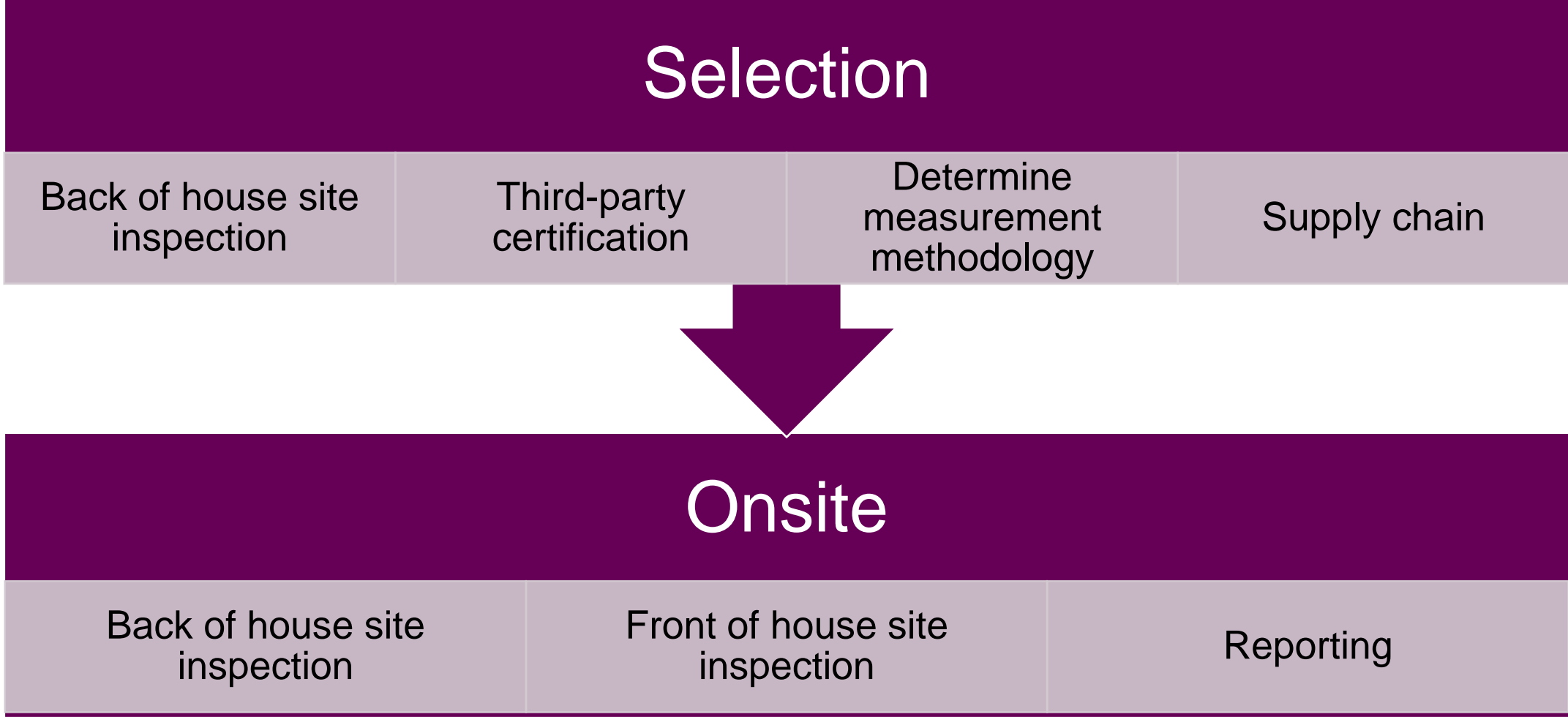
People

- Sustainability team
- Labour practices
- ECPAT training
- Accessibility



Destination specific issues

Verification



Advantages and limitations of checklists



Results - metrics



- ▶ 20-25% of customers/planners request/require tracking of metrics
- ▶ Suppliers do most of the tracking
- ▶ Carbon footprint measurement has relatively low tracking
 - 16 survey participants request/use the Hotel Carbon Measurement Initiative (HCMI)
 - 27 survey participants request/use another carbon measurement tool

10/18/2016

15



Sustainable Meeting
and Event Practices:
The State of the
Industry



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ADMINISTRATION

On a scale of 1 to 5*, what is the effect on employees and customers?



4.08

- Sustainable practices/services are performing well

4.26

- Sustainable practices are satisfying for their customers

4.22

- Sustainable practices are having a positive effect on sales

3.66

- Companies could do a better job of training employees to perform these practices/services

* Data expressed as the mean value of agreement with the statement.

Sustainable Meeting
and Event Practices:
The State of the
Industry



UNLV

WILLIAM F. HARRAH College of
HOTEL
ADMINISTRATION

“Tell us” versus “ask us”



- ▶ Customers want suppliers to automatically provide information about sustainable practices
 - They do not think they should have to ask for it
- ▶ Most suppliers do not automatically provide this information in the proposal
 - Suppliers assume that the customer will ask for it if they want it

17



Sustainable Meeting
and Event Practices:
The State of the
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ADMINISTRATION

sustainability

Upcoming Programmes

Register at: www.gmicglobal.org

Sustainable Event Professional Certificate

November 12-13, 2017, National Harbor, MD, USA (co-located with CMP Conclave)

Integrating Sustainability in Your Events





Mr. Jeff Chase

Vice President of Sustainability, Freeman
Company





FREEMAN

event sustainability

Jeff Chase, VP of Sustainability, Freeman

5 September 2017

balance

F R E E M A N





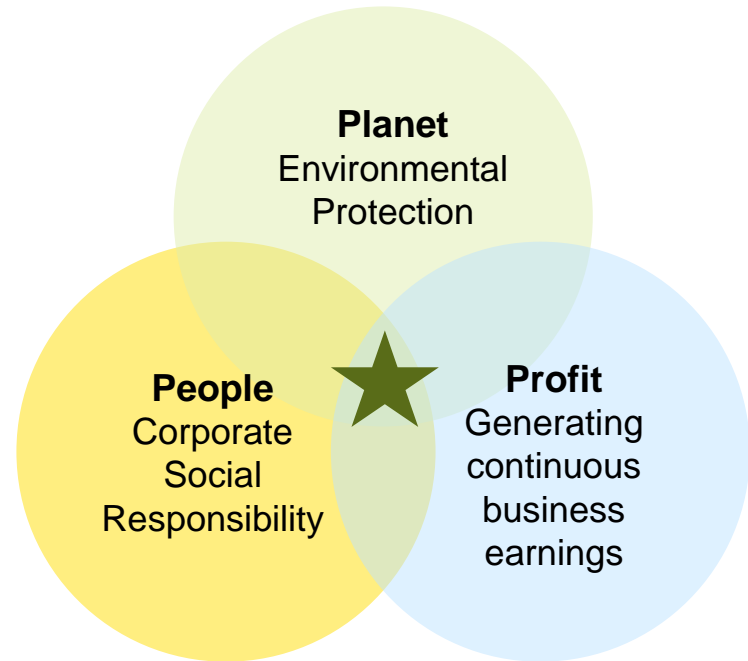
lead by example

Desk Made of Wood Pallets

sustainable balance

F R E E M A N

The intersection of Planet, People and Profit is the ideal balance of sustainability in business planning and event production.



