

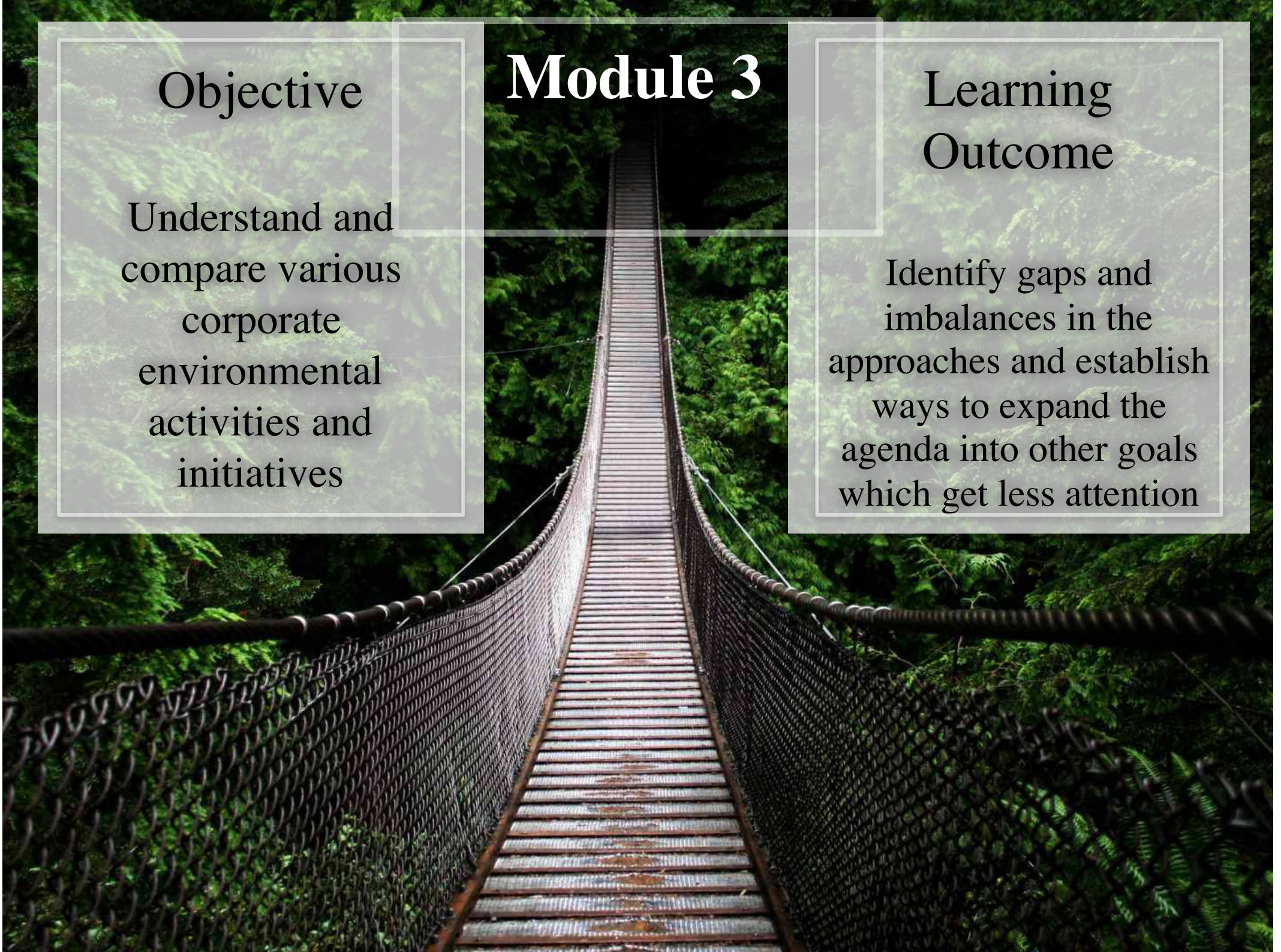
Objective

Understand and compare various corporate environmental activities and initiatives

Module 3

Learning Outcome

Identify gaps and imbalances in the approaches and establish ways to expand the agenda into other goals which get less attention





Tourism Authority of Thailand SDG Activities

Historic background



As we mark our 60th anniversary in 2020, the Tourism Authority of Thailand has reaffirmed its commitment to making travel and tourism the kingdom's most economically promising, environmentally sustainable and culturally vibrant sector in the years to come.

– Governor Yuthasak Supasorn



Background

The Tourism Authority of Thailand is moving big time towards enhancing the economic gain while mitigating the ecological pain of tourism growth. The private sector is steadily coming on board.

- พ.ศ. 2519 ได้ริเริ่มให้มีการพัฒนาการท่องเที่ยวให้เป็นรูปแบบและมีระบบมากยิ่งขึ้น โดยได้รับความร่วมมือจาก Netherlands Institute of Tourism Development Consultants จัดทำแผนพัฒนาการท่องเที่ยวของประเทศ (National Plan on Tourism Development) ซึ่งนับเป็นแผนพัฒนาการท่องเที่ยวฉบับแรกของประเทศไทย และได้มีการวางกรอบการพัฒนาการท่องเที่ยวของประเทศไทยอย่างมีระบบ มีการกำหนดการพัฒนาท่องเที่ยวในส่วนต่าง ๆ ที่สำคัญไว้อย่างครบถ้วน และได้ยึดหลักการนี้มาใช้ในการวางแผนพัฒนาการท่องเที่ยวต่อมาจนสามารถครอบคลุมพื้นที่ได้เกือบทั่วประเทศไทย

The first Thai Tourism Development plan was done in 1976.

แผนหลักพัฒนาการท่องเที่ยวที่ได้จัดทำสำเร็จแล้ว ได้แก่ แผนหลักพัฒนาการท่องเที่ยว พัทยา, ภูเก็ต, สงขลา/หาดใหญ่, เชียงใหม่, กาญจนบุรี, สุโขทัย/พิษณุโลก, กำแพงเพชร/ตาก/พิจิตร, ระยอง/จันทบุรี/ตราด, นครราชสีมา, เกาะสมุย/สุราษฎร์ธานี, เพชรบุรี/ประจวบคีรีขันธ์, อุทยาน

- Thailand's tourism development assumed a definite format and systematic framework in 1976 when the Netherlands Institute of Tourism Development Consultants produced the National Plan on Tourism Development - the country's first development blueprint. The development outline which covered all important segments of tourism subsequently was held a paradigm in the mapping of other development blueprints of the provinces.



