

# Customer Centricity & Stakeholder Engagement



Targets	Performance in 2024
<b>Human Rights</b> <ul style="list-style-type: none"> <li>Zero case of human rights violations</li> <li>100% of employees complete Ethics e-Testing on human rights</li> <li>24% of female employees in all management positions by 2030</li> </ul>	<b>0</b> <b>100%</b> <b>23.3</b>
<b>Employee Care and Human Capital Development</b> <ul style="list-style-type: none"> <li>Total employee engagement score for employees in Thailand and abroad 4.20 (out of 5.00)</li> <li>100% Employees in Thailand received a performance assessment and complete employee development plan on the Learning Management System (LMS) every year</li> </ul>	<b>4.12</b> <b>100%</b>
<b>Customer &amp; Consumer Centricity</b> <ul style="list-style-type: none"> <li>Customer experience score 85%</li> </ul>	<b>89%</b>
<b>Health and Safety</b> <ul style="list-style-type: none"> <li>Zero work-related and transportation-related fatalities of employees and contractors</li> <li>Zero Lost Time Injury Frequency Rate (LTIFR) of employees (per 1,000,000 hours worked)</li> <li>Zero Lost Time Injury Frequency Rate (LTIFR) of contractors (per 1,000,000 hours worked)</li> <li>Zero Occupational Illness and Disease Frequency Rate among employees In Thailand operation (per 1,000,000 hours worked)</li> </ul>	<b>3</b> cases <b>0.306</b> <b>0.313</b> <b>0.289</b>
<b>Community Engagement and Development</b> <ul style="list-style-type: none"> <li>Community satisfaction index 90%</li> <li>Scale up SCGP Zero Waste Community Project to 183 communities (Ban Pong district) by 2030</li> <li>SCGP Open House 12 times, with 1,000 participants per year</li> </ul>	<b>97%</b> <b>183</b> communities <b>32</b> times/ <b>1,279</b> participants

## Human Rights

SCGP has established manufacturing bases in five countries: Thailand, Vietnam, Indonesia, the Philippines, and Malaysia. As the company expands operations, including mergers & acquisitions, the risks related to human rights also increase. In response, SCGP is firmly committed to adhering to international human rights standards, notably the Universal Declaration of Human Rights (UDHR) and the United Nations Global Compact (UNG), as well as guidelines set forth by the International Labour Organization (ILO) and the Organisation for Economic Co-operation and Development (OECD). To prevent human rights violations across all business activities, the company has developed a Human Rights Policy and Guidelines. These policies and guidelines also apply to suppliers, contractors, and joint ventures throughout its business value chain.

### Strategies

- Integrating human rights actions and manage diversity, equity and inclusion as essential components of its business practices across both domestic and global value chains.
- Enhance and develop participation projects that extend the principles of human rights respect to all stakeholders throughout the value chain and within society.
- Set a model and share experiences regarding human rights with other organizations to foster broader industry-wide improvements.

### Salient Human Rights Issues in 2024

- **Health and Safety:** SCGP places significant emphasis on the health and safety of its employees and contractors, as well as impacts on its business operations and stakeholders. All Companies, under the SCGP umbrella continuously monitor and assess occupational health and safety risks, ensuring that all operational staff are well protected and capable of working safely.

### Human Rights Programs and Initiatives

- **Training for Executives:** SCGP's executives received specialized training in human rights, focusing on exemplary practices, non-discrimination, equal and fair treatment, and the prevention of human-rights violations at workplaces. This training underscores the organization's commitment to fostering a respectful and just working environment.
- **Migrant Labor Care:** SCGP developed foreign labor by promoting the use of local languages in its platforms, including those for receiving feedback and complaints from employees. Additionally, the company ensures that all employees have equal access to its well-being support service.
- **No Gender Constraint:** SCGP established S.E.R.T. (SCGP Emergency Response Team) to conduct with internal and external relief operations, and provided equal opportunities for women to join S.E.R.T., participate in its operations, and showcase their capabilities.



Training drill of the S.E.R.T team.



Promoting a safety culture with employee participation (Photo by Suphattha Khunnawutwiset).



Encouraging employee engagement in safety culture (Photo by Sittisak Wongjampa).



## Health and Safety

Recognizing health and safety as a key aspect of enterprise materiality, SCGP is committed to becoming an injury and illness free organization. The Occupational Health and Safety Committee oversees this adaptive by employing a systematic approach to safety and well-being management, aligned with the SCG Safety Framework, which is implemented across all of SCGP's operations, both in Thailand and abroad.

SCGP fosters a culture where safety is not only an integral part of the corporate environment but also a way of life, acknowledging that people are its most valuable resource. To enhance the efficiency of its occupational health and safety management, SCGP leverages modern technologies, including automated truck scale systems to reduce manual labor, increase transparency in weighing raw materials, chemicals, and products entering and leaving factories, and surveillance cameras for real-time monitoring to ensure temperature surveillance and prevent fire hazards caused by raw material storage. These measures contribute to a safer and more efficient working environment for all employees.



Automated truck scale systems to minimize manual labor and improve transparency in the weighing process, Siam Kraft Industry Co., Ltd.



### Strategies

- Encourage employees at all levels and contractors to become safety leaders, raising safety awareness, and promoting behavior change towards a robust safety culture.
- Commit to upgrading the Occupational Health and Safety Management system compliance to align with both local and international standards striving for excellence in Occupational Health and Safety.
- Develop digital technology that facilitates Occupational Health and Safety operations, making implementation easier and improving overall efficiency.