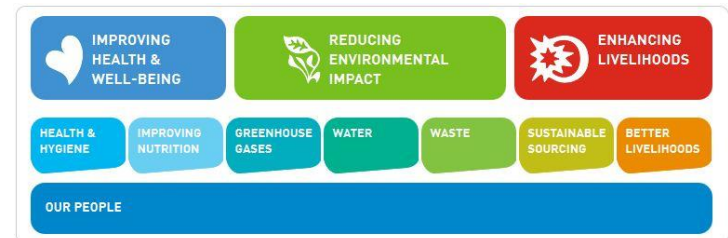
lead by example

Unilever Sustainable Living

Unilever is the parent company to more 450 brands around the world

54% of global consumers prefer socially and environmentally sustainable products

35% faster growth for sustainable living brands that align with consumer values





F R E E M A N



sustainable events

Trade Show and Event Management

sustainability standards

ISO: 20121

F R E E M A N

Sustainability management system to inform that process of organizing an event or trade show.

International standard was first put into place at the 2012 London Olympic games.



ISO: 20121

*Sustainable Event
Management Systems*

www.iso20121.org



smart walls and aluminum frames

Sustainable Materials

FREEMAN



fab fold

Sustainable Materials

FREEMAN



honeycomb signage and graphics

Sustainable Materials

FREEMAN



re-board

Sustainable Materials

FREEMAN



re-board

Sustainable Materials



re-board

Sustainable Materials

FREEMAN



re-board **Sustainable Materials**

FREEMAN



re-board

Sustainable Materials

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re-board

Sustainable Materials

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sustainable community

Donation Programs

FREEMAN





design the future
Progress Not Perfection

F R E E M A N



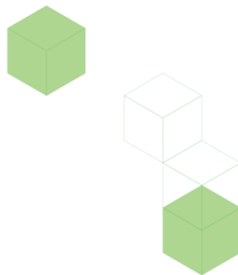
thank you

**Jeff Chase, VP of Sustainability
Freeman**

jeff.chase@freemanco.com
freeman.com

Integrating Sustainability in Your Events





Mr. Prin

Project Manager, Innovation Technology
Co., Ltd.



WATER EMPOWERMENT

by

Prin Klomjai



บริษัท อินโนเวชั่น เทคโนโลยี จำกัด
INNOVATION TECHNOLOGY CO.,LTD.



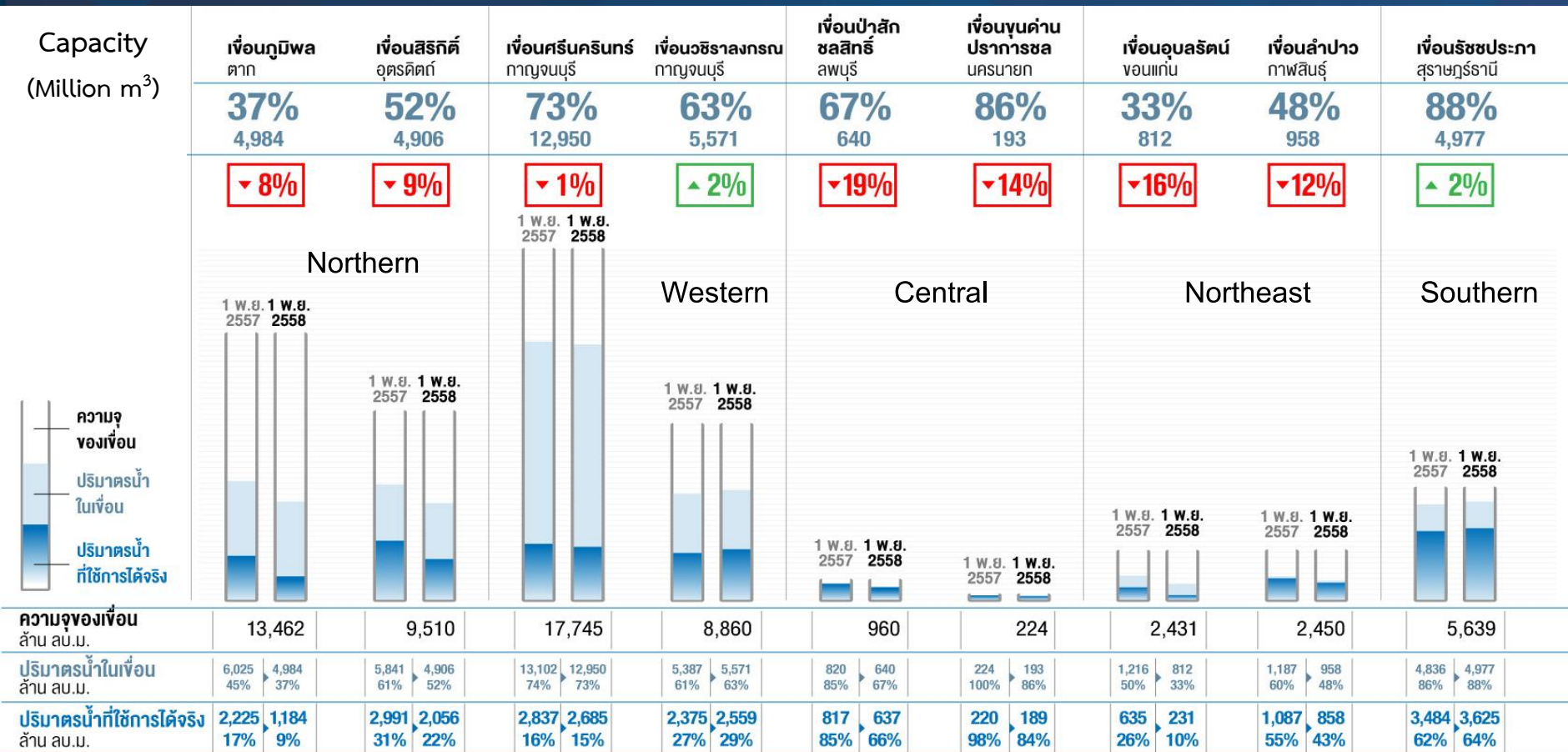
Why Water Empowerment?