Over the years, the TAT has undertaken numerous studies and plans on tourism development, and conducted dozens of campaigns to enhance public awareness of sustainability, conservation and preservation, as shown in this and the following few slides.





โครงการปฏิญญารักษาสิ่งแวดล้อม
เพื่อการท่องเที่ยวอย่างยั่งยืน
(ปี 2551-2553)



7Green



ท่องเที่ยวเชิงผจญภัย ในป่าเขตรักษาพันธุ์สัตว์ป่า



การท่องเที่ยวแห่งประเทศไทย

1600 ถนนเพชรบุรีตัดใหม่ แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400
โทร. 0 2250 5500 (120 เลขหมาย) โทรสาร 0 2250 5511
www.tourismthailand.org/7green, E-mail : center@tat.or.th
TAT CALL CENTER 1672

The Development of a Database for the Promotion of Travel Destinations' Environment: (Green Map)



The Department of Environment Quality Promotion, Ministry of Natural Resources and Environment, has developed a database to promote the environment in travel destinations and people's participation in well-known natural travel destinations; such as, Ko Samui district of Surat Thani province. The Department has developed green criteria, standards and database. They are tools for assessing accommodation businesses, hotels, and resorts that participate in the project as well as ranking the quality of their services and environmental management.

The standard criteria of green information have been divided into four categories, that are firstly the location and the environment; secondly, the natural resources and environmental management; thirdly, the conservation and the preservation of local arts, culture and intellectual properties, and fourthly, the participation of the local people.

Business premises meeting the criteria in the four categories would be classified into three standard groups, according to international criteria. The three groups are the Gold Class for Samui Green Island, the Silver Class for Samui Green Island, and the Green Class for Samui Green Island. The success of those activities would set a new standard for tourism promotion and development, as well as environmental conservation which focuses on people's participation.

Moreover, the project has been expanded to be launched on another popular island, which is Ko Lanta in Krabi province.

The development of a green database was an exploration and collection of basic information about travel destinations through remote-sensing technology. The geographic information system has been used as an operation tool and the global positioning system (GPS) has been used as a tool for more accurate information from the field. More importantly, relevant agencies have planned training programmes as well as campaigns to encourage businesses in tourist destinations to be informed about environmental issues. This could lead to the development of their awareness in the value of natural resources and the environment. The database team would also launch public relations campaigns for tourist attractions and related businesses including hotels and other forms of accommodations via different kinds of media such as leaflets and the green database website.



TAT Reduce Global Warming Activities

The Tourism industrial sector in Thailand held three academic seminars on global warming in three main tourist regions in 2007. Details are as follows:

1. Seminar on the impact of global warming on seaside tourism in Thailand, held in Phuket.
2. Seminar on the impact of global warming on ecotourism, held in Chiang Mai.
3. Seminar on the impact of global warming on Thailand's tourism industry, held in Bangkok.

Thailand also hosted international conferences on climate change issues in 2008. From March 31 to April 4 last year, the "Bangkok Climate Change Talks" was held at the United Nations Conference Centre in Bangkok with 1,000 attendants from 190 member countries who are a special taskforce of long-term collaboration under the United Nations convention on climate change. The main purpose of the conference was to seek long-term cooperation for solving climate change problems and to pave the way to the creation of a new international agreement which will become the replacement of the Kyoto Protocol, scheduled to expire in 2012.

The latest international conference on the topic of climate change hosted by Thailand was the "PATA CEO Challenge 2008: Confronting Climate Change" organized by the Pacific Asia Travel Association PATA with TAT's support from 29 to 30 April, 2008 in Bangkok. Top executives from PATA and other tourism organizations in the Asia-Pacific attended the conference to jointly map out a plan to cope with the impact of climate change on the tourism sector and traveling in the region both changes in tourists' needs and behavior, as well as season changes, and the deterioration of tourist attractions.

The effects of climate change on tourism was an agenda of the conference, which was intended to seek directions and measures for responsible parties, ranging from aviation and air transportation businesses, tourist agencies, hotels and resorts to tourism authorities in PATA's member countries to reduce greenhouse gas emissions in necessary and urgent ways. The conference concluded that relevant parties must accept that climate change or global warming is a problem of the tourism industry and solutions for adaptation as well as actions to reduce greenhouse gas emissions, which is an important cause of global warming crisis, must be sought.



Tourism Industry Adaptation and Its Reduce Global Warming Effort

Since the tourism industry is perceived as both a victim and a generator of climate change, the adaptation to the current situation together with tangible action to reduce greenhouse gases is necessary. United Nations World Tourism Organization (UNWTO) estimated that the volume of greenhouse gases released into the atmosphere by the global tourism industry was 1,307 billion tonnes in 2006 or around 5% of overall greenhouse gases. Of that total volume, air transportation generated 40%, inland transportation 32%, other modes of transportation 3%, accommodation 21%, and tourist activity 4%.

At the conference on "The Climate Change and Tourism" held by UNWTO, United Nations Environment Programme (UNEP) and World Meteorological Organization (WMO) in Davos, Switzerland in 2007, attendants from different countries agreed that all concerned parties in the tourism industry must be well-prepared to face and adapt themselves to climate change. They could start from using appropriate business operation approaches and travel means, consuming energy effectively, putting in place ecological and bio-diversity conservation, as well as creating more variety of tourism products and





Thai Tourism Goes Green



amazing
THAILAND



THAILAND 50 Great Green Escapes





TAT SDG Activities 2015-17



Ocean Mysteries award-winning show to highlight Thailand's environmental conservation projects

March 11, 2015 · 0



Thailand reaffirms its commitment to promoting responsible tourism

February 19, 2016 · 0



Thailand Green Excellence Awards at World Travel Market (WTM) 2016

Thailand Green Excellence Awards at World Travel Market (WTM) 2016

November 8, 2016 · 0



HRH Princess Ubolratana conferred 11th Thailand Green Excellence Awards

November 8, 2017 · 0



TAT highlights 'Amazing Green: A'Maze 2017' sustainable agricultural tourism project

October 31, 2017 · 0



Inner-city eco-tourism – Bang Krachao and Lat Pho Canal

March 13, 2017 · 0



Ko Tao uses community based initiatives to protect environment

November 23, 2017 · 0



Smoking ban on Thai beaches to promote clean and safe environment...

