



# INTERACTIVE ACTIVITIES & COLLABORATIONS

As a regional platform for sustainability collaboration, SUSTAINABILITY EXPO 2024 hosted a variety of activities to advance cooperation and sustainable development. Highlights included a youth speech competition, the signing of sustainability agreements, and dynamic discussions on key topics. This year, the event also introduced B2B (Business-to-Business) activities, fostering strategic partnerships to build a more balanced and sustainable world through collaboration at both national and global levels.







#### SEP SIGNING CEREMONY ADVANCING THE SUFFICIENCY ECONOMY FOR BALANCE AND SUSTAINABILITY

Charoen Pokphand Group (CP), represented by CEO, Mr. Suphachai Chearavanont, Thai Beverage Public Company Limited (ThaiBev), represented by Group CEO, Mr. Thapana Sirivadhanabhakdi, and SCG, represented by President and CEO, Mr. Thammasak Sethaudom, signed a memorandum of understanding to commit to "Advancing the Sufficiency Economy for Balance and Sustainability." This milestone event marks a collaboration to promote, expand, and integrate the Sufficiency Economy Philosophy as a sustainable development approach at the national level and elevate its impact on the global arena through the United Nations.



#### SX SHAPER AWARD 2024

The SX SHAPER AWARD recognizes individuals and organizations contributing to sustainable development. This year's recipient is the Mae Fah Luang Foundation under Royal Patronage, which continues the vision of Her Royal Highness Princess Srinagarindra to "Helping People to Help Themselves." The foundation focuses on empowering individuals through human-centric development and sustainable growth, particularly through the Doi Tung Development Project. Over the past 36 years, it has improved livelihoods for over 10,000 people. Additionally, it manages a forest carbon credit program benefiting 129 communities across 9 provinces (covering 194,850 rai), generating 500,000 tons of carbon dioxide equivalent in carbon credit and supporting 25,082 households. The foundation also promotes waste management in 24 villages.



#### SX2024 HACKATHON x CIRCULAR INNOVATION CHALLENGE

The hackathon sought outstanding young ASEAN innovators capable of applying their expertise to develop groundbreaking solutions for climate and environmental challenges. The SX2024 HACKATHON x Circular Innovation Challenge 2024 revolved around the theme "INNOVATION FOR CLIMATE ADAPTATION" and attracted 161 teams from 10 ASEAN countries. The winning team this year was Team E-Hole from Malaysia, which presented a "Drainage Monitoring and Tracking System for Efficient Water Management." This innovative solution addresses urban flooding by providing real-time monitoring and data collection of drainage conditions. The collected data is analyzed to anticipate potential problems, enabling proactive and efficient solutions to prevent and mitigate future challenges.

#### SX PARTNERSHIP FOR THE GOALS TSCN BUSINESS PARTNER CONFERENCE

The TSCN Business Partner Conference, a cornerstone event of the Thailand Supply Chain Network (TSCN), brought together prominent organizational leaders to commit to advancing sustainability in all dimensions. The conference featured the keynote address, "Vision

2030: Driving Collaboration for a Sustainable Future," presented by senior executives from Charoen Pokphand Group, SCG, Thai Beverage Public Company Limited, and Thai Union Group Public Company Limited. These leaders shared their strategies for integrating sustainability into business practices amid an increasingly complex global landscape. The event also featured the signing of the TSCN Business Partner Code of Conduct, establishing a collective commitment to shared values and principles, and providing a framework for aligning operations with sustainability goals.

#### SX YOUTH SPEECH CONTEST 2024

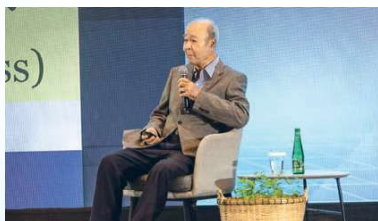
A platform for the voices of the younger generation, the "SX Youth Speech Contest 2024" was held under the theme "Surviving in Global Boiling." The contest attracted 128 participants for the Thai language category and 127 for the English language category. The winner of the Thai category was Mr. Siravitch Boonprasitthikarn, a graduate of the Faculty of Communication Arts, Chulalongkorn University. In the English category, the title went to Mr. Janak Ashok Teckwani, a master's degree student from the Faculty of Social Sciences, Taylor's University, Malaysia.