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INNOVATION TECHNOLOGY CO.,LTD.



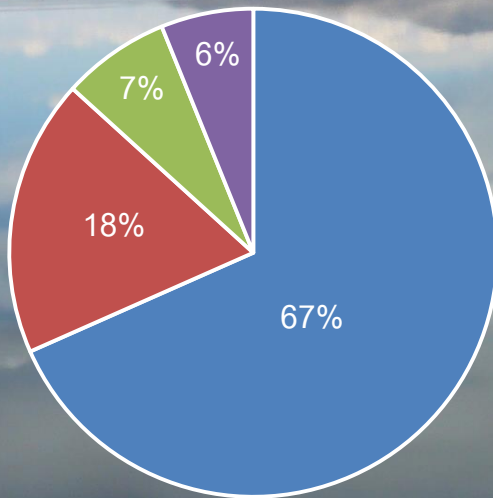
Water Crisis in 2015



ประเทศไทย

Wastewater Source

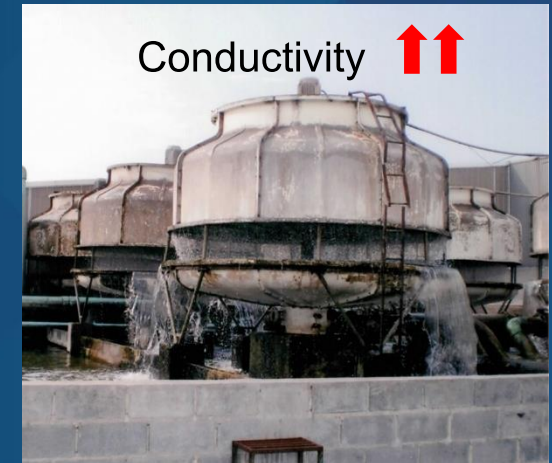
Wastewater Source in each sector



■ Residential ■ Agricultural ■ Hotel ■ Other

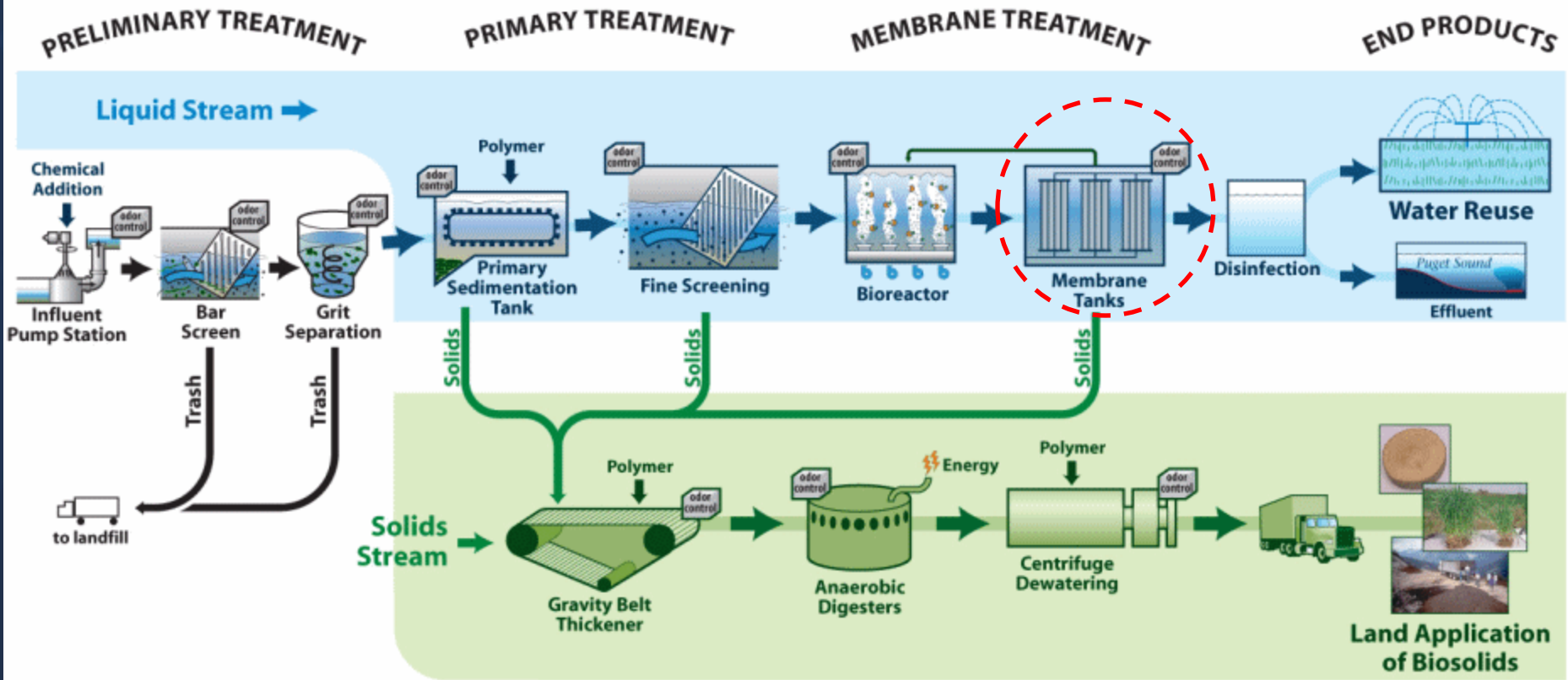


Hotel Wastewater Source



Wastewater Treatment

Advanced System



บริษัท อินโนเวชั่น เทคโนโลยี จำกัด
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Return of Investment (ROI)

Case I

Source reduction (minimize influent)

- Reuse wastewater from swimming pool and Cooling tower

Benefit

- Wastewater treatment can be reduced (save up to ↓ 15%)
- Low energy consumption for pumping and air blower (save energy up to ↓ 20%)
- In case of new system, can reduce treatment area (decrease ↓ 10%)

Return of Investment (ROI)

Case II

Quality management

- All wastewater treated in treatment system

Benefit

- Low cost of water treatment system (can save investment cost ↓ 20% - 30%)



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Return of Investment (ROI)