October 16, 2017 · 0



Thailand becomes first Asian country to join Upcycling the Oceans clean-up...

March 29, 2017 · 0



TAT SDG Activities 2018



Plant a tree, save the planet with Phu Kradueng Go Green...

May 22, 2018 · 0



Responsible Thailand Awards 2018 winners announced at the World Travel Market

November 6, 2018 · 0



Important information on marine tourism in Thailand during the Southwest monsoon...

July 24, 2018 · 0



Thailand is paving a sustainable, responsible tourism path that's both admirable...

November 19, 2018 · 0



Phuket launches ground breaking 'No Foam No Plastic' initiative

November 21, 2018 .  0



Samui goes green to protect island ecosystem

October 29, 2018 .  0



Thai PM Prayut Chan-o-cha hails TAT for promoting environmental protection activities

June 14, 2018 . 0



Tung Dap Village in Phang Nga earns global recognition for its sustainable tourism

Tung Dap Village in Phang Nga earns global recognition for its...

March 15, 2018 . 0



TAT SDG Activities 2019



TATs “The Seasons” documentary series inspires responsible tourism

February 22, 2019 · 0



TAT promotes “Thailand Reduce Waste” campaign in UK

August 6, 2019 · 0



Thailand Tourism Festival 2019 promotes environmentally-friendly travel

January 10, 2019 · 0



TAT launches 'Green a-la-carte' to encourage Green Tourism

August 2, 2019 · 0



Thai wildlife conservation and animal care efforts are working

July 18, 2019 · 0



The Seasons Episode 9: Green Island

July 5, 2019 · 0



Thai tourism organisations step up war on plastic

January 21, 2019 · 0



Thailand Tourism Festival 2019 promotes environmentally-friendly travel

January 10, 2019 . 0



Thailand offers nature and biodiversity Thais can be proud of, says...

July 23, 2019 . 0



Animal welfare continues to improve in Thailand, says Thai wildlife veterinarian

July 18, 2019 · 0



Responsible Tourism leads Thailand Networking Lunch at ITB Berlin 2019

March 8, 2019 · 0

Airports of Thailand



As a publicly-listed company, AoT is required to issue both an operational and sustainability report every year.



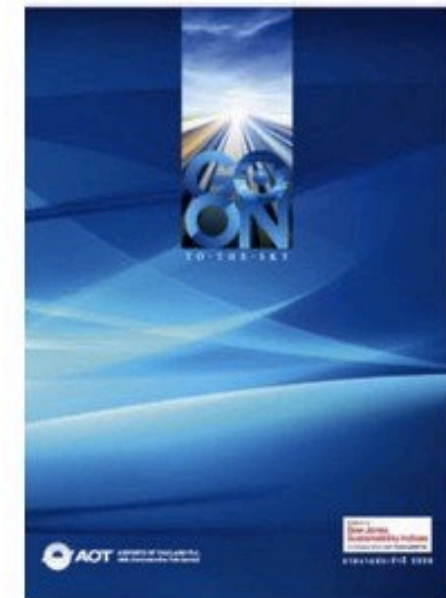
Annual Report 2017



Sustainable Development Report 2017



Annual Report 2016



Sustainable Development Report 2016



AIRPORTS OF THAILAND PLC.
บริษัท ท่าอากาศยานไทย จำกัด (มหาชน)

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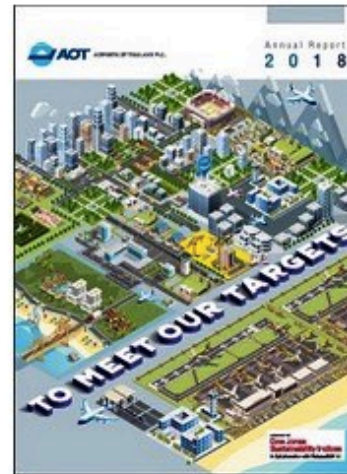
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Annual Report / Sustainability Report



