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DECEMBER 2022

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# CENTRALTHAM



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BETTER TOGETHER

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**Central** wants  
everyone to have  
a good quality of life.  
Central doesn't only want to,  
but Central does it





## About Central Tham

A project that Central Group has implemented and collaborated to create job opportunities, support communities, create good quality of life for employees and help build a sustainable society.

Operating in line with the UN's Sustainable Development Goals under the four main principles for the well-being and quality of life for everyone.



## Better Together

Because a sustainable society can't be created only by one person. Because the expected values may not be the results that can be seen with the eyes, Central Tham is committed to helping everyone to be better, together.

# CSV

## Creating Shared Values

Central Group takes highly into account the quality of business operations that should meet the needs of society. Therefore, the focus has been elevated from CSR to CSV (Creating Shared Values) where businesses and society co-create for sustainable developments.





## ***Better Life***

Having good health and educational opportunities is important for people and national development, as well as promoting inclusion among everyone in society, especially for people with disabilities who should be able to live equally.

## ***Better Work***

Contributing to the local community to have a fulfilling career and a stable income, especially farmers and small-scale entrepreneurs. We also provide necessary tools, skills, and knowledge in various fields to strengthen the communities, including buying and selling their products and supporting marketing channels.



## ***Better Society***

Living together in harmony is another primary goal. We also emphasize the importance of each local identity by preserving its heritage and culture, together with encouraging it to be a tourist attraction with the aim to create jobs for the community in a sustainable manner.

## ***Better World***

To have a good quality of life, one must live in a good environment. In order to achieve this, everyone should join hands to protect the environment and help to restore our nature.





Baan Thung Prue School, Krabi



Jing Jai Farmers' Market, Central Bangna

## *Jingjai Farmers' Market, the modern market from farmers' hearts*

Before farmers get to meet consumers, and fresh produce travels to the hands of customers, fruits and vegetables have to travel long distances through the hands of many middlemen. To help facilitate this and make life easier, the network and branches of Central Group help reduce the distance to become shorter and subsequently make costs lowered. Moreover, the freshness of produces will increase when advanced knowledge is being implemented. Farmers have begun to do better in grading their produce to meet the set standards, have new packing methods that reduce damages, create a clear database, attaching QR Codes on packaging for customers to be able to read information more efficiently, using Central Tham retail techniques that can be passed forward, and opening a kiosk at Jing Jai Farmer's Market.





Jing Jai Farmers' Market, Central Korat

Presently, Jingjai Farmers' Market has started to sell products more modernly. It has become a space to provide safe food distribution for farmers and communities, have seasonal items always rotating, enhance both the lives of growers and consumers under the cycle of sincerity in driving the community economy, hope to increase household income for farmers, and strengthen communities. Today, although we are small farmers, we haven't stopped developing and making ourselves up-to-date.



Jing Jai Farmers' Market, Chiangmai

## *Mae Tha Organic Farming, the new way of life*

When the new generation sets a common goal to come back to develop their hometown community and hopes to build a place to make food sustainably, they come together as one to manage land for modern farming that covers all productivity management. They also aim to open the community to become an area for studying organic farming and understanding the sustainable way of life for new generation organic farmers of Mae Tha.

Central Tham has together helped support and create a safe food route and environment by working with many other agencies to promote the 'Mae Tha Sustainable Life' project, which is a prime model reflecting modern agriculture. This is to help distribute income to the community and promote farmers to shift and focus more on organic farming, while preserving culture and the local way of life and letting people in the community learn in a comprehensive way. This is the new way of having a sustainable life for us at Mae Tha in Chiang Mai province.



Na Muen Sri Museum, Trang

## *Na Muen Sri Museum, making the legendary textile alive again.*

Over 200 years of history of the largest weaving source in the country with up to 39 original fabric patterns that should be preserved and carried on, Na Muen Sri is considered a revered item of Trang Province that has helped bring together people in the community to inherit local wisdom perfectly. With this, Central Tham has recognized the importance of conserving the culture and growing impact of the Na Muen Sri project and therefore has supported making vast improvements to the museum building and the local product shop. We've also promoted Na Muen Sri weaving cloth to become an integral product of the community and develop this area into becoming a tourist attraction that builds income and sustainable development to the community from generation to generation. "Make the legend still alive at Na Muen Sri".