Description	Case I	Case II
Technology	<ul style="list-style-type: none">- Ozone- Ultra Filtration (UF)- Chemical treatment system	<ul style="list-style-type: none">- UV- Reverse Osmosis- Disinfection
- Investment cost	- 500k to 1 million	- 300k to 500k
- Payback period	- 2 to 3 years up to sizing of system	- 1.5 to 3 years up to sizing of system



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Driving Sustainability Demand



TEDx



Mr. Martin

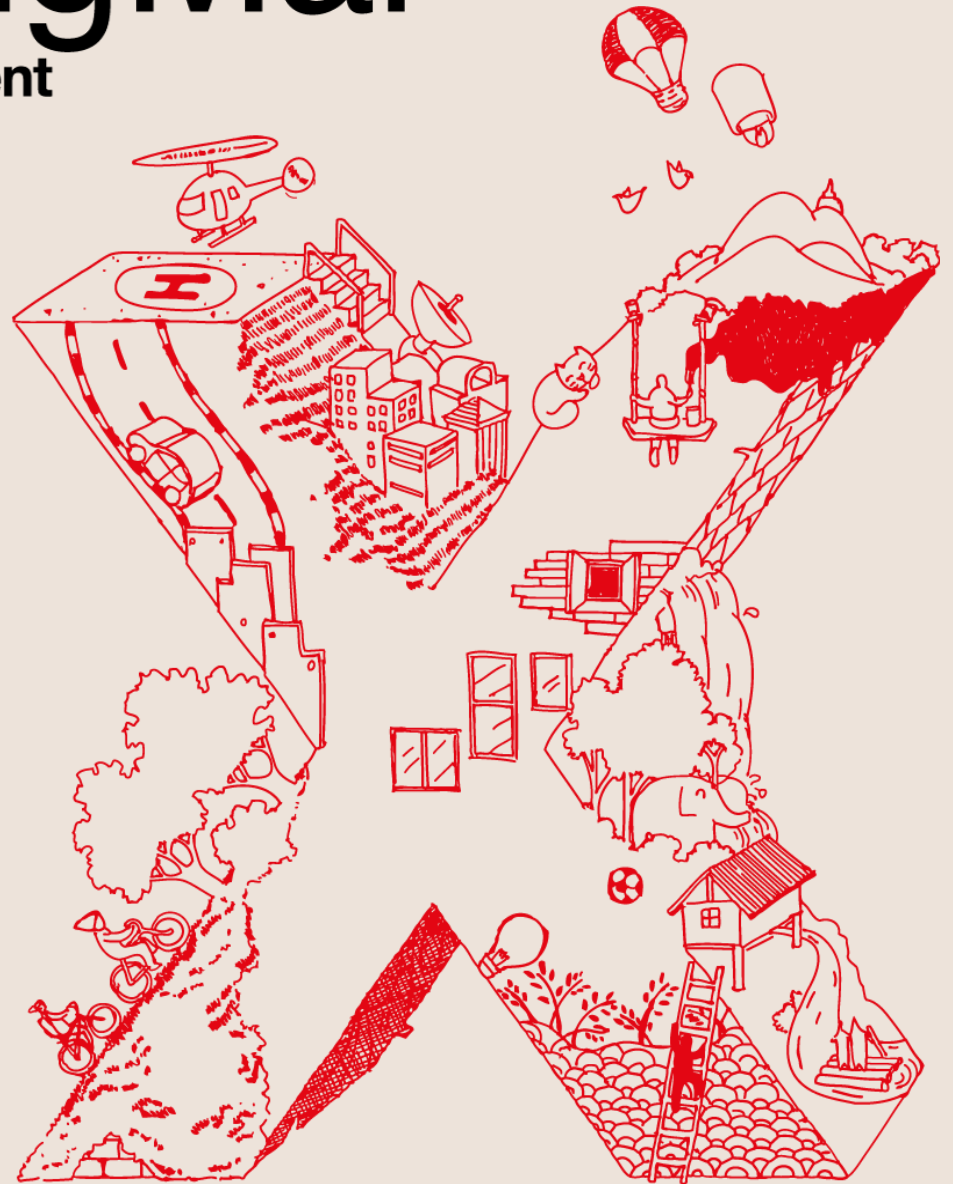
Venzky Stalling - License Holder & Organizer,
TEDxChiangMai