Annual Report 2018



Sustainable Development Report 2018



Annual Report 2017

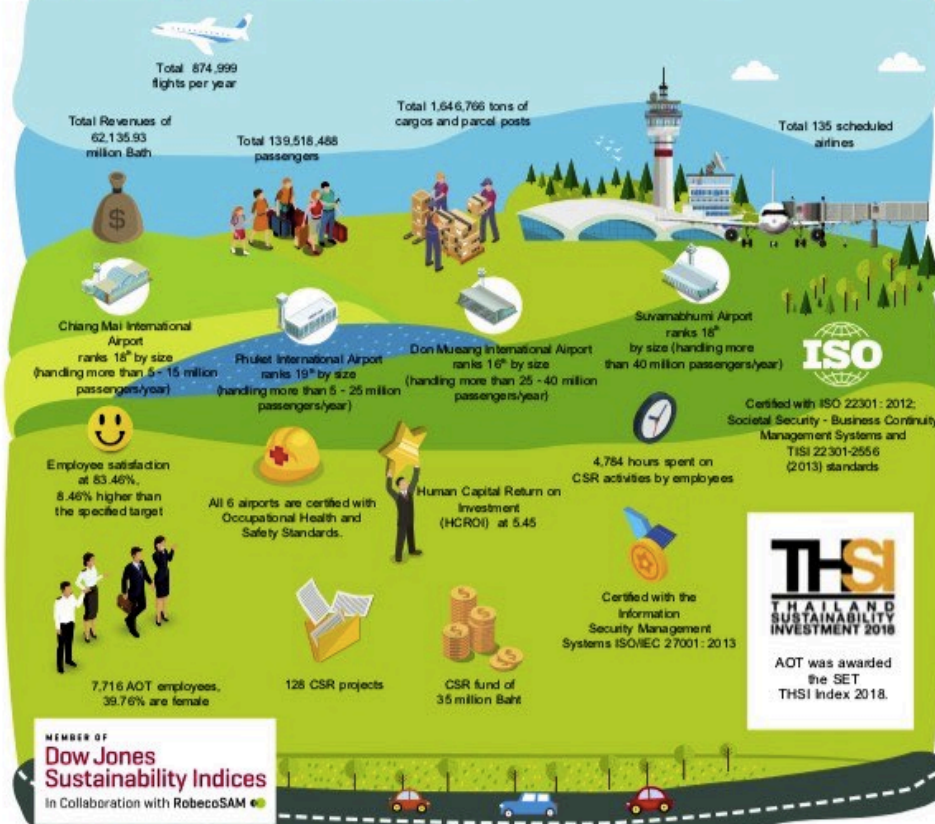


Sustainable Development Report 2017



To Reach our Goals of Sustainable Airports

Sustainability Performance Results in 2018



AOT maintains its membership status in the Dow Jones Sustainability Indices 2018 in the transportation and transportation infrastructure sector for the fourth consecutive year.

*Rankings for June-August

In the AoT 2018 sustainability report, the UN SDGs are prominently mentioned, especially those which are considered to be “relevant to AoT business.”



AOT is committed to delivering sustainable values according to the 11 UN's Sustainable Development Goals (SDGs), which are relevant to AOT business, namely Good Health and Well-Being (Goal 3); Quality Education (Goal 4); Clean Water and Sanitation (Goal 6); Decent Work and Economic Growth (Goal 8); Industry, Innovation, and Infrastructure (Goal 9); Sustainable Cities and Communities

(Goal 11); Responsible Production and Consumption (Goal 12); Climate Action (Goal 13); Life below Water (Goal 14); Life on Land (Goal 15); Peace, Justice and Strong Institutions (Goal 16); and Partnerships for the Goals (Goal 17). These goals are consistent with AOT's sustainability materiality in 2018 as mentioned in this report.



The AoT 2018 sustainability report lists the UN SDGs alongside the specific activity undertaken by the AoT to meet that SDG.

	Sustainable Development Goals in 2017	Sustainable Development Goals in 2018	Chapter (s) in the Report
		Goal 3: Good Health and Well-being	<ul style="list-style-type: none"> Managing Resources Responsibly Promoting Continued Safety Delivering Safe and Secure Airports
	Goal 4: Quality Education	Goal 4: Quality Education	<ul style="list-style-type: none"> Adapting to the Digital Age Focusing on Participation
		Goal 6: Clean Water and Sanitation	<ul style="list-style-type: none"> Managing Resources Responsibly
	Goal 8: Decent Work and Economic Growth	Goal 8: Decent Work and Economic Growth	<ul style="list-style-type: none"> Uplifting Operational Excellence Promoting Continued Safety Driving Business with Talented Employees Airport
	Goal 9: Industry, Innovation, and Infrastructure	Goal 9: Industry, Innovation, and Infrastructure	<ul style="list-style-type: none"> Moving Toward Stability Uplifting Operational Excellence Promoting Cooperation Enhancing Climate Resilience
	Goal 11: Sustainable Cities and Communities	Goal 11: Sustainable Cities and Communities	<ul style="list-style-type: none"> Managing Resources Responsibly Delivering Safe and Secure Airports
		Goal 12: Responsible Production and Consumption	<ul style="list-style-type: none"> Promoting Cooperation Managing Resources Responsibly Focusing on Participation
	Goal 13: Climate Action	Goal 13: Climate Action	<ul style="list-style-type: none"> Delivering Safe and Secure Airports
	Goal 14: Life below Water	Goal 14: Life below Water	<ul style="list-style-type: none"> Focusing on Participation
	Goal 15: Life on Land	Goal 15: Life on Land	<ul style="list-style-type: none"> Focusing on Participation
		Goal 16: Peace, Justice and Strong Institutions	<ul style="list-style-type: none"> Corporate Governance, Risk Management, and Business Ethics Uplifting Operational Excellence Delivering Safe and Secure Airports
	Goal 17: Partnerships for the Goals	Goal 17: Partnerships for the Goals	<ul style="list-style-type: none"> Moving Toward Airport Stability Promoting Cooperation Uplifting Operational Excellence Focusing on Participation

Importantly, the AoT Sustainability report also includes a section on its anti-corruption policy. That is an equal priority on the sustainability agenda as the traditional environmental focus.

Anti-corruption

AOT set up the Anti-Corruption Operation Center (ACOC)

In 2018, AOT set up the Anti-Corruption Operation Center (ACOC) which directly reports to the President and is under supervision of the Corporate Governance Committee. The ACOC is responsible for preparing recommendations and guidelines for setting policies and measures as well as formulating action plans for the prevention and suppression of corruption and misconduct in the workplace as in line with the National Anti-Corruption Strategy. With regard to the prevention of corruption, there are activities to promote an ethical culture, publicize and foster awareness on ethics among the employees and create a work environment that encourages ethical conduct according to the corporate

value, thus leading to the creation of an ethical society. ACOC has also put results-based approaches to accomplishing assigned tasks into practice. Through various meetings and seminars, the ACOC has provided cooperation and collaboration on the prevention of and fight against corruption and misconduct with the external agencies such as the Office of the National Anti-Corruption Commission (ONACC), the Office of Public Sector Anti-Corruption Commission (PACC), the State Enterprise Policy Office (SEPO), the Ministry of Transport and other state-owned enterprises.