# THE HEALING FAMILY FOUNDATION





Contact Center for People with disabilities, Chonburi

## ***Create job opportunities for all and having pride when working***

Not everyone is given equal opportunities, but at Central Tam we believe that people with disabilities can have a stable job, a fixed income, good welfare, and develop both knowledge and skills. Therefore, we are determined to expand opportunities and create equality for people with disabilities who we truly believe are one of the driving forces of the economy, society and the country as a whole. We have given people with disabilities the opportunities to become permanent employees, enabling them to show their gifted potential, knowledge and skills, together with building a career that they can be proud of and are able to support themselves and their family. And we will not stop just here because creating opportunities is to create new life and make dreams come true.



## *Learning from doing, learning the work skills*

Use what you have learned and make it to good use. Study and develop it to your fullest potential. Find what you exceed at school that can lead to a career. Have a job that you don't need to rely on anyone, but yourself. We want children and the youth to study things that will contribute to their own strength and become a vital force to the community and the country in the near future. Central Tham has therefore implemented an education plan that will develop children, teachers and schools in 4 levels - starting from kindergarten, early childhood, vocational level to tertiary level. This will help fill the gaps in the educational systems, which children can then rely on and answers to their career needs in the future. From helping to lay hens, all the baking hours where children can feel full, creating an environment that is conducive to learning in the kindergarten, developing schools to become learning centers, creating professional skills that will help future jobs, doing internships that actually benefits the labor market and turns into actual jobs, and having the 'Partnership School' project that increases skills and potential to meet the needs of the labor market, all of these things will encourage children to learn and make them see what is really needed in the real world.

The eyes that sparkle with hope and the wide smiles that open up for opportunities that life has to offer life, these things will never fade away from Thai children and will continue to be our important commitment moving forward.







Doi Chang, Chiangrai

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CENTRALPATTANA

กระดาษ  
PAPERโลหะ  
CANSขวดแก้ว  
GLASSRecycle Station,  
Central Sri Racha

## *Manage every piece of material in the right way*

Did you know that only 40% of the total waste volume in 2020 has been properly managed? This is considered to be a very small proportion, which makes our quality of life and environment still severely impacted in many ways. With this, Central Tham has continued to be a driving force in focusing and helping environmental issues, and strives to be a role model for sustainable development in the retail sector from the inside out. We have created the 'Journey to Zero' project that has a clear, concrete, and measurable approach on continuous waste management, which has helped to reduce the amount of solid waste and not cause any harm to the environment. We have been campaigning for the reduction and segregation of waste from the starting end. And save the world in a sustainable way, we must act seriously and start with ourselves so that we can pass on the world that we love to the next generation.

## *A simple everyday habit to eliminate waste*

Every year, Thai people create over 2 million tons of plastic waste. Not only that, in 2020, the amount of plastic waste, especially food packaging, has increased by 15% during the COVID-19 pandemic since people deliver food to their place. To help combat this issue, since 2008 Central Tham started the 'Say No To Plastic Bags' project which sees Central Group reducing and refraining plastic bags given to customers in all our department stores and retail networks. The results from the past 13 years have seen the reduction of 236 million plastic bags. We are immensely proud of being a helping hand in this environmental issue and let's continue working together to get rid of plastic waste so that we can live in a better world.



Example of  
Recycled Plastic Project



Good Goods fabric tote bag  
made from recycled plastics



Develop excess food management system

## *Working on every part possible*

64% of the waste produced in Thailand comes from food delivery waste. This also includes raw materials in food production that are thrown away without making use of it. And sadly, despite the abundance of food being abandoned each day, there's still a shortage of food for many people in our country. Central Tham sees this as a concerning issue and aims to reduce the amount of food waste by 10% each year also deliver 10% more organic waste generated from business operations to be managed appropriately in order to reduce food waste. Furthermore, the Centara Hotel chain has introduced a business model that helps to reduce

the amount of food waste produced, where they have worked closely with each hotel's head chef to use all the raw materials ordered wisely and make sure that all food waste can be processed and converted into organic fertilizers and biogas that the hotels can reuse. We have also worked with Scholars of Sustenance (SOS) to create an efficient food management system and donate leftover but intact foods, or certain foods that have not expired, which can be consumed by those in need, such as through foundations or refugee camps. When we see real value being created, we will make sure that everything can be circulated back to create benefits again.

## *Do it at the source and make the island waste-free*

The nature of the island makes the problem of waste overflowing the city even more challenging.