TED^x ChiangMai

x = independently organized TED event

Sustainability
Creativity
Identity
Innovation
Ideas
Inclusiveness







24/12/2016 Toby



TED^x ChiangMai

x = independently organized TED event

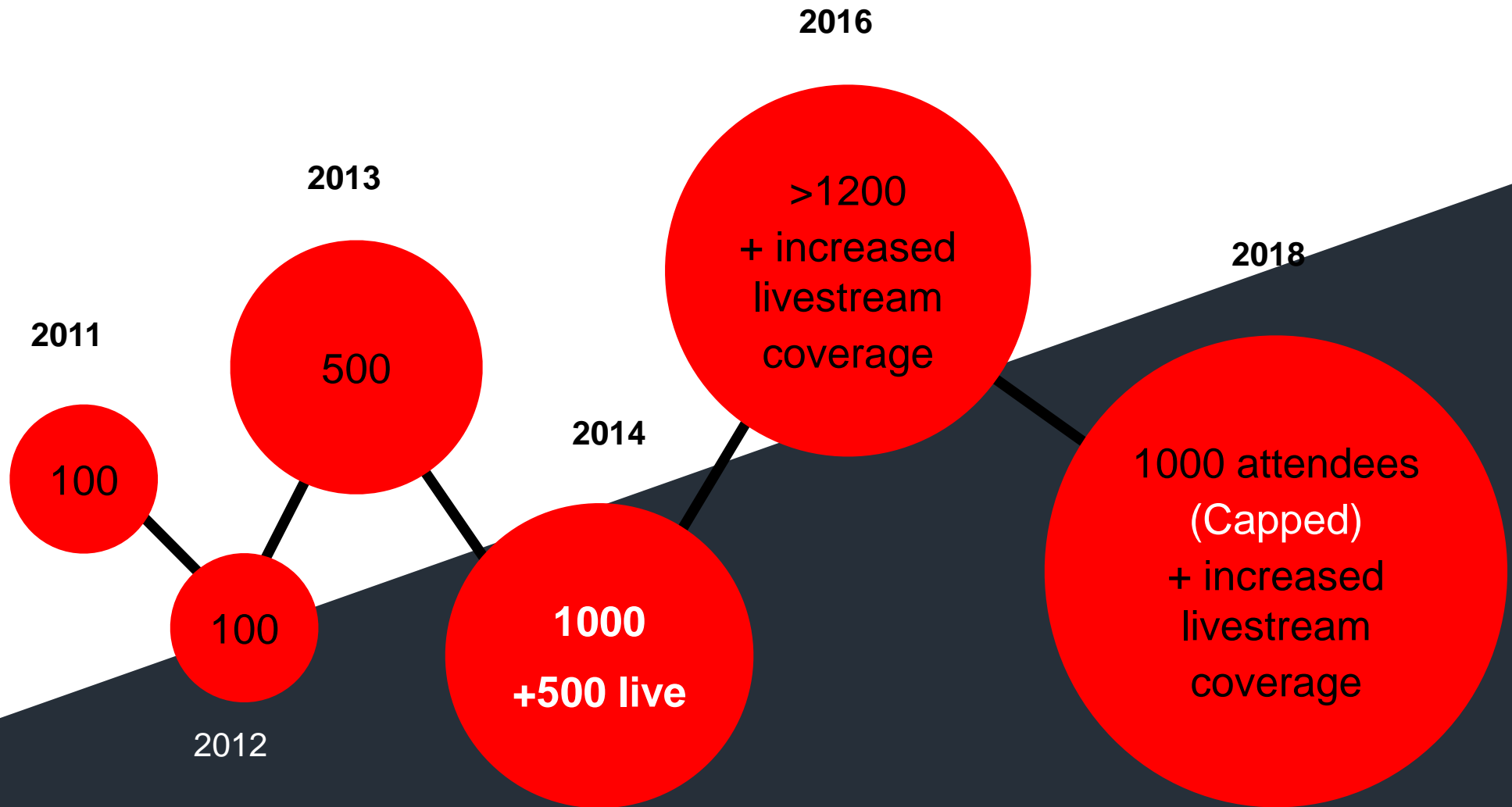
Some of our past speakers







Since 2011





TEDx Chiang Mai

x = independently organized TED event

TEDx- Global Community Event

Our Focus

Creative Chiang Mai covers all aspects of a creative ecosystem.

Each year, the CCM Secretariat and a core group of the most active organizations and volunteers establish a program. In addition, many activities that make Chiang Mai creative are organized by partner organizations, other groups and volunteers.

No. 237 7-237 8, see focus areas below

- Sustainable development of the city, economy, and society of Chiang Mai reflecting and responding to culture, sustainability, and the natural environment
- Developing the IT, software, and digital content cluster of Chiang Mai
- Contributing our Bangkok projects in the small sector (handmade-things, tourism, craft, etc.)
- Creating platforms for idea exchange, networking and action (TEDxChiangmai, Creativity Connect, P. Day, etc.)
- Promoting design and developing new products or design concepts across different sectors including the Chiang Mai Design Awards (CMA)
- Promoting and supporting collaboration so that ideas, activities and projects have more impact
- Promoting innovation and entrepreneurship in business, education and government
- Developing our collaboration internationally, particularly with the Southeast Asian Creative Cities network (see www.creativecities.net)
- City branding and marketing Chiang Mai nationally and internationally
- Research, knowledge creation and sharing about the creative economy and city development

All these activities require the support and participation from organizations, groups, and individuals in Chiang Mai.

เชียงใหม่สร้างสรรค์คืออะไร?

What is Creative Chiang Mai?

เชียงใหม่สร้างสรรค์เป็นเครือข่ายขององค์กร หน่วยงาน องค์กรอาสาสมัคร องค์กรธุรกิจ และบุคคลในเชียงใหม่ ที่ร่วมกันสร้างและพัฒนาเมืองเชียงใหม่ให้เป็นเมืองสร้างสรรค์ โดยทำงานร่วมกันในหลายๆด้าน เช่น การพัฒนาเมือง การท่องเที่ยว การศึกษา การวิจัย การสร้างสรรค์ และการตลาด



The logo shows the city walk of Chiang Mai, the colors reflect creativity and the slightly turned square-center symbolizes innovation.



www.creativechiangmai.com

Creative Chiang Mai Secretariat
Science and Technology Park, Chiang Mai University (SCM STP)
2nd Store, Research and Technology Transfer Building (RTT B&T)
Faculty of Engineering, Chiang Mai University
239 Huay Kame Rd., Muang Chiang Mai, Chiang Mai, 50200

Email: ccm@creativechiangmai.com
Mobile: (+66) 88 238 8368
Tel: 052 562 88 - 91 ext. 829
Fax: 052 562 88 - 91 ext. 813



Southwest Asian Creative Cities Network
Please check our website
www.creativecities.net



CREATIVE CHIANG MAI

เชียงใหม่สร้างสรรค์

2017-2018

CREATIVE CHIANG MAI
IDEAS COLLABORATION INNOVATION DIVERSITY

หัวใจหลักของเชียงใหม่สร้างสรรค์

ว.ท. 2560-2561

เชียงใหม่สร้างสรรค์มุ่งเน้นการทำงานที่ครอบคลุมความหลากหลายในระบบนิเวศสร้างสรรค์

เชียงใหม่สร้างสรรค์เป็นการทำงานที่ครอบคลุมความหลากหลายในระบบนิเวศสร้างสรรค์ โดยทำงานร่วมกันในหลายๆด้าน เช่น การพัฒนาเมือง การท่องเที่ยว การศึกษา การวิจัย การสร้างสรรค์ และการตลาด

เชียงใหม่สร้างสรรค์เป็นการทำงานที่ครอบคลุมความหลากหลายในระบบนิเวศสร้างสรรค์

- เชียงใหม่สร้างสรรค์เป็นการทำงานที่ครอบคลุมความหลากหลายในระบบนิเวศสร้างสรรค์ โดยทำงานร่วมกันในหลายๆด้าน เช่น การพัฒนาเมือง การท่องเที่ยว การศึกษา การวิจัย การสร้างสรรค์ และการตลาด
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ร่วมสนับสนุนและเป็นส่วนหนึ่งของเชียงใหม่สร้างสรรค์

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How to get involved /support

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TED^xChiangMai

x = independently organized TED event

The power of volunteerism

- TEDxChiangMai is a not-for profit event under license from TED.com. It is a not-for-profit event organized by volunteers plus supporting organizations.



