

ความยั่งยืนที่ทำได้จริง

TRANSITION IN ACTION

KHEMUPSORN SIRISUKHA



KHEMUPSORN SIRISUKHA

ACTOR/ENVIRONMENTALIST

FOUNDER of

 LITTLE BIG GREEN

 SIRITHAI

 MISSION EARTH





Topics

- Environmental Trends
- My Inspiration
- ESG
- As Green As You Can

Climate Change
Biodiversity Loss
Pollution

Climate Change
Biodiversity Loss
Pollution



Warmer air from **increasing greenhouse gas emissions** was changing the wind speed in the jet stream...

.... causing **worse turbulence.**



Other impacts from Climate Change...

**Shifting wind patterns
impact travel routes**

**Severe storms
disrupt air travel**

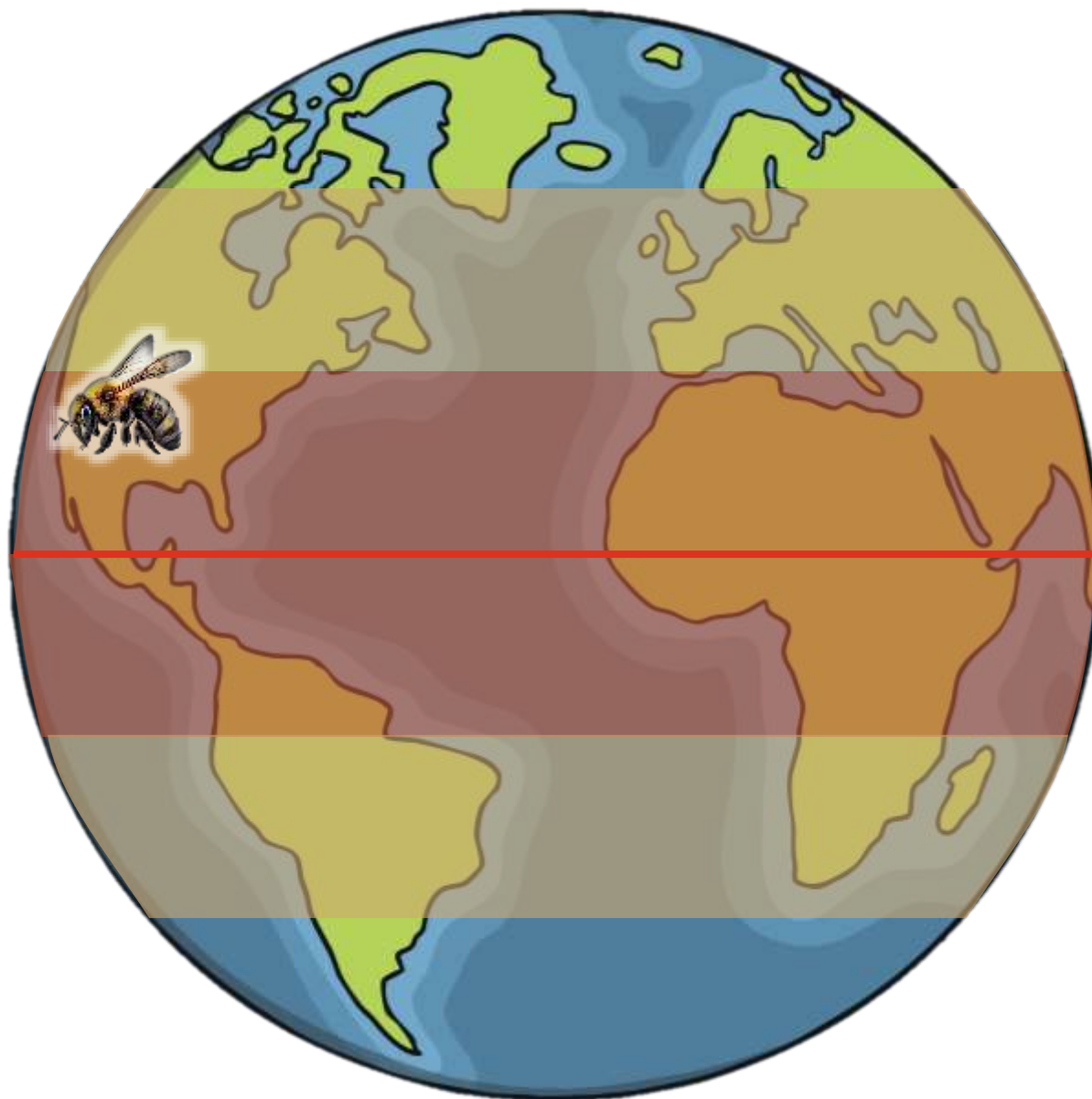
**Hotter air
affects takeoff**

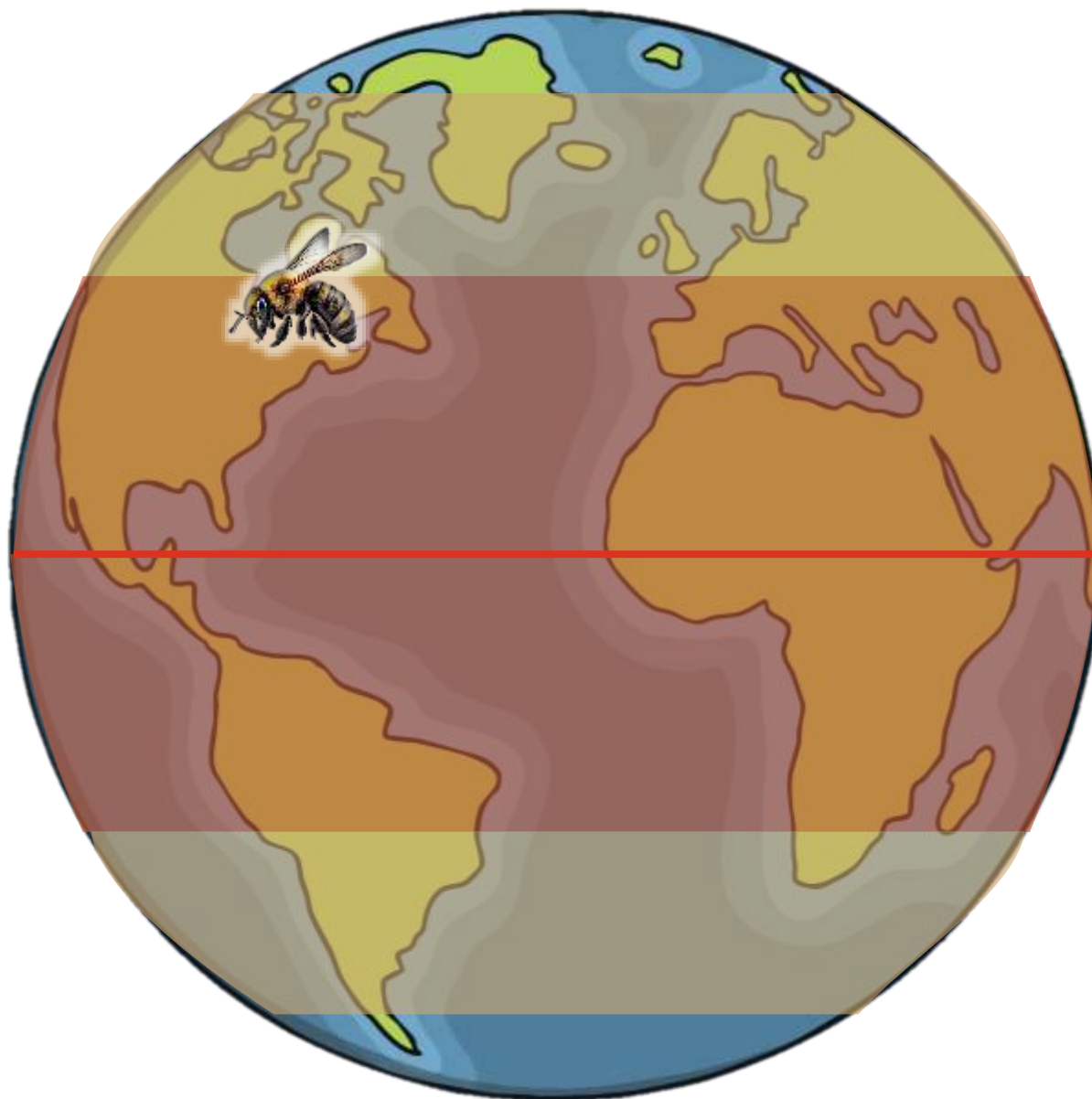
**Rising seas threaten
coastal airports**