### Promoting a Safety Culture

- **Safety Leadership**
  - In 2024, SCGP launched the "Felt Leadership in Action" program for all managerial employees across its companies. This initiative aims to enhance their knowledge, understanding, and ability to demonstrate Visible Safety Leadership through 10 key characteristics essential for fostering a strong safety culture in the workplace for both employees and contractors.

- SCGP has been actively advancing its safety culture based on the Bradley Curve Model to promote safety awareness and proactive behaviors among operational staff. In 2024, SCGP's safety performance reached the Independent Stage, or "Care for Self", where employees assumed responsibility for their own safety by exercising caution and maintaining a safe work environment. Looking ahead to 2025, SCGP aims to elevate its safety culture to the Interdependent Stage, or "Care for All", under the concept of "Everyone Can Create Safety Everywhere, Every Time." This approach emphasizes the importance of creating a work environment where employees actively look out for each other's safety. To support this transition, SCGP's executives will continue to communicate and reinforce this safety mindset across all levels of the organization.
- **Safety Climate Assessment:** SCGP conducted safety surveys among employees and contractors both in Thailand and abroad during 2023, utilizing the results to analyze and enhance its safety management plans.

**CARE  
FOR ALL**

Safety Everywhere, Every Time

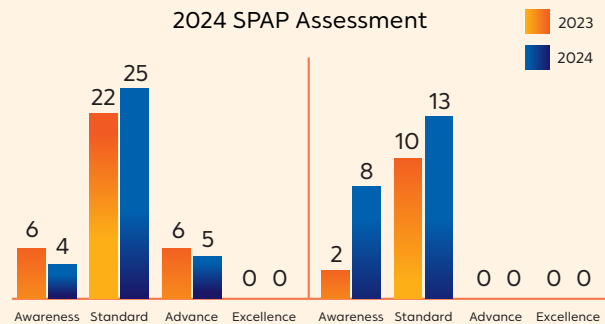
"Transitioning from 'Care for Self' to 'Care for All' is crucial for strengthening workplace safety. Rather than prioritizing only personal safety, let's cultivate a culture of collective responsibility. Support and remind one another, stay vigilant and communicate openly to ensure a safer environment for everyone."

**Mr. Wichan Jitpukdee (Chief Executive Officer)**

## Enhancing Occupational Health and Safety Management

**SCG Safety Framework:** SCG Safety Framework: SCGP is committed to continuously improving its occupational health and safety management across all operations, both in Thailand and abroad, in alignment with the SCG Safety Framework. This initiative supports the company's goal of achieving a zero-injury and illness-free workplace. To reinforce this commitment, SCGP has implemented self-declarations across its domestic and international operations through the Safety Performance Assessment Program (SPAP), ensuring compliance with safety standards and driving ongoing improvements.





- In 2024, assessments revealed that SCGP's performance had progressed beyond the Awareness level, successfully reaching the Standard, Advanced, and Excellence stages in safety management.



- SCGP prioritizes the safety not only its employees but also its partners and contractors. The company's contractor safety management is overseen by the Contractor Safety Management Committee, which is responsible for planning and training initiatives. SCGP actively encourages its business partners to engage in safety programs, fostering collaboration to create achieving an injury and illness free workplace. To acknowledge and celebrate outstanding safety performance, SCGP categorized its awards into three levels: Platinum, Gold, and Silver. In 2024, a total of 88 contractors participated in the evaluation process, with 60 awarded and an impressive 95.5% achieving certification under the SCG Safety Contractor Certification System (SCS).

## Contractor Safety Recognition

a total of **88** contractors participated in the evaluation process, with **60** awarded

	Platinum	<b>17</b>	contractors
	Gold	<b>19</b>	contractors
	Silver	<b>13</b>	contractors
	Bronze	<b>11</b>	contractors

- **Safety Promotion Contest:** SCGP organize the 'SCGP Safety Award 2024' competition for its group plants, aimed at recognizing and honoring excellence in safety practices. The awards are categorized into four levels: Platinum, Gold, Silver, and Bronze.

### SCGP Safety Award 2024

	Platinum	4	plants
	Gold	1	plants
	Silver	2	plants
	Bronze	4	plants

- **Process Safety Management:** SCGP prioritizes safety management throughout the production process by establishing rigorous standards for process hazard analysis and mechanical integrity. Additionally, the company invest in training and educating relevant personnel to prevent high-severity safety incidents that could lead to significant harm to life, property, and disrupt production processes.
- **Health Management:** In addition to safety, SCGP emphasizes health management for its employees, aiming for "zero work-related illnesses and diseases." The company collects a variety of data, including health risk assessments, to develop risk management measures. Plans for industrial hygiene inspections and measurements are also established along with health surveillance programs aligned with exposure risk factors. Data analysis is conducted to identify trends in abnormalities causing work-related illnesses and diseases thereby, paving the way for the enhancing the quality of life for operational staff. In 2024, Siam Kraft Industry Company Limited (Ban Pong plant) collaborated with a team of occupational medicine lecturers and resident doctors in conducting a walkthrough survey. This initiative aimed at designing an appropriate medical monitoring strategy that suited the healthcare of employees at the target workplace.