TED^xChiangMai

x = independently organized TED event

Working with students



CMU Briefing Event



TED 2017 Live Event



TEDxChiangMai Team Meetings



TED^x Chiang Mai

x = independently organized TED event

Selected Past Partners

In 2016 we were generously supported by numerous companies and organizations. We would like to invite you to join our community. www.tedxchiangmai.com/sponsor2016



TED^xChiangMai

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Key Facts

XXL
& since
2011



1,000+
300,000+



- TEDxChiangMai is the largest creativity and idea event and largest TEDx event in Thailand. We have organized TEDx events in Chiang Mai since 2011
- **TEDxChiangMai 2018 will be on 10 February 2018**
Theme “Our common future”
- The venue will be the 5-star Le Meridien Chiang Mai Hotel. They are a strategic partner helping us to implement innovative ideas.
- In 2016, over 1,200 people attended the event. TEDxChiangMai 2016 talks had 300,000+ views. All TEDx talks from ChiangMai: 2,000,000+
- We are the most international TEDx event in Thailand for all ages in Thailand with 60% of the attendees being Thai.
- Talks will be in Thai and English, all simultaneously translated. 20 speakers and artists from local, national and international speakers.

TEDx ChiangMai

x = independently organized TED event



Plastic Free

"We kindly ask you not to bring plastic bottles to the event"

8 million tons of plastic is dumped into the world's oceans every year

These 5 countries are responsible for up to 60% of the **PLASTIC POLLUTION** entering our oceans.



No plastic, nature...



TEDxChiangMai Stage Design



The design explores the concept of recycling waste materials, while at the same time challenging the audience to rethink its values and aesthetics. The artist's design is a patchwork of discarded building materials that becomes a canvas for the artist to transform and give a new perception and meaning to the waste materials.

TED^x Chiang Mai

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Sustainability Partners
#nosinglease
#bringyourown



TED^xChiangMai

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Event Identity

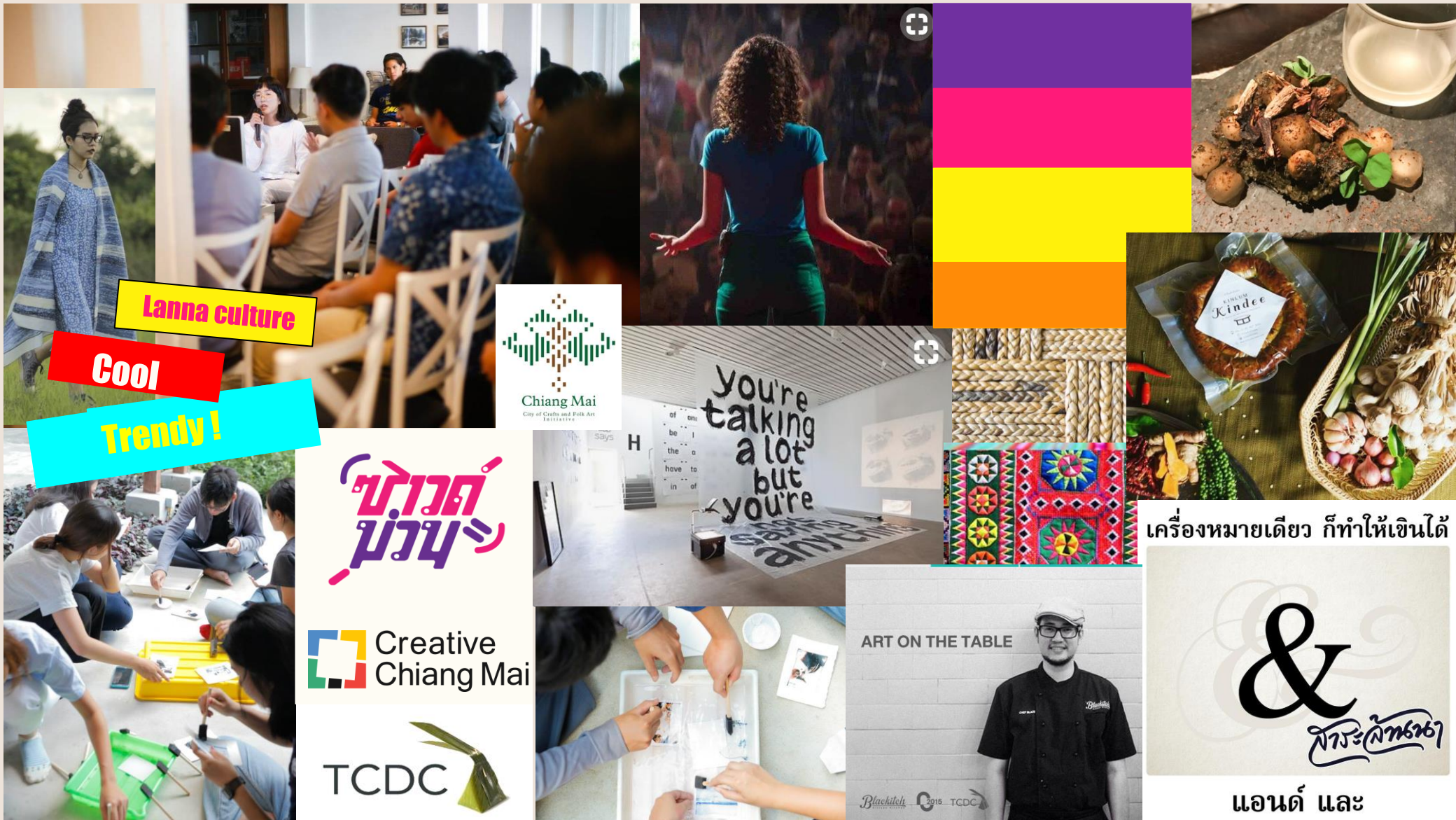
TEDxChiangMai's brand / event identity.... Where local meets global”



TED^x Chiang Mai

x = independently organized TED event

Working with local community



TED^x ChiangMai

x = independently organized TED event

Satellite events in the
community / other
locations



TED^x Chiang Mai

x = independently organized TED event





เชียงใหม่
CHIANGMAI



บ้านเอมมานะ

BY Creative Chiang Mai

16 กันยายน 2560
 ป้ายโมเดลถึง ถึง ห้าโมงแล้ว
 @ Chiang Mai House of Photography
 173/100 Moo 1, T. S. 1, A. W. 1, Chiang Mai 50200