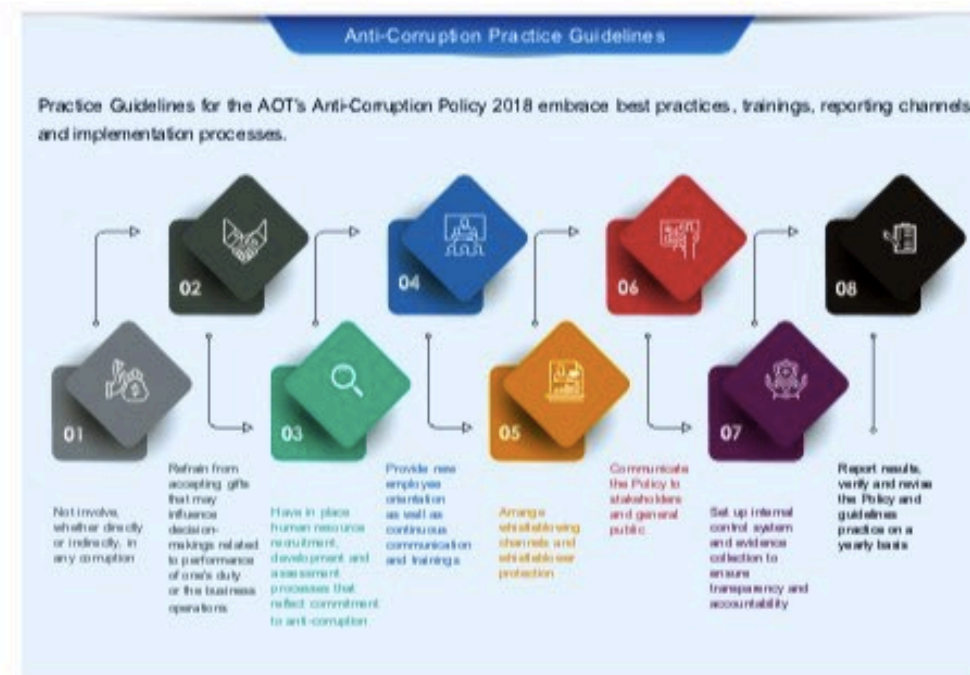
Meetings and Seminars Attended by the Anti-Corruption Operation Center in 2018

	State Enterprise Policy Office (SEPO)	Office of Public Sector Anti-Corruption Commission (PACC)	Office of the National Anti-Corruption Commission (ONACC)	Office of the Permanent Secretary, Ministry of Transport
The meeting held for drafting a 4-year action plan on the prevention of corruption in the state-owned enterprise sector (2018 - 2021) in accordance with the memorandum of understanding (MOU) made among 3 parties comprising the Office of the National Anti-Corruption Commission, the State Enterprise Policy Office, 54 state-owned enterprises and other state-owned enterprises	✓		✓	
The International Anti-Corruption Conference to enhance good governance and corruption perceptions index as well as publicize the Complaint Center for Foreign Investors		✓		
The meeting on performance-based monitoring in accordance with the memorandum of understanding regarding Thailand's public sector collective action coalition against corruption related to trade and investment		✓		
Integrity and Transparency Assessment (ITA) of the Performance of Governance Agencies State-Owned Enterprises in accounting year 2018	✓		✓	
The meeting to develop guidelines for driving good corporate governance principles to prevent policy corruption			✓	
The meeting entitled "Creating Transparency towards Bribery-Free Society"			✓	
The meeting on participating in transparency-building measures				✓
Workshop and field trip for adjusting foundations of thinking, creating values against corruption and promoting morals and ethics				✓
The meeting regarding fraud risks that may occur during the approval and permission processes pursuant to the Licensing Facilitation Act B.E.2558 (2015)		✓		
The Meeting of Networks of Integrity & transparency assessment (ITA) and anti-corruption operation centers of state-owned enterprises	Organized by: Networks of ITA and Anti-Corruption Operation Centers of State-Owned Enterprises			

AOT Anti-Corruption Policy

Corruption within the organization will result in a significant negative impact on image and confidence of stakeholders along the value chain. Realizing that the corruption risks may occur, AOT therefore carried out urgent and decisive actions by developing the Anti-Corruption Policy which is regularly revised on an annual basis to respond to changing of business environment, rules, regulations and legal

provisions. The Board of Directors, executives and employees of all levels are required to strictly abide by the Policy. The latest Anti-Corruption Policy was approved by the Corporate Governance Committee in September 2018 and the AOT Board of Directors approved the continuation of the Policy in October 2018.



Anti-Corruption Operation



To ensure that anti-corruption practices are effective and tangible, AOT therefore signed the memorandum of understanding on the National Strategy for the Prevention and Suppression of Corruption - Phase 3 (2017 - 2021), which made among 3 parties including the Office of the National Anti-Corruption Commission, the State Enterprise Policy Office (SEPO) and the state-owned enterprises. For the private sector, AOT declared its intent to join Thailand's Private Sector Collective Action Coalition Against Corruption (CAC). AOT has already submitted a request for CAC membership, which is currently in the process of further action according to the CAC Council's resolution.



Thai Airways International

Like the AoT, Thai Airways is a publicly-listed company, and issues both a financial and sustainability report



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SUSTAINABLE DEVELOPMENT REPORT 2018
Thai Airways International Public Company Limited

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Thai Airways' Press releases on sustainability activities are virtually nil