But before that, maintaining the beautiful environment of Koh Samui, which has been a holiday destination for tourists across the globe, has made us look back and deal with the issue at the foundation. From the very start, Family Mart, which is part of our retail network, has started to separate plastic and organic waste, which is then forwarded to Wat Lamai Municipal School to be processed into cooking gas, animal feed and fertilizer. The path of sustainability at Koh Samui has been extended by Central Festival Samui, Family Mart and Centara Hotel, which they have separated organic waste, install machines producing compost and biogas (Cowtec) and converting them into cooking gas that is then delivered to school kitchens that can make lunches for more than 500 children. Organic fertilizers can also be used in farming projects that can become a prime model for the community to implement organic farming. If we all do our best, Koh Samui will become a zero-waste island and easily become an integral example for many other cities to learn and follow.





Solar Cell Panels,  
Central Sri Racha

## *Transition to renewable and clean energy*

Global warming, the cause of climate change and the rise of more severe natural disasters, these are the major challenges we all humans have to face because of the increasing amount of carbon dioxide produced from burning various fuels, transportation, manufacturing processes in factories, and the many activities we do on a daily basis. Central Tham is aware of using energy that has a great effect on the environment and therefore has opted to use clean energy in our business operations, along with energy-saving measures to bring towards reducing

greenhouse gas emissions. We have also installed solar systems on roofs, installed an EV Charger for cars and installed energy-saving refrigerators at Tops Supermarkets, Tops Superstore, Tops Daily, Central Food Hall and Family Mart nationwide. Furthermore, we have installed solar water heater systems and installed motion detectors to control the use of electricity and lighting in Centara hotel rooms. Overall, we have made a conscious choice in being a driving force towards 100% renewable energy in our facilities.



EV Charging Stations, CentralWorld





## *Make the world green. Make the air clean.*

The forest is life and is the source of abundance nourishing both the community and millions of other people. Not only do Central Tham plant trees, but we also want to add green space to our planet. Therefore, we have cultivated a green project with a heart to conserve nature and the environment by starting to develop public park areas and wastewater treatment systems in all our shopping centers and businesses. We have developed the 'Central Green' project create a pleasing environment for our community and farmers. We have also developed the use of farming land for

integrating agriculture of 3 forests and 4 benefits adjust and restore green areas. Moreover, we have championed indoor coffee cultivation using the forest land in order to produce the aromatic Arabica coffee of Phu Chee Duen. Finally, we have cooperated with various partners in reforestation and increased green areas of more than 2,000 rais under the project 'Central Group Love the Earth'. Restoring the righteousness of the ecosystem across the country, every tree that you plant today will provide a sustainable future for people of the next generation that we love.



# OUR IMPACT 2022



Solar rooftop installed  
**101** locations



Generated  
**71,500**  
Megawatt hour (MWh)  
of solar energy



EV charging station  
installed  
**80** spots



Food loss and food waste  
managed and diverted  
from landfills more than  
**4,000** tons



Total waste recovered  
and recycled more than  
**10,000** tons



**85%**  
of owned-brand packaging  
are recyclable materials  
(food group)



Increased green areas  
and forest restoration  
**883** hectares  
(5,519 rais)



Created job opportunities  
for people with disabilities  
**751** people



Generated community  
income around  
**29** million  
US dollars



Supported community  
more than  
**100,000**  
households

\*As of October 2022

## HIGHLIGHT PROJECTS

- 1 Journey to Zero
- 2 Na Muen Sri
- 3 Jing Jai Farmers' Market
- 4 Love the Earth
- 5 Good Goods

Do it for  
the people  
behind you.

Determined to do it from day one to continue the beautiful path that has been laid, move forward with uncompromising intentions and become a true leader by taking actions.