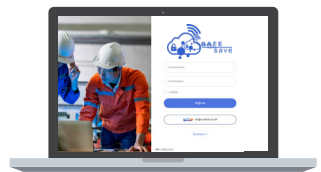


Siam Kraft Industry Co., Ltd. partnered with occupational medicine lecturers and resident doctors to conduct a walkthrough survey, 2024.

**Transportation and Vehicle Safety Management:** SCGP promotes behavioral change through the implementation of Operational Discipline (OD) and Fatigue Management initiatives. Criteria are set to reduce accidents caused by fatigue during operations. For instance, drivers are mandated to have a minimum of 10 hours of rest before driving and are required to take a 30-minute break after every 4 hours of driving. The goal is to achieve "zero road accidents."

### SAFEsave: Simplifying Safety for a Secure Workplace

SCGP has introduced the SAFEsave platform to enhance health and safety operations, ensuring seamless, efficient, and user-friendly implementation. This platform simplifies complex workflows and minimizes data errors for operational staff. In 2024, new modules were integrated, including Safety & Health Risk Assessment, e-Work Permit, and Generative AI for Safety Knowledge, further strengthening workplace safety management.



### S.E.R.T. for Emergency Response Preparedness (ERP)

Established in 2012, the SCGP Emergency Response Team is dedicated to responding to emergencies both within and outside of SCGP, emphasizing support for employees and the surrounding communities. S.E.R.T. comprises volunteer employees who have extensive physical and mental training based on the International Search and Rescue Advisory Group (INSARAG) standards. Equipped with resuscitation and rescue skills that meet goal practices the team also has, plus the capabilities to rehabilitate affected areas. S.E.R.T. has actively reached out to victims of numerous major incidents across Thailand, including floods in the southern region of Thailand, Ubon Ratchathani and Chiang Rai. Its operations often include public-private collaborations, showcasing a commitment to community support and emergency preparedness.



S.E.R.T. has undergone rigorous physical and mental training.

### Recognition and Achievements

- **Safety Performance Review:** SCGP conducts regular assessments and reports of safety performance to raise awareness and encourage all stakeholders to achieve higher standards. Awards are given to teams that excel in adhering to health and safety standards, serving as role models for other employees within the organization.

## Employee Care and Human Capital Development

SCGP recognizes that its people are vital for achieving sustainable business growth. Consequently, the company prioritizes continuous skill development and knowledge enhancement to adapt to evolving industry demands. Emphasizing the concept of Lifelong Learning, SCGP offers employees a digital self-learning platform and supports personalized growth through Individual Development Plans (IDP) tailored to their career aspirations and needs. SCGP values every employee's voice, ensuring that career progression and self-development pathways align with personal goals, thus allowing them to shape their careers while maintaining a healthy work-life balance. Additionally, SCGP actively promotes ESG awareness at all organizational levels, integrating sustainability principles into daily operations to drive long-term success.

### Strategies

- Preparing and enhancing employee capabilities to support and promote operations within an increasingly diverse business environment.
- Creating meaningful work for employees by encouraging employee participation in setting work goals and defining the value they can deliver to the company, which ultimately benefits customers.
- Developing employees through a knowledge management platform that facilitates quick and easy learning, enable employees to encourage actively in expanding their various expertise across domain.
- Providing fair and comprehensive employee care to foster organizational commitment, including the design of appropriate welfare programs, that support mental health and well-being.

## Employee Development

### Enhancing Employees' Learning Potential

- SCGP is dedicated to continuous development of its employees' potential through the **SCGP Learning Framework**. This framework ensures that employees are well-equipped to adapt to evolving industry challenges and customer needs by focusing on both functional and leadership skills. The program employs diverse learning methods tailored the specific roles and responsibilities of employees at every level.
- By leveraging the **70-20-10 learning model**, employees can develop their skills anytime and anywhere through the Learning Platform, fostering flexible and effective learning experiences. This model emphasizes experiential learning, social collaboration, and formal education, aligning individual development goals with organizational capabilities. Additionally, Knowledge Management (KM) enhances these efforts

by promoting cross-functional collaboration to share best practices and lessons learned, ensuring that knowledge remains accessible across teams and generations. This integrated approach supports the organization's objectives of operational efficiency and sustainable growth.

### Boost-up Plus Program

- SCGP actively encourages employees to take ownership of their development through the Boost-Up Plus Program. This initiative promotes self-directed learning by enabling employees to explore topics of personal interest that can enhance both hard and soft skills. Through this program, SCGP empowers its workforce to pursue continuous growth and improvement, benefiting both individual career trajectories and the organization as a whole.



### Career Growth Visualization

- To support long-term career development, SCGP has developed a Career Growth Visualization tool that clearly outlines potential career paths for employees. This tool specifies various fields such as manufacturing, marketing or sale helping employees understand their opportunities for advancement. Supervisors support Career Growth Visualization by facilitating Performance Dialogue and Career Path discussions. These interactions enable employees to analyze their current skills and identify the competencies required for future roles. Through this structured approach, SCGP is committed to cultivating a workforce that is prepared to face challenges while fostering sustainable growth at both individual and organizational levels.