THAI Resumes Operations on Bangkok-Hong Kong Flight	12:52
THAI Announces Strategic Plan to Reduce Expenses and Increase Revenue Amidst External Crises	10:27
Photo News: THAI Offers Grey Sedge Travel Kits on Her Majesty Queen Sirikit's Birthday	9/8/62, 09:30
Photo News: THAI Welcomes Representatives from Kintetsu Group and Mie Prefecture	8/8/62, 14:29
Photo News: THAI Holds Activities In Honor of Her Majesty Queen Sirikit The Queen Mother	7/8/62, 17:14
THAI Serves Special Menu on Her Majesty Queen Sirikit's Birthday	6/8/62, 11:12
Photo News: THAI Celebrates 15th Anniversary of Flights to Bengaluru	5/8/62, 14:31
THAI Offers 50 Percent Mileage Discount to Redeemers on 13 Destinations	2/8/62, 19:09
Photo News: HM King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua Designates General Bundit Malaia...	31/7/62, 17:21
Photo News: THAI Joins Thai Festival 2019 in Sweden	31/7/62, 15:07
STAR ALLIANCE AND NEC CORPORATION SIGN PARTNERSHIP AGREEMENT TO ENHANCE CUSTOM...	30/7/62, 13:18
Photo News: THAI Grants Lapel Pins to Trilingual Cabin Crew	30/7/62, 11:29
THAI Holds Weekday Sales Promotion	26/7/62, 19:17
THAI Increases Preferred Seats Selection on All International Flights	23/7/62, 15:33
Photo News: THAI Holds "TG Shining Day Look Good in Every Mood"	19/7/62, 11:48
THAI Serves Famous Ramen on Bangkok-Japan Routes	12/7/62, 15:11
Photo News: THAI Opens THAI Cargo Booth at Air Cargo Europe 2019	10/7/62, 16:28
Photo News: THAI and SET to Sell Air Tickets to Business Customers	10/7/62, 15:53
THAI Arranges 15 Special Flights to Saudi Arabia for Hajj Pilgrimage 2019	4/7/62, 16:09
Photo News: PATA Thailand Welcomes its New Chairman from Thai Airways International	2/7/62, 16:08
THAI Serves Classic French Menus by Michelin Star Chef on Five European Routes (more photos)	28/6/62, 15:58
THAI Serves Classic French Menus by Michelin Star Chef on Five European Routes	28/6/62, 15:46
THAI Holds 44th System-wide Airport Services Managers Meeting 2019	26/6/62, 17:35
STAR ALLIANCE NAMED BEST AIRLINE ALLIANCE AT SKYTRAX WORLD AIRLINE AWARDS FOR 4TH CON...	20/6/62, 13:42
Photo News: THAI Joins BAR Data Protection and Cybersecurity Meeting	19/6/62, 13:58
Photo News: THAI Celebrates 35th Anniversary of Zurich-Bangkok Flights with Special Menu	18/6/62, 12:04

Bangkok Airways



Bangkok Airways does run a few media releases on its sustainability projects, but it could do a lot more.

Subject	Date
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สจัดการแข่งขันวิ่ง "บางกอกแอร์เวย์ส สมุยฮาล์ฟมาราธอน..."	11/6/61, 10:17
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สต้อนรับ มร. โรมัน ไวเดนเฟลเลอร์และทีมสตาฟฟ์โค้ชจากสโมสร...	18/6/61, 15:15
Press Release: Bangkok Airways welcomes Mr. Roman Weidenfeller and Borussia Dortmund pro...	18/6/61, 16:03
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สจับมือ โบรุสเซีย ดอร์ทมุนด์ จัดกิจกรรมคลินิกฟุตบอลเยาวชน...	19/6/61, 14:55
Press Release: Bangkok Airways and Borussia Dortmund to organize a football clinic for kids in ...	19/6/61, 15:27
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์ส และสโมสร โบรุสเซีย ดอร์ทมุนด์ ประเทศเยอรมนี จัดกิจ...	20/6/61, 10:54
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์ส จัดกิจกรรมสร้างฝาย พลิกฟื้นผืนป่าผาไท ณ อุทยานแห่...	25/6/61, 13:44
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สจัดการแข่งขันวิ่ง "บางกอกแอร์เวย์ส ลำปางฮาล์ฟมาราธอน..."	27/6/61, 10:48
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สและธนาคารไทยพาณิชย์ประกาศร่วมมือด้านรายการสะสมคะแนน	4/7/61, 10:11
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สต้อนรับเครื่องบินแบบแอร์บัส เอ319 ลำใหม่ล่าสุด/ Ba...	9/7/61, 14:40
Press Release: Bangkok Airways wins Best Regional Airline and Best Economy Class in Asia in T...	13/7/61, 11:34
Press Release: Bangkok Airways wins Best Regional Airline and Best Economy Class in Asia in T...	13/7/61, 11:34
Press Release: Bangkok Airways wins "World's Best Regional Airline" and "Best Regional Airline..."	18/7/61, 11:46
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Press Release: บางกอกแอร์เวย์สจับมือที่เสด็จจัดทริปพิเศษแนะนำเชียงใหม่ เจาะตลาดนักเดินท...	7/8/61, 14:57
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Press Release: Bangkok Airways (BA) announces operating results for the six-month period of 2...	15/8/61, 14:26
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ข่าวประชาสัมพันธ์: เคทีซีหมักสายการบินบางกอกแอร์เวย์ส จัดงานเปิดตัว "บัตรเครดิตเคทีซี ...	21/11/61, 11:34
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ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์ส สายการบินแรกที่เปิดบินตรง กรุงเทพฯ-ญาจาง (เวียดนาม)...	28/11/61, 10:04
ข่าวประชาสัมพันธ์: บางกอกแอร์เวย์สรับเครื่องบินแบบเอทีอาร์รุ่น 72-600 ลำใหม่ล่าสุด ...	14/12/61, 11:19

Thailand Convention and Exhibition Bureau



TCEB does maintain a focus on sustainability, but it is not adequately reflected in its media messages.