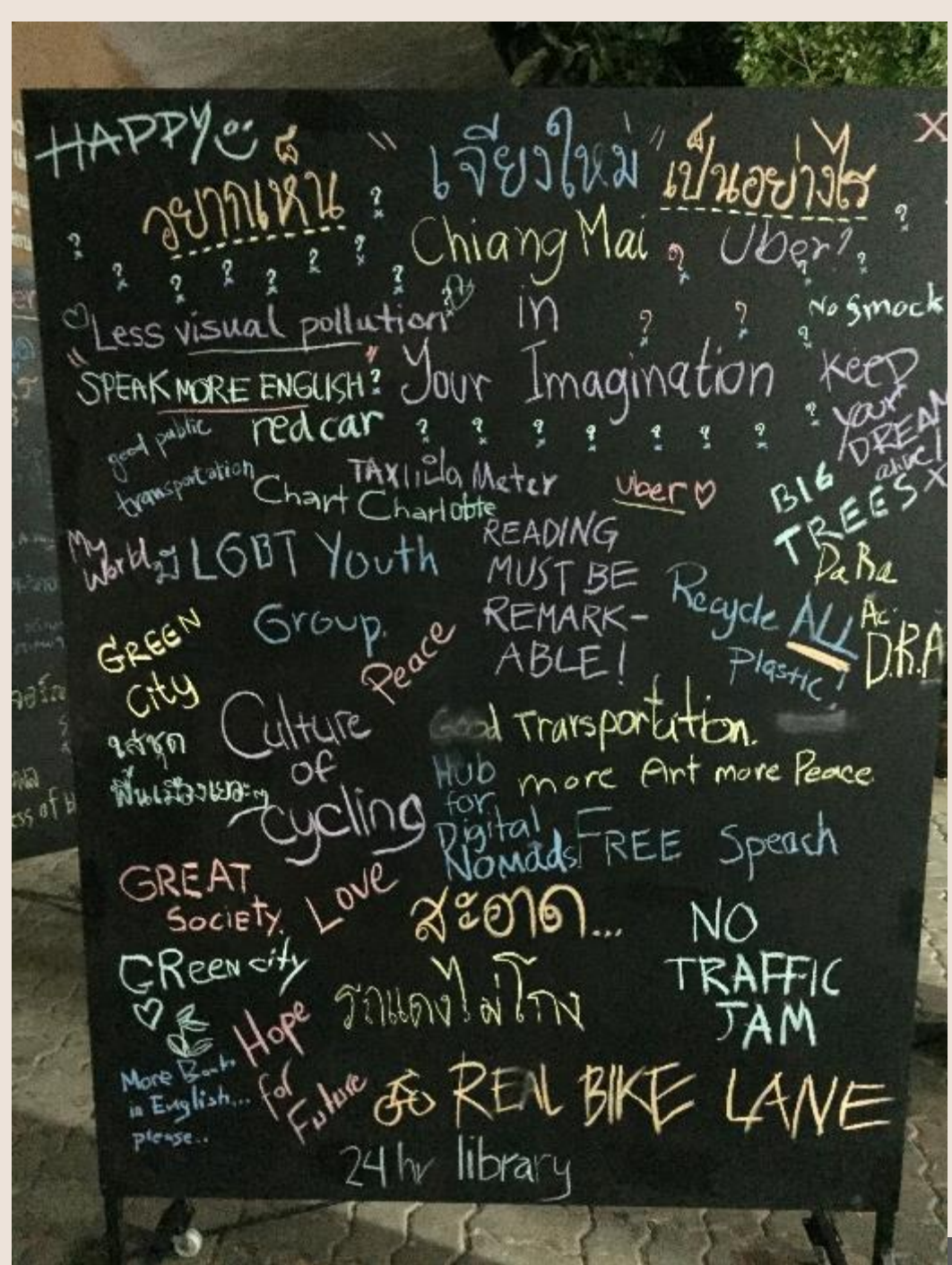
SOUND MUAN! ชาวบ้าน :
 ชื่นชมคนรุ่นใหม่ โดยคนรุ่นใหม่
 #SOUND MUAN #SOUND MUAN2017

📍 สบพิตร | ถิ่นธรรมะ | พื้นที่สีเขียว

SOUND MUAN! ขอเชิญ ชาวบ้าน 20-30 คน เข้าร่วมกิจกรรมคนรุ่นใหม่ โดยคนรุ่นใหม่ ที่ "บ้านเอมมานะ" ในวันที่ 16 กันยายน 2560

ลงทะเบียน : <https://goo.gl/vXwg2n>
 ** Plastic bottle & Straw free zone **
 Bring your own bottle !





TED^x Chiang Mai

x = independently organized TED event

Local Food



TED^x Chiang Mai

x = independently organized TED event



Is this the end...?

TED^x Chiang Mai 2016
Stage Design



...we think Not!

TED^x Chiang Mai 2016
Stage Design

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ประสบการณ์ดีๆที่น่าลองไปสักครั้ง

TEDxChiangMai

x = independently organized TED event

Connecting Creativity



TED^xChiangMai

x = independently organized TED event

See you next year

TEDxChiangMAi 2018 theme “OUR COMMON FUTURE”