“ We must live together, eat together, and think together. Everyone must have diligence, endurance, frugality, and honesty. Everyone must be aware of harmony, love, and sacrifice. ”

Tiang Chirathivat

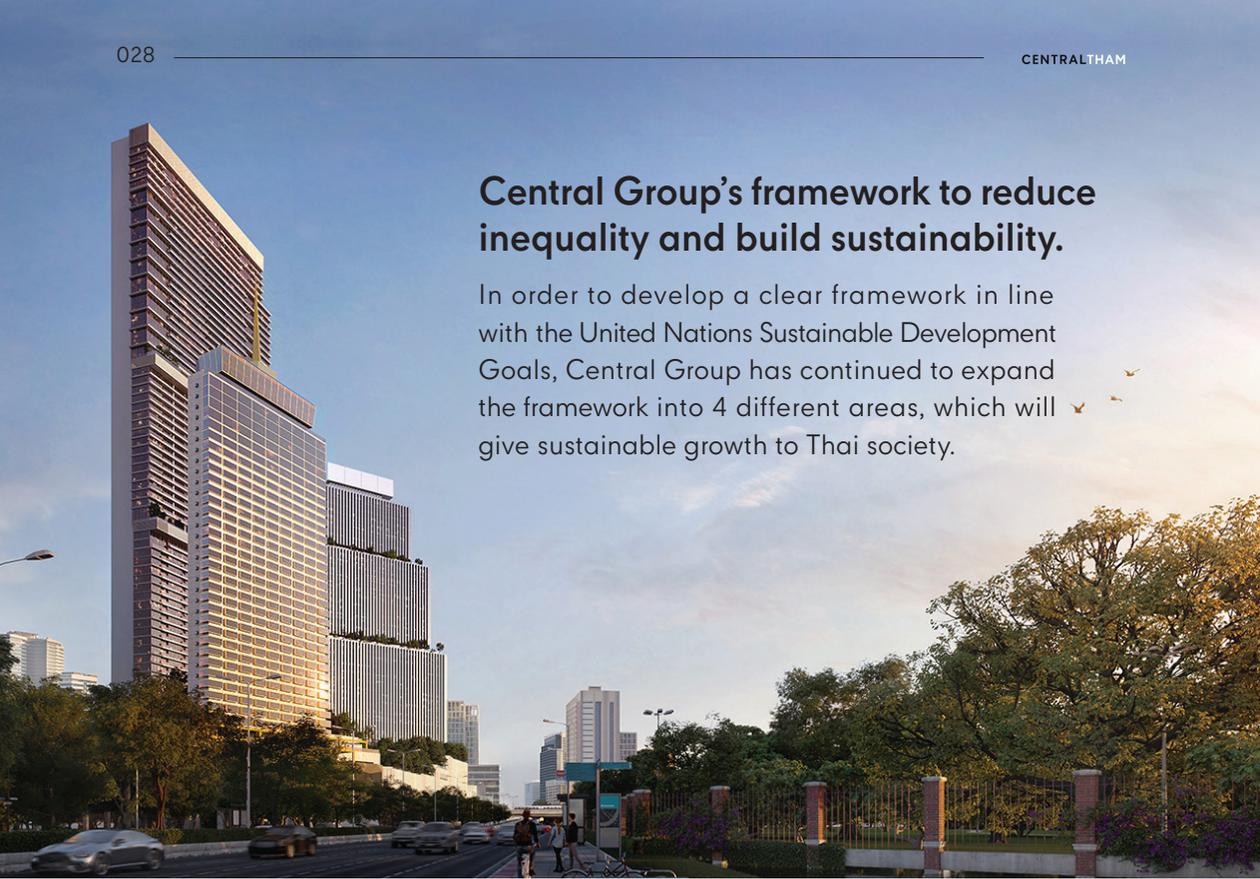
“ Our success grew out of our determination to bring Thailand into the modern world. We are committed to contributing to its prosperity and enhancing the quality of life of its people. ”

Samrit Chirathivat



“ Solidarity of the family and organization is the key to sustainability. Be humble and treat others with respect. Keep learning and improving your work. Believe that every problem can be overcome. ”

Vanchai Chirathivat



## Central Group’s framework to reduce inequality and build sustainability.

In order to develop a clear framework in line with the United Nations Sustainable Development Goals, Central Group has continued to expand the framework into 4 different areas, which will give sustainable growth to Thai society.

### People

Education and the well-being of people

### Prosperity

Sustainable economic growth and community product development

### Planet

The quality of the environment

### Peace & Partnerships

Peace, arts, culture, and cooperation



## Do for tomorrow

Much of what we are striving to create ‘today’ is to inspire you to take action, provide support for you to keep on going and make you the hopes and dreams for ‘yourself’ in the future.

*Inviting you  
to join hands*

## CENTRALTHAM

supports and encourages  
Any beginners, amateurs,  
or professionals  
to continue striving

**Better  
Together**



# CENTRALGROUP

CENTRAL  
RETAIL

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