## Employee Caring

### Employees' Well-being

- SCGP is committed to enhancing the well-being of employees and their families through targeted health promotion programs focused on three key areas: physical health, mental health, and financial health. The company organizes various activities to promote employees' well-being, including sports events, recreational activities, and the Little Club, which allows employees' children to participate in the company sponsored activities. Additionally, SCGP offers mental health consultations through its iSTRONG services, alongside internal activities to improve physical health and training courses to enhance financial health are also provided. SCGP believes that fostering good health in all dimensions will enable employees to achieve sustainable self-development in both their personal lives and professional careers.

- SCGP has set appropriate wages and remuneration benchmarks based on the cost of living, taking into account labor market standards and global databases that consider, including job level, responsibilities, and annual performance.

### Employee Work Environment

- SCGP fosters an inclusive and supportive workplace where employees can collaborate seamlessly, regardless of gender, beliefs, or ethnicity. By embracing diversity, SCGP cultivates a positive work atmosphere that encourages mutual respect, teamwork, and equal opportunities for all.



Gathering employee perspectives through the Employee Engagement Survey (Photo by Panya Dankhunted).

### Employee Engagement Survey

- SCGP regularly conducts an annual Employee Engagement Survey to monitor engagement levels and utilize the findings to enhance employee care across various dimensions, including work, learning and development, internal relationships, and physical and mental well-being. This year, the company has placed particular emphasis on the role of leaders in driving employee engagement and fostering stronger connections within the workforce. In collaboration with Gallup, SCGP also conducts surveys on organizational engagement using the Q12 Inner Drive Model to further promote employee engagement. Currently, the company's engagement score exceeds Global overall score. Furthermore, the company added mechanisms to foster and maintain employee engagement by encouraging supervisors to formulate and execute work plans in collaboration with relevant employees. Effective monitoring systems are also in place to track the progress of these plans. Additionally, the People Committee plays a crucial role in driving and supporting various initiative and activities aimed at ensuring that employees work happily and efficiently while achieving the company's objectives.

### Customer and Consumer Centricity

- SCGP is committed to enhancing its Customer Relationship Management (CRM) system to enable seamless communication, ensure efficient product and service delivery, and increase customer convenience. These enhancements aim to elevate the overall customer experience by promoting, greater responsiveness, accessibility, and satisfaction.

### Strategies

- Collaborate with business customer groups to co-create customer-oriented B2B2 services.
- Partner in co-creation with consumer customer groups to develop effective B2C services.

### Management Practices

- **Enhanced Accessibility and Transparency:** SCGP has implemented channels for continuous customer feedback, which are utilized to refine services. The company is also developing digital tools to promote transparency in supply chain practices, fostering customer confidence and satisfaction.
- **Real-time Order and Payment Tracking System:** SCGP is expanding its order management system by importantly, features that provide updated sustainability data for each product addressing the needs of customers interested in sustainability information.

### Implementation of Quick Respond & Real Time System

SCGP is dedicated to improving service efficiency through digitalization and automation. In 2024, the company launched several initiatives aimed at optimizing its operations.

- **Development of Smart Service Delivery Platforms**
  - Advancing the Order Management Platform for Fiber-based Packaging Products (e-Ordering System – Phase 3): SCGP continues to refine its e-Ordering system by integrating centralized planning support to enhance order management and streamline operations.
  - Enhancing Customer Relations with AI-Powered Chatbots: To improve Customer Relationship Management (CRM), SCGP has developed chatbots that:
    - Connect with internal systems to provide real-time updated on manufacturing and processing.
    - Interact directly with customers by offering order status updates, notifications, and relevant information to enhance service efficiency.
  - Launching the Export Order Tracking (EOT) System: The EOT system provides instant order status updates upon customer requests, streamlining data transmissions, reducing redundant tasks, and increasing overall convenience.

- Implementing AI for Automated Purchase Order Processing: SCGP has introduced AI technology to summarize and process orders in near real-time, significantly improving response times. This AI system manages orders from 159 customers, covering both packaging paper and fiber-based packaging, thereby eliminating the need for manual input by staff.
- Integrating B2C & E-Commerce Order Systems for Real-Time Inventory Tracking: This integration facilitates for seamless collaboration between customer service and logistics teams by managing shipping preparations and enabling the automatic submission of purchase orders to factories, thereby enhancing overall operational efficiency.
- Development of automation system and service standards**
  - Automated Email Notifications for Order Status Updates:** Customers ordering fiber-based packaging receive automated email updates on their order status, ensuring timely and transparent communication.
  - Pending Order Management and New Product Code Integration:** The system automatically clears pending orders and uploads new product codes for the Packaging Paper Business, streamlining order processing and facilitating up-to-date inventory management.
  - Customer Service Center Dashboard:** A centralized dashboard is implemented to manages customer service tasks and order transactions, enhancing efficiency and organization within the team.
  - SCGP's Duplicate Invoice Printing System:** This system enables the reprinting of duplicate invoices, improving document management and reducing manual workload, thereby optimizing operational procedures.

To enhance real-time services, SCGP aims to leverage insights for analyzing and tracking order status to achieve higher service efficiency by 2025. For instance, AI will be integrated to support analytics for customer insights, enabling the company to plan product and service delivery that better meets customer needs. The company will develop a multi-language AI translation program to facilitate the automatic upload of purchase orders in various countries. Moreover, SCGP plan to centralize order data and establish automated replenishment systems for efficient inventory management of fiber-based

packaging products. The analysis of this data optimizing sales performance by balancing domestic and export sales for maximum profitability. Furthermore, the company will implement for the smooth logistics and customer service management (LMS & LMCC) through its online ordering system which will include order & delivery tracking as well as proactive truck management to enhance overall operations.