TED^xCHIANGMAI NEXT EVENT

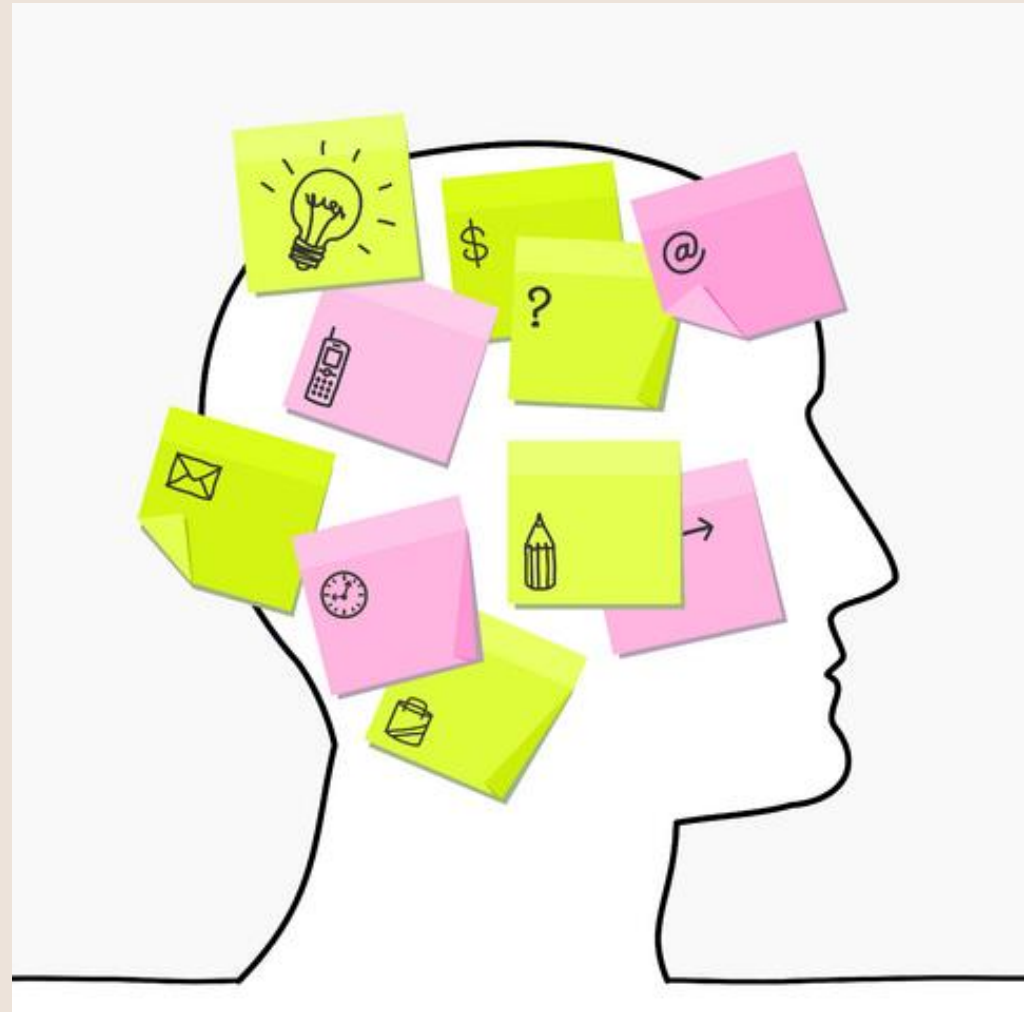
10 Feb 2018

158:05:01:43

Days Hours Minutes Seconds

Moving forward and make it stick, creating lasting change

- Back to greening
- No plastic continued
- Aging society
- Farm to table
- Eco-Event materials
- Zero or less waste
- Carbon neutral
- Stickiness



Integrating Sustainability in Your Events





Mr. Arrut Navaraj

Managing Director, Sampran Riverside Hotel

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



BLISS FOUNDATION

- Collaboration
with local universities
government agencies
and local authorities



Farm tour
Sustainable tourism

CONSUMER



RETAIL

BULK

www.sookjaiorganics.com
Line : sookjaiorganics
FB : sookjaiorganics



- Link consumer to producer

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



1st meeting at TCEB - 23 October 2015





2nd 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
เมืองทองธานี

Grande Centre Point

บ้านก้ามปู
Bankampu Tropical Gallery

Thailand
INCENTIVE AND CONVENTION
ASSOCIATION

TCEB
THAILAND CONVENTION
& EXHIBITION BUREAU

MICE Industry visit to Amnajaroen - November 2016



MICE Industry visit to Amnajaroen - November 2016



MICE Industry visit to Amnajaroen - November 2016



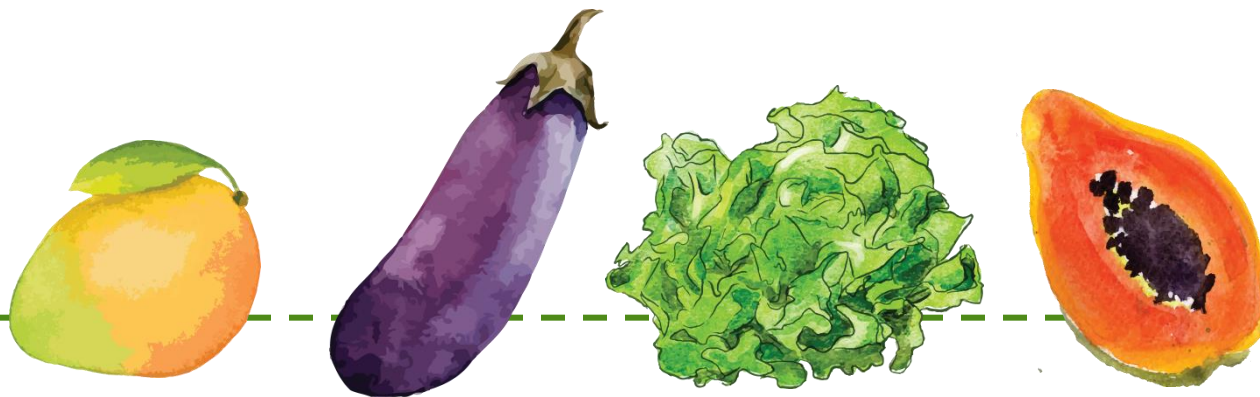
MICE Industry visit to Amnajaroen - November 2016



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

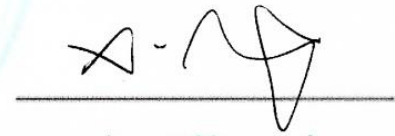
2017

SAMPRAN RIVERSIDE

has successfully complied with
the PLEDGE on Food Waste standard



Secretary
The PLEDGE



Arrut Naravaj
Managing Director
Sampran Riverside

endorsed by



Empowered 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

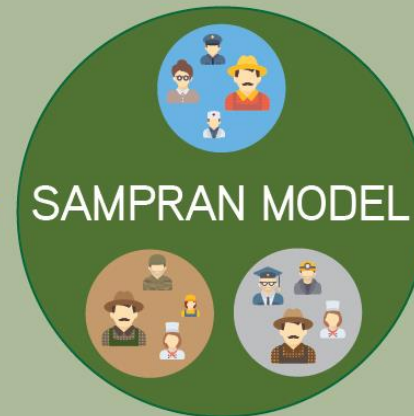


SUFFICIENCY ECONOMY - ADVANCE

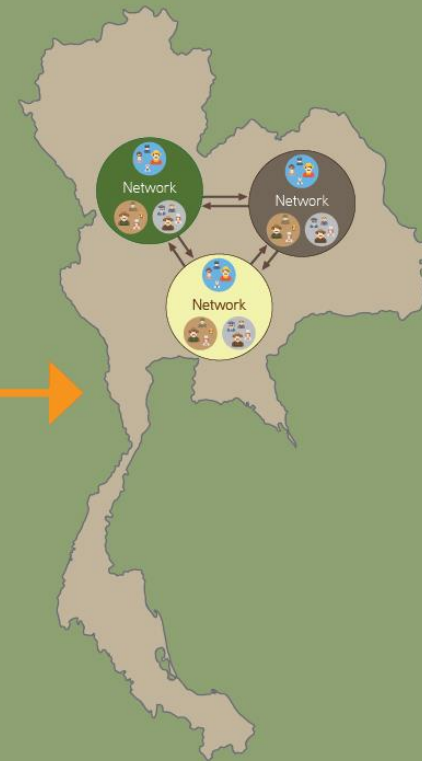
3

NETWORK

Public Private Partnership
(PPP)




SUSTAINABLE DEVELOPMENT





Thank you

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