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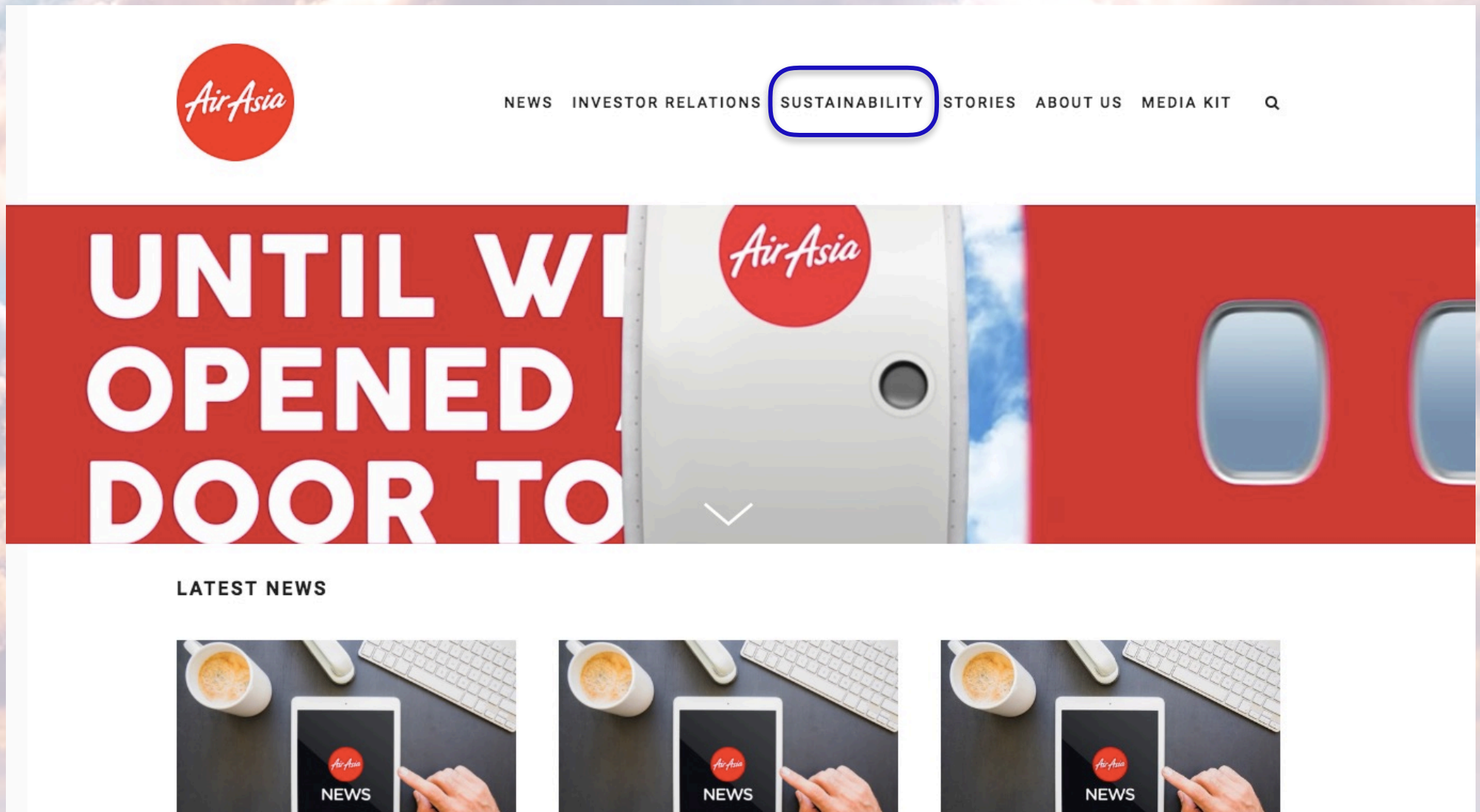
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The image features a background of a misty, mountainous landscape with a prominent evergreen tree in the foreground. The scene is bathed in a soft, golden light, suggesting a sunrise or sunset. A diagonal line divides the image, with a lighter, more saturated orange-gold area on the left and a darker, more muted green-blue area on the right. The AirAsia logo is centered in the upper left, within a white rectangular box with a thin black border.

AirAsia

AirAsia has an extremely good public profile and communications system to promote its sustainability agenda.





SUSTAINABILITY

As the biggest airline in Asean, and one of the biggest in Asia, we recognise we have an immense responsibility to our numerous stakeholders in ensuring we operate safely, responsibly and with integrity. This has formed the basis of our sustainability efforts over the years and will continue to drive our future performance.





SAFETY & HEALTH

Our Safety & Health policies are aimed principally at ensuring the well-being of our guests and inflight crew, but also extend to cover practices on the ground such as ramp operations. Safety is a core principle of how we run our business. We are committed to developing, implementing, maintaining and constantly improving strategies and processes to ensure that all our aviation activities take place under a balanced allocation of organisational resources.

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STAKEHOLDER ENGAGEMENT

Different stakeholder groups, such as the public, our Allstars, investors, the government and all of our business partners, play an important role in our continuing success as a low-cost airline. Accordingly, we invest considerable resources to develop and maintain strong relationships with these groups.

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TALENT ATTRACTION & RETENTION

We have a unique culture at AirAsia in which everyone is treated as part of a big family. That means supporting each other but also being brutally honest when need be. Because of our open office layout, the leadership team is always 'available' for conversation with any Allstar. We have developed as flat an organisational hierarchy as possible to maintain a democratic work environment in which the opinions and contributions of everyone are valued and treated with respect.

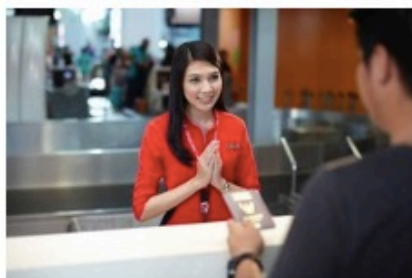
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OPERATIONAL EFFICIENCY

Operational efficiency is key to maintaining high standards of service, as well as to keeping our costs low. We have various programmes to ensure continuous improvement of our systems and processes.

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SERVICE EFFICIENCY

We place great emphasis on providing a high standard of service as we believe being affordable does not mean having to compromise on the level of professionalism with which we treat every guest.

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ENERGY CONSUMPTION & FUEL MANAGEMENT

As a low-cost carrier in which around 31% of our costs are related to fuel, energy efficiency has always been a key consideration at AirAsia. Being able to manage our fuel consumption is critical to our sustainability and also helps us contribute to the sustainability of the natural environment.

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RISK & CRISIS MANAGEMENT

Risk management is firmly embedded within the aviation industry due to the high level of regulatory oversight. The mandate of managing risks effectively for AirAsia lies with our Group Risk department (Group Risk).

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Singapore Airlines

The background of the slide is a composite image. It features a large, dark evergreen tree in the center foreground, silhouetted against a bright, golden-yellow sky. The sky is split diagonally from the bottom left to the top right. The upper left portion of the sky is a lighter, hazy blue with soft white clouds. The lower right portion is a darker, more dramatic blue with heavy, dark clouds. In the distance, there are rolling hills or mountains under the golden light. The foreground consists of green grass and some small white flowers.