### SOCIAL ENTERPRISE FORUM 2024

The SOCIAL ENTERPRISE FORUM 2024, organized by C asean under the leadership of Ms. Tongjai Thanachanan, Managing Director of C asean, aimed to promote sustainable social enterprises. The event featured Mr. Mechai Viravaidya, the founder of Mechai Pattana School, who shared insights on the power of the younger generations and education's role in fostering sustainable change. M.L. Dispanadda Diskul, Chief Executive Officer of the Mae Fah Luang Foundation under Royal Patronage and President of the Social Enterprise Thailand Association, also delivered an inspiring talk on social enterprises as key future drivers. The forum included a panel discussion, "Growth for Good: Expanding Sustainable Social Enterprises," with speakers from Joy Ride Thailand, Local Alike, and Sandbox Air. Another highlight was "SE Enablers: Driving Social Business," featuring organizations supporting social enterprises, such as SE Thailand, ChangeFusion, and Taejai.com. A key moment was the signing of a memorandum of understanding between C asean, Thai Beverage Public Company Limited, the Foundation for the Institute of Social Enterprise Development Thailand, Thaksin University, and Rajabhat Rampaipannee University to enhance students' social entrepreneurship skills and build sustainable communities.



### WIN WIN WAR THAILAND SEASON 6 AWARDS CEREMONY

Win Win WAR Thailand Season 6 was a game show broadcast on Amarin TV Channel 34, designed to find Thailand's top social entrepreneurs, operating businesses that balance profitability with social and environmental sustainability. The awards ceremony was a key part of the SOCIAL ENTERPRISE FORUM 2024. Mr. Thapana Sirivadhanabhakdi, Group Chief Executive Officer of Thai Beverage Public Company Limited, chaired the awards presentation, congratulating the top five finalist teams. The grand prize for "Outstanding Social Entrepreneur" went to Team JAIKLA, led by Mr. Ittikorn Thepmani, for their innovative pet treats made from eco-friendly, healthy protein alternatives. The team received a cash prize of 2,000,000 baht and mentorship from industry experts to support their growth. Four other finalist teams were also recognized:

- HILLKOFF, led by Ms. Naruemon Taksaudom, developed coffee and community-based products to elevate them to novel food with added health benefits and to improve the quality of life for highland farmers.
- RECYCOEX, founded by Mr. Sompop Majisuwala, created a comprehensive system for managing and recycling plastic packaging.
- Loco Pack, led by Ms. Nichaya Anantawong, produced sustainable packaging solutions for SMEs.
- GERM Guard, developed by Dr. Pitt Supaphol, developed wound dressings using mangosteen extract.



Each of these teams received a special prize of 100,000 baht, along with expert guidance to further develop their businesses. The awards celebrated emerging social entrepreneurs and emphasized the importance of businesses that balance profitability with sustainable social and environmental impact.

### THAILAND CLIMATE ACTION CONFERENCE TCAC 2024

The third edition of the Thailand Climate Action Conference (TCAC) 2024 took place under the theme "Accelerating the Climate Transition." Dr. Chalermchai Sri-on, Minister of Natural Resources and Environment, presided over the opening and highlighted the importance of transitioning towards a low-carbon economy and society. He emphasized the need for integrated efforts across various sectors, including education, technological advancement, and infrastructure development, to support this transition. Additionally, it is essential to enhance the knowledge and capabilities of stakeholders, incorporate new technologies and innovations that address climate challenges, and promote finance and investment activities that foster sustainable and resilient transitions.



### ANNUAL MEETING OF GRASSROOT ECONOMIC DEVELOPMENT WORKING COMMITTEE

The Grassroots Economic Development Committee has been driving local community and Thai society development for nine years through agriculture, processing, and community tourism. The primary goal is to generate income for communities and enhance well-being. The annual meeting serves as a platform to share insights, strategies, and foster collaboration with 76 provincial Pracharath Rak Samakkee social enterprises and Pracharath Rak Samakkee (Thailand) Co., Ltd. Mr. Thapana Sirivadhanabhakdi, head of the committee's private sector representatives, shared policies and encouraged practitioners. The seminar also welcomed Mr. Mechai Viravaidya, Chairman of Pracharath Rak Samakkee (Thailand) Co., Ltd., Mr. Apichart Todilokvej, former senator and Advisory Chairman of Social Enterprise Development Institute Foundation of Thailand, and Mr. Warong Sangmuang, Deputy Director-General of the Community Development Department.