### Climate Change Knowledge for Customers

SCGP organizes the "Climate Change & Net Zero Pathway" seminar for interested customers, providing valuable insights on climate-change as well as guidelines for the collecting and reporting enterprise and product-level carbon footprint data. These seminars aim to demonstrate social responsibility, create business opportunities, and mitigate long-term risks. In 2024, the seminar was conducted 6 times, attracting a total of 107 participants.



Climate change knowledge sharing with customers, August 2024

SCGP places a strong emphasis on the security of personal data belonging to its customers and relevant stakeholders, strictly adhering to the Personal Data Protection Act B.E. 2562 (2019). In 2024, SCGP successfully maintained compliance with no reported complaints or data breaches involving personal information.

As a result of these rigorous measures, SCGP's customer experience rating improved, rising from 87% to 89%, according to a 2024 survey conducted by an independent research firm.



Supporting local economic development  
(Photo by Prapapun Meedungjun).

## Community Engagement and Development

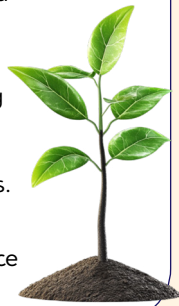
SCGP is dedicated to responsible business practices and sustainable community development. To achieve this, SCGP actively collaborates with local communities in its operational areas, implementing sustainability initiatives that focus on environmental restoration, local economic growth, and the reduction of social inequalities, thereby enhancing overall quality of life.

### Strategies

- Leverage specialized expertise to support and uplift society.
- Engage employees and all stakeholders in generating sustainable value for community.
- Innovate to address community needs, tackle social challenges, develop model communities, and expand within the network of communities.

### Environment-related Targets for Communities

1. In 2025, SCGP plans to plant **31,000** trees to promote environmental restoration.
2. In 2025, the company will implement a paper recycling program for **310** tons of used paper.
3. In 2025, SCGP will develop low-carbon communities by implementing a dedicated monitoring system to measure and reduce greenhouse gas emissions in neighboring communities.
4. By 2030, SCGP aims to construct a total of **10,000** check-dams to enhance sustainable water management.



### Management Practices

- **Fostering Collaborations with Stakeholders in Communities:** SCGP expands its initiatives actively by listening to the voices of local communities with the goal of so as to developing model communities that prioritized on environmental conservation and jobs creation.
- **Sustainability Initiatives:** SCGP invests in community sustainability projects, including crisis and disaster preparedness initiatives, as well as social investments in public health and education, fostering positive relationships within the community.
- **Sustainable Resource Use and Biodiversity Conservation:** SCGP promotes activities aimed at rehabilitating the environment, encouraging community engagement in biodiversity conservation and sustainable land use.

## Key Performance on Forest and Water Conservation at Community Level

SCGP implements the “**SCGP Conserving Environments from the Mountain through the Sea Project**” which aims to conserve natural resources through tree-planting and achieve sustainable management of water resources. In 2024, SCGP built 4,662 dams as part of its goal to construct 10,000 check-dams by 2030. This project is vital for effective water resource management, flood prevention, and landslide reduction, aligning with SCGP’s ESG 4Plus strategy, that emphasizes environmental sustainability.

Additionally, SCGP expanded carbon-sink forests by planting 301,326 trees between 2019 and 2024. In 2024 alone, the company planted 62,767 trees, which is estimated to sequester approximately 2,863 tons of sequestered carbon dioxide equivalent.



SCGP employees participated in building a check-dam  
(Photo by Atchanon Nabangchang).

## Waste-free Community Project based on Circular Economy Principles

The “SCGP Zero Waste Community Project,” a flagship community initiative launched in 2019, has successfully expanded it to 183 model communities in the Ban Pong district of Ratchaburi by 2024. The company also plans to introduce this project to other districts of Ratchaburi, where SCGP’s manufacturing facilities are based, and upgrade the project’s implementation in Ban Pong district into “Low-Carbon Community Project”.

SCGP takes pride in this project as it has significantly improved waste management practices within targeted communities, which previously relied predominantly on landfills. This initiative not only promotes eco-friendly practices but also creates income opportunities for locals, helping them recognize the value of resources and maximize resource efficiency in accordance with Circular Economy principles.



SCGP Zero Waste Community Project.



### LeafCane Harvester Tank Innovation Project

SCGP encourages its employees to actively contribute, their expertise towards, to efforts to developing innovative solutions that support the community in waste reduction and upcycling.

In response to the sugarcane farmers' desire to eliminates agriculture fires, which are often used to clear agricultural waste such as rice and sugarcane leaves, thereby raising concerns about smog. SCGP enlisted its employees with engineering backgrounds to provide guidance to the community. As a result of this collaboration, an innovative "LeafCane Harvester Tank" was developed. This machine can chop, collect and bundle sugarcane leaves for sale to SCGP and other organizations interested in biomass energy production. This innovation has nearly eradicated the reduced agricultural fires in the Khao Khlung subdistrict of Ban Pong district, Ratchaburi province representing a remarkable environmental achievement.



Innovative Solution: LeafCane Harvester Tank.