2012 - 2013

SIA began issuing corporate and environmental reports as of FY 2012-13



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But not a single media release issued in 2018 was on sustainability, as indicated in this and the next three slides

January - March 2018

- › 28 Mar - Singapore Airlines Unveils New Regional Cabin Products
- › 28 Mar - World's First Boeing 787-10 Arrives In Singapore
- › 26 Mar - Singapore Airlines Takes Delivery Of World's First Boeing 787-10
- › 08 Mar - SIA, DFASS And SATS Agree Travel Retail Joint Venture
- › 22 Feb - Perth Second Destination To Be Served By Singapore Airlines' New 787-10s
- › 13 Feb - Third Quarter Operating Profit Up 13% To \$330 Million
- › 10 Feb - SIA's Cabin Crew Organise Fun-Filled Day For Less Privileged
- › 08 Feb - Singapore Airlines' First Boeing 787-10 To Serve Osaka
- › 05 Feb - KrisFlyer To Launch World's First Blockchain-Based Airline Loyalty Digital Wallet
- › 29 Jan - Singapore Airlines Forges Ahead With Digital Innovation Blueprint
- › 24 Jan - SIA To Launch Melbourne-Wellington Services And Daily Flights To Canberra
- › 18 Jan - Singapore Airlines Partners LASALLE College Of The Arts To Design SIA Innovation Lab
- › 15 Jan - London And Hong Kong Next Destinations For Singapore Airlines' New A380 Cabin Products

April - June 2018



- › 29 Jun - Singapore Airlines To Offer New Chinese Dining Experience In Business Class
- › 30 May - Singapore Airlines To Launch World's Longest Commercial Flights
- › 28 May - Singapore Airlines Launches First New Distribution Capability Connection, With Skyscanner
- › 24 May - SG Enable, Singapore Airlines And Autism Resource Centre Come Together To Feature Artists With Special Needs On Global Platform
- › 22 May - KrisFlyer Partners With Points To Expand Redemption Options For Frequent Flyer Programme
- › 18 May - SilkAir To Undergo Major Cabin Product Upgrade And Be Merged Into SIA
- › 17 May - Full-Year Net Profit Rises To \$893 Million
- › 02 May - Scoot To Join HighFlyer Programme
- › 24 Apr - SIA Partners Plug And Play To Promote Innovation Via Startups
- › 19 Apr - Singapore Airlines Extends Title Sponsorship Of Formula 1 Singapore Grand Prix
- › 18 Apr - Singapore Airlines' Flight Information Now Available On Google Home
- › 17 Apr - Singapore Airlines And SilkAir To Codeshare With Fiji Airways
- › 09 Apr - Singapore Airlines Named TripAdvisor's 'Best Airline In The World'
- › 03 Apr - Singapore Airlines' KrisShop Merchandise Now Available On Ctrip Global Shopping
- › 02 Apr - Singapore Airlines Enhances HighFlyer Programme To Include Partner Airlines

- › 27 Sep - Singapore Airlines And Tourism Australia Re-Affirm Close Ties With New Three-Year Agreement
- › 26 Sep - SIA To Offer Wireless Headphones Through Bang & Olufsen Partnership
- › 22 Sep - Singapore Airlines Takes Delivery Of World's First Airbus A350-900ULR
- › 20 Sep - SIA Launches THRU COOL For Pharmaceutical And Healthcare Shipments
- › 06 Sep - SIA To Debut New A350-900 Medium Haul Aircraft On Singapore-Adelaide Route
- › 05 Sep - Hotelbeds Group And Singapore Airlines Announce Holiday Packaging Partnership
- › 31 Aug - David Gledhill Joins Singapore Airlines Board As Independent Director
- › 31 Aug - SIA Introduces Seamless Access To Mobile Boarding Passes Via Google Pay
- › 28 Aug - KrisShop Introduces '60-Minute' Advance Pre-Order For Duty-Free Merchandise
- › 21 Aug - Singapore Airlines And Alibaba Group Unveil Strategic Partnership To Collaborate On Multiple Fronts
- › 16 Aug - SIA Extends Agreement As Official Airline Partner For Team Singapore
- › 15 Aug - SIA And Canyon Ranch Announce Partnership To Enhance Customer Experience And Well-Being On The World's Longest Flights
- › 02 Aug - Singapore Airlines To Feature In New Children's Storybook
- › 26 Jul - Operating Profit Of \$193M Dampened By Steep Rise In Fuel Price
- › 24 Jul - KrisFlyer Launches Innovative Miles-Based Digital Wallet, KrisPay
- › 18 Jul - Singapore Airlines To Boost Services To Japan
- › 18 Jul - SIA-CAE Pilot Training JV In Singapore To Commence Operations
- › 17 Jul - SIA Named 'World's Best Airline' In 2018 Skytrax Awards
- › 11 Jul - SIA To Launch Non-Stop Los Angeles Services And Increase Non-Stop San Francisco Frequency

October - December 2018



- › 20 Dec - SIA World's First Airline With Network-Wide Meal Pre-Ordering For Premium Class Customers
- › 18 Dec - Singapore Airlines' First A350-900 Medium Haul Aircraft Arrives In Adelaide
- › 14 Dec - SilkAir To Boost Singapore-Cairns Services To Daily Flights
- › 04 Dec - Singapore Airlines Acquires Stake In Data Republic
- › 30 Nov - SIA, 3Sixty And SATS Finalise Agreement For Travel Retail Joint Venture
- › 22 Nov - SilkAir To Transfer Routes To Scoot Ahead Of Merger Into SIA
- › 13 Nov - 40% Jump In Fuel Price Overshadows Good Progress In Revenue And Cost Efficiency
- › 08 Nov - SAP And Singapore Airlines Collaborate To Boost Corporate Travel Visibility For Enterprises
- › 01 Nov - Singapore Airlines To Fly Non-Stop To Seattle
- › 22 Oct - SIA Launches KrisConnect Programme To Enhance Customer Experience On Partner Platforms
- › 18 Oct - Goh Swee Chen Joins Singapore Airlines Board As Independent Director
- › 12 Oct - Singapore Airlines Launches World's Longest Flight
- › 08 Oct - Singapore Airlines' KrisFlyer Introduces New Rewards For KrisFlyer Elite Gold Members
- › 05 Oct - Singapore Airlines And Destination New South Wales Sign New Agreement
- › 05 Oct - Singapore Airlines And Air New Zealand Welcome Renewed Regulatory Approval For Alliance



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