### PACKBACK IN ACTION YEAR 3 THE DRIVE FOR EPR IN THAILAND

The Federation of Thai Industries (FTI) hosted PackBack in Action Year 3: The Drive for EPR in Thailand, focusing on efficient and sustainable resource use while encouraging proactive involvement from large enterprises and SMEs. As global regulations affect exports, Thai businesses must prepare for compliance. Moreover, the Sustainable Packaging Management Act will soon be enforced, requiring all companies to participate. The Thailand Institute of Packaging and Recycling Management for the Sustainable Environment (TIPMSE), under FTI, is working with public and private sector networks to ensure readiness for the mandatory implementation expected in 2027.





### EST COLA ATTRACTS GEN Z WITH CAMPAIGN "CHANGE BOTTLES FOR A BETTER WORLD"

est Cola reaffirms its commitment to sustainability with the campaign "est Cola: Change Bottles for a Better World – Young Gen Caring for the Planet with New Bottles" at SUSTAINABILITY EXPO 2024. The initiative replaces est Cola's 515 ml bottles with those made from 100% recycled plastic. A panel discussion, "Transforming est Cola Packaging: rPET Bottles – est Cola Encouraging Young Gen to Build a Sustainable Future with New Bottles," featured Ms. Suporn Denpaisarn, Vice President – Office of Marketing, NAB Thailand, Dr. Napat Punpongjareorn, Sustainable Development Manager of Thai Beverage, Jeff Satur, est Cola's Brand Presenter, and Mr. Zcongklod Bangyikhan, Editor-in-Chief and the founder of The Cloud online magazine. The event concluded with a mini concert by Jeff Satur, attracting over a thousand fans united for a sustainable future with the new bottles.

### CHARITY CONCERTS FLOOD-AFFECTED SCHOOLS

The Power of Thai Foundation, in collaboration with SUSTAINABILITY EXPO 2024 and its partners, organized two charity concerts to raise funds for the restoration of schools affected by flooding. The first concert, "Power of Thai: Returning Smiles to Flood-Devastated Schools," took place on 28 September 2024, featuring performances by volunteer artists from GMM Grammy Public Company Limited, CHANGE2561, SPICYDISC, Warner Music Thailand, and the Kao Kon La Kao Foundation. On 5 October 2024, the "HEALING MELODIES CHARITY CONCERT" featured renowned pianist Nat Yontarak, the Suanplu Chorus, the Thailand Philharmonic Orchestra, Bird - Ekachai Jearakul, Vietrio, Tul - Tulanan Narasetapisarn, and Princess Galyani Vadhana Institute of Music. All proceeds supported the rehabilitation of schools impacted by the floods.



### ESG SYMPOSIUM 2024 DRIVING INCLUSIVE GREEN TRANSITION

The ESG SYMPOSIUM 2024 brought together global experts who shared diverse experiences and models for transitioning to a low-carbon society. The event also featured an exhibition on low-carbon lifestyles. Mr. Prasert Chantararungthong, Deputy Prime Minister of Thailand and Minister of Digital Economy and Society, discussed "Enhancing Thailand's Potential for a Collective Transition to a Low-Carbon Society." Key symposium discussions led to two main recommendations for the government: transitioning to clean energy and promoting a circular economy, as well as using "Saraburi Sandbox," Thailand's first low-carbon city model, to address challenges in policy, industrial development, green infrastructure and ensure a society that leaves no one behind. Four strategies were proposed to support these efforts: easing laws and regulations, promoting access to green finance, developing green technologies and infrastructures, and empowering SMEs.

### SX SHAPER POINT

At SUSTAINABILITY EXPO 2024, participants collected points via the SX mobile app by scanning QR codes at designated locations, engaging in activities at booths, or attending panel discussions. Points were then exchanged for SX2024 souvenirs collection made with sustainability in mind, including rPET bags, nylon bags, premium cotton bags, and recyclable notebooks, coasters, and aluminium cans—all of which can be recycled indefinitely.



### CPF SUSTAINABILITY IN ACTION AWARD 2024

The 9<sup>th</sup> CPF Sustainability in Action Award recognized innovative projects tackling social, community, and environmental challenges. The competition saw 61 submissions from Charoen Pokphand Foods Public Company Limited employees in Thailand and abroad. After a thorough selection process, the winning project, Waste No More focuses on sustainable waste management across the pork business, following the Waste to Value principle. It transforms waste into valuable resources, including "good ash, good water, good gas, and beneficial sludge," reducing energy consumption. The initiative helps lower household expenses and boosts income for farmers and communities.