### Collaborative Emergency Preparedness Drills

SCGP, through its S.E.R.T. (SCGP Emergency Response Team), prioritizes the execution of joint emergency response drills with local communities. These drills are designed to bolster community resilience and preparedness for emergencies. Such collaborations not only improves rescue operations but also strengthen community relationships, enhances SCGP's reputation, and instills a sense of pride among employees for their contributions to promoting public safety.






Flood relief efforts in Chiang Rai Province, 2024.


## Stakeholders Engagement



### Stakeholder Analysis and Engagement in the Business Value Chain



SCGP categorizes its stakeholders into nine groups, acknowledging that their collective interests may impact or be impacted by the company's operations at different levels. To foster meaningful engagement, SCGP assesses stakeholders' needs and expectations before implementing consistent communication strategies across various channels, integrating examples of ongoing interactions with each group. In 2024, SCGP conducted a comprehensive analysis of stakeholders' expectations, with key insights summarized as follows:


Stakeholder Group	Key Concerns & Expectations	Engagement Approach	Example of Outcomes	Key Response	Page
<b>1. Shareholders/ Investors/ Business Partners/ Creditors</b> 	<ul style="list-style-type: none"> <li>SCGP's plan/strategies to achieve both long-term, and short-term goals</li> <li>Operating results, development directions and business growth</li> <li>Corporate governance practice and transparency of management</li> <li>Disclosure of information on business performances</li> <li>An optimum value of the dividend</li> <li>Receive opinions/ suggestions to improve operations</li> </ul>	<ul style="list-style-type: none"> <li>Annual General Meeting of shareholders (AGM)</li> <li>Announcement of quarterly business performance</li> <li>Annual Report and Sustainability Report</li> <li>Analyst conference (quarterly)</li> <li>Investor Relations (IR) for communication of operating results/action plans with investors around the world</li> <li>Hotline phone and e-mail, managed by IR</li> <li>Website</li> <li>Annual plant visits and CSR activities</li> </ul>	<ul style="list-style-type: none"> <li>Disclosure of essential and necessary information on SCGP's operating performances</li> <li>Conduct business with transparency and accountability</li> <li>Listen to opinions and suggestions for business operation development</li> </ul>	<ul style="list-style-type: none"> <li>Annual Report 2024 (AR)</li> <li>Sustainability Report 2024 (SR)</li> </ul>	
<b>2. Employees</b> 	<ul style="list-style-type: none"> <li>Reskilling, upskilling, and potential development in line with business changes</li> <li>Business directions and guidelines for adaptation</li> <li>Employee care</li> </ul>	<ul style="list-style-type: none"> <li>Ensure regular communications through internal news</li> <li>Hold annual meeting between employees and executives</li> <li>Prepare employee engagement Plan of each department to encourage employee's commitment to the organization</li> <li>Conduct yearly employee engagement surveys</li> <li>Conduct formal and informal employee opinion surveys</li> <li>Inform employees about relevant news and business movements through various internal communication channels, including e-mail, Line Group, Employee Connect application</li> <li>Provide information to raise awareness on healthcare through multiple internal communication channels, including e-mail, Line Group, Employee Connect application</li> </ul>	<ul style="list-style-type: none"> <li>Recognize employees' problems and expectations</li> <li>Understand employees' needs and facilitate them to work happily and efficiently</li> <li>Disclose operational information to keep employees informed of SCGP business operations</li> <li>Promote a collaborative culture with other stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>ESG Highlight Performance</li> <li>Risks and Opportunities in ESG</li> <li>ESG Metrics and Targets</li> <li>Health and Safety</li> <li>Human rights</li> <li>Employee Caring &amp; Human Capital Development</li> <li>Corporate governance</li> <li>Risk &amp; crisis management</li> <li>Information Technology Security &amp; Cybersecurity</li> </ul>	<ul style="list-style-type: none"> <li>SR 22-23</li> <li>SR 69-77</li> <li>SR 24-25</li> <li>SR 48-50</li> <li>SR 47-48</li> <li>SR 51-52</li> <li>SR 62-63</li> <li>SR 45, 48-50</li> <li>SR 63</li> </ul>

Stakeholder Group	Key Concerns & Expectations	Engagement Approach	Example of Outcomes	Key Response	Page
<b>3. Customers</b> 	<ul style="list-style-type: none"> <li>• Provide integrated services and solutions that meet the needs of customers in a complete cycle</li> <li>• Supply quality products and services that meet customer needs and are environmentally friendly</li> <li>• Provide online channels as a response to customer behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Develop sustainable products, services, and solutions and consider environmental, health, and safety impacts at every step of the process</li> <li>• Provide 24/7 channels for customers to give feedback or complaints about products and services</li> <li>• Co-develop products with customers and create collaborative projects that enhance social responsibility</li> <li>• Conduct a customer experience survey</li> <li>• Conduct brand reputation survey</li> <li>• Listen to customer needs through Facebook, websites, and customer visits and use the knowledge to develop products/services</li> </ul>	<ul style="list-style-type: none"> <li>• Recognize and understand customer needs to deliver products and services that meet their specific needs</li> <li>• Co-develop products with business customers, including promoting cooperation among B2B customers to develop more sustainable products</li> <li>• Create channels for customers to give feedback on the products, request advice for solving their problems, and lodge complaints</li> </ul>	<ul style="list-style-type: none"> <li>• ESG Highlight Performance</li> <li>• ESG risks and opportunities</li> <li>• ESG KPIs and targets</li> <li>• High-Tech Innovation coupled with Low Carbon</li> <li>• Circular Economy Across Supply Chain</li> <li>• Corporate Governance</li> <li>• Product Stewardship</li> <li>• Customer Relationship Management</li> </ul>	<ul style="list-style-type: none"> <li>SR 22-23</li> <li>SR 69-77</li> <li>SR 24-25</li> <li>SR 36-39, 66-67</li> <li>SR 36-39</li> <li>SR 62-63</li> <li>SR 23, 60, 64-65</li> <li>SR 52-53</li> </ul>

Stakeholder Group	Key Concerns & Expectations	Engagement Approach	Example of Outcomes	Key Response	Page
<b>4. Suppliers/ Contractors</b> 	<ul style="list-style-type: none"> <li>• Provide knowledge as a mentor to raise transportation safety for growing along with SCGP</li> <li>• Offer operational knowledge support rooted in the Environmental, Social and Governance (ESG) to enhance the business partners' capability to reduce operational and reputational risks</li> <li>• Establishing operational standards for business partners and customers, including the adoption of digital and online technologies to enhance efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>• Visit suppliers/contractors' places regularly for exchanging ideas and listening to their suggestions or recommendations for improvement</li> <li>• Cultivate consciousness, raise awareness and promote working behavior to build a safety culture</li> <li>• Organize seminars to share knowledge and new trends that may affect contractors'/suppliers' operations</li> <li>• Enhance the performance of transportation contractors through assessment and development under the annual Sustainability Program</li> <li>• Establish measures for business partners, including the application of digital and online technology to ensure safety</li> </ul>	<ul style="list-style-type: none"> <li>• Promote and maintain a safe and working environment for contractors in production and transportation</li> <li>• Create value for business partners and suppliers through supporting and elevating the operations of business partners in order to develop knowledge and achieve maximum efficiency</li> <li>• Develop collaborative projects for business growth and expansion</li> <li>• Encourage business partners to comply with the relevant laws pertaining to environment, health, and safety</li> </ul>	<ul style="list-style-type: none"> <li>• ESG Highlight Performance</li> <li>• Risks and Opportunities in ESG</li> <li>• ESG Metrics and Targets</li> <li>• Health &amp; safety</li> <li>• Human Rights</li> <li>• Corporate governance</li> <li>• Sustainable Value Towards Suppliers</li> </ul>	<ul style="list-style-type: none"> <li>SR 22-23</li> <li>SR 69-77</li> <li>SR 24-25</li> <li>SR 48-50</li> <li>SR 47-48</li> <li>SR 62-63</li> <li>SR 64-65, 78-79</li> </ul>

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<b>5. Communities</b> 	<ul style="list-style-type: none"> <li>Ensure that the business operations do not affect the community and environment</li> <li>Use SCGP's expertise to develop and improve the quality of life of the community</li> <li>Enhance income generation by increasing sales channels, developing the marketing plan, and providing packaging</li> </ul>	<ul style="list-style-type: none"> <li>Visit the community to listen to villagers' opinions, suggestions, and needs through Community – Relations activities</li> <li>Conduct community satisfaction survey annually</li> <li>Act as a mentor to give advice and help develop communities in various dimensions, using the expertise of the organization</li> <li>Collaborate with communities, experts, government, and related sectors to create a positive social impact</li> <li>Communicate through social media, such as Line, Facebook, and X</li> <li>Create Open house activities for the community visit to obtain their opinions</li> </ul>	<ul style="list-style-type: none"> <li>Be a part of communities, respect their rights, and preserve the surrounding environment</li> <li>Improve the quality of life and contribute to the communities and society where SCGP operates, both in Thailand and abroad</li> <li>Listen to the community's opinions</li> <li>Develop cooperative projects that make use of communities' potential for the benefit of society</li> </ul>	<ul style="list-style-type: none"> <li>ESG Highlight Performance</li> <li>Risks and Opportunities in ESG</li> <li>ESG Metrics and Targets</li> <li>Circular Economy Across Supply Chain</li> <li>Biodiversity and Ecosystems</li> <li>Water Management</li> <li>Industrial Waste Management</li> <li>Air Quality Management</li> <li>Human Rights</li> <li>Community Engagement and Development</li> <li>Risk and Crisis Management</li> </ul>	<ul style="list-style-type: none"> <li>SR 22-23</li> <li>SR 69-77</li> <li>SR 24-25</li> <li>SR 36-39</li> <li>SR 40-42</li> <li>SR 44-46</li> <li>SR 36-38</li> <li>SR 42-44</li> <li>SR 47-48</li> <li>SR 54-55</li> <li>SR 29-32, 45, 48-50</li> </ul>
<b>6. Government agencies</b> 	<ul style="list-style-type: none"> <li>Be a role model of corporate governance for other organizations in terms of operational transparency and excellence</li> <li>Collaborate with public sectors and present guidelines for Sustainability</li> <li>Make business disclosure with transparency and accountability</li> <li>Conduct business by heeding the impact on the environment and communities</li> <li>Participate in a collaborative project to achieve the Sustainable Development Goals (SDGs)</li> </ul>	<ul style="list-style-type: none"> <li>Listen to opinions and suggestions from the government sector</li> <li>Voice opinions and suggestions regarding rules, regulations, and guidelines set out by the government sector</li> <li>Participate with the public sectors and share the best practices to disseminate to the public</li> <li>Elect a committee or working group and collaborate with public sectors in proposing regulatory rules</li> <li>Pay a visit to government agencies to obtain opinions and suggestions</li> <li>Disseminate information on the business operations through articles, media, academic forums, exhibitions, and seminars</li> </ul>	<ul style="list-style-type: none"> <li>Conduct proper and appropriate business activities by strictly complying with applicable laws and regulations</li> <li>Cooperate with government agencies in terms of academic matters and support for activities</li> </ul>	<ul style="list-style-type: none"> <li>ESG Highlight Performance</li> <li>Risks and Opportunities in ESG</li> <li>ESG Metrics and Targets</li> <li>Circular Economy Across Supply Chain</li> <li>Water Management</li> <li>Community Engagement and Development</li> <li>Risk and Crisis Management</li> </ul>	<ul style="list-style-type: none"> <li>SR 22-23</li> <li>SR 69-77</li> <li>SR 24-25</li> <li>SR 36-39</li> <li>SR 44-46</li> <li>SR 54-55</li> <li>SR 29-32, 45, 48-50</li> </ul>