### CHIEF SUSTAINABILITY OFFICERS FORUM (CSO)

The Chief Sustainability Officers Forum was held under the theme "Climate Change Mitigation and Adaptation," focusing on challenges and strategies for addressing climate change. The event brought together leaders from major organizations to raise awareness of climate change impacts and explore adaptive solutions to remain competitive in the market. Participants included international institutions such as the International Finance Corporation (IFC), MUFG Bank, and Kasikornbank, along with global sustainability advisors ERM, the leading credit rating agency S&P Global, the Malaysian investment holding company Capital A specializing in tourism and lifestyle, the sustainable chemical company Indorama Ventures, and Thai Beverage Public Company Limited, Southeast Asia's largest beverage company.

### ASEAN CIRCULAR ECONOMY FORUM 2024 (ACEF)

The ACEF served as an annual platform for ASEAN policymakers, bringing together representatives from government agencies, the ASEAN Secretariat (ASEC), and the ASEAN Economic Community (AEC) to collaborate on advancing effective policies for circular transitions. The forum fostered discussions on the widespread impacts of climate change, which hinder sustainable development, as well as the circular economy, ASEAN cooperation, and the broader involvement of government agencies. Key topics included "Circular Startups in ASEAN - Harnessing the Potential of Regional Integration and Cooperation," which explored Thailand's role in regional economic integration, innovative design strategies, and best practices for engaging industries and communities.



Another significant session, "Comprehensive Circularity for Electronics - Using the Full Range of Circular Strategies," focused on minimizing the environmental impact of electronic devices. It underscored the crucial role of governments in extending product lifespans, ensuring product safety, and promoting social responsibility within the electronics sector.

### AUSTRALIAN GREEN ECONOMY MISSION TO THAILAND

The Australian Embassy in Thailand joined the SUSTAINABILITY EXPO for the first time. Representatives from the Australian Green Economy Mission, spearheaded by Australian Trade and Investment Commission (Austrade), shared advanced practices in agricultural technology, smart cities, and green energy while identifying trade and investment opportunities and fostering business collaborations between Thailand and Australia. The event also featured a seminar titled "Australia's Pathway to Decarbonization in Agriculture," which underscored the vital connection between agricultural sustainability and trade. The discussion highlighted Australia's efforts in driving sustainable production, environmental conservation, climate action, and business.



### SWEDEN - THAILAND SUSTAINABLE DEVELOPMENT FORUM 2024

The Embassy of Sweden in Thailand, in partnership with Business Sweden and the Thai-Swedish Chamber of Commerce (SweCham), organized the "Sweden-Thailand Sustainable Development Forum 2024" at the SUSTAINABILITY EXPO 2024. The forum provided a dynamic platform for sharing insights, exchanging best practices, and strengthening tangible cooperation in sustainable development between Thailand and Sweden. The event featured two discussion panels on innovations to improve energy and resource efficiency, and the transition to green transportation, exploring both opportunities and challenges in advancing sustainable urban mobility.

### NIKKEI DIGITAL FORUM IN ASIA: SUSTAINABLE SOCIETY & SOLUTION SUMMIT

The NIKKEI DIGITAL FORUM IN ASIA: SUSTAINABLE SOCIETY & SOLUTION SUMMIT brought together leaders from the public and private sectors, as well as academia in Thailand and Japan to foster new collaborations. The event focused on advancing digital technologies to tackle pressing social challenges. Over 20 esteemed speakers shared valuable insights and engaged in meaningful discussions. A key takeaway emphasized the importance of combining Thailand's agricultural strengths with Japan's technological expertise to drive co-creation, positioning this collaborative approach as a pivotal strategy for fostering sustainable development and pioneering innovative solutions on a global scale.



### THE THAI-SWEDISH SUSTAINABLE WATER FORUM 2024

Thailand and Sweden's partnership in sustainable water management began in 2021, focusing on water resource management technology with key agencies, including the Ministry of Interior, the Federation of Thai Industries, the Metropolitan Waterworks Authority, and the Bangkok Metropolitan Administration. In 2022, the Thailand-Swedish Water Alliance was formed, strengthening long-term cooperation. Building on this, the "Thailand-Swedish Sustainable Water Forum 2024" was held at the SUSTAINABILITY EXPO 2024 by Business Sweden. The forum provided a platform for exchanging knowledge, sharing expertise, and exploring solutions to Thailand's water resource challenges, aiming to enhance water security and promote sustainable practices.