Stakeholder Group	Key Concerns & Expectations	Engagement Approach	Example of Outcomes	Key Response	Page
<b>7. Mass Media</b> 	<ul style="list-style-type: none"> <li>Become a large corporation model that focuses on conducting business according to sustainable development framework in three aspects, economic, social, and environment And do it thoughtfully and continuously, achieving clearly tangible and intangible outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Disseminate business information in various aspects regularly, such as business performance and business press conference</li> <li>Organize media visits or social activities occasionally</li> <li>Support the media activities that are beneficial to society and align with SCGP's business principle when reasonable</li> <li>Have media dialogue to receive suggestions, opinions, or improvements to develop and design communication activities to match the needs and benefits of people who receive information</li> </ul>	<ul style="list-style-type: none"> <li>Communicate corporate news through in-depth media interviews and an online survey (empathize media) to provide news content –preparation responding to different media needs</li> <li>Create an online communication channel to disseminate correct, complete, and up-to-date information, including facilitating the media</li> <li>Build engagement and good relationships with the mass media</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability Report 2024</li> </ul>	
<b>8. Civil Society/ Academics/ Thought Leaders</b> 	<ul style="list-style-type: none"> <li>Become a model and mentor of other small and medium enterprises for sharing lesson learned and best practices on sustainability</li> <li>Join forces with large corporations to make significant changes for sustainability</li> <li>Cooperate with government agencies and present practical guidelines for Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Listen to opinions and suggestions from civil society, academics, and thought leaders to develop business operations</li> <li>Cooperate in projects promoting social sustainability</li> <li>Build engagement and share good practices for civil society/ academics/thought leaders to apply</li> <li>Provide information on the business operations through articles, media, meetings, exhibitions, academic work, and seminars</li> </ul>	<ul style="list-style-type: none"> <li>Make complete and transparent information disclosure</li> <li>Listen to comments and suggestions from civil society</li> <li>Seek opportunities to build partnerships to drive and drive issues related to sustainability</li> <li>Raise awareness and build understanding on sustainable development issues for the society</li> <li>Utilize knowledge from experts to support collaborative projects</li> </ul>	<ul style="list-style-type: none"> <li>ESG Highlight Performance</li> <li>Risks and Opportunities in ESG</li> <li>ESG Metrics and Targets</li> <li>Collaborative Network Aspiring Towards Sustainability</li> <li>SCGP is committed to Net Zero</li> <li>Circular Economy Across Supply Chain</li> <li>Biodiversity and Ecosystems</li> <li>Water Management</li> <li>Community Engagement and Development</li> </ul>	SR 22-23 SR 69-77 SR 24-25 SR 26-27 SR 18-20, 33-35, 78-79 SR 36-39 SR 40-42 SR 44-46 SR 54-55

Stakeholder Group	Key Concerns & Expectations	Engagement Approach	Example of Outcomes	Key Response	Page
<b>9. Competitors/ Business Associates</b> 	<ul style="list-style-type: none"> <li>Conduct Business under the framework of fair competition, with business ethics and transparency</li> <li>Do not take advantage of competitors by unlawful means</li> <li>Do not damage the reputation of competitors by making malicious accusations</li> <li>Do not seek any trade secret information through dishonest or inappropriate means</li> <li>Do not conduct any action that fringes the intellectual property of competitors</li> <li>Support and promote free trade</li> </ul>	<ul style="list-style-type: none"> <li>Contribute as a committee or working group along with central organizations such as the Federation of Thai Industries or other associations</li> <li>Hold seminars to share knowledge on new trends that may affect business operations</li> <li>Pay a visit to build relationships for exchanging ideas and listening to suggestions for improvements</li> </ul>	<ul style="list-style-type: none"> <li>Conduct the business under the framework of fair competition and related laws</li> <li>Disclose essential and necessary information on SCGP's operating performances</li> <li>Conduct business with transparency and accountability</li> <li>Listen to comments/ suggestions to develop the business operation</li> <li>Identify opportunities to build cooperation for pushing business-related issues to the consideration of the government sector</li> </ul>	<ul style="list-style-type: none"> <li>Sustainability Report 2024</li> </ul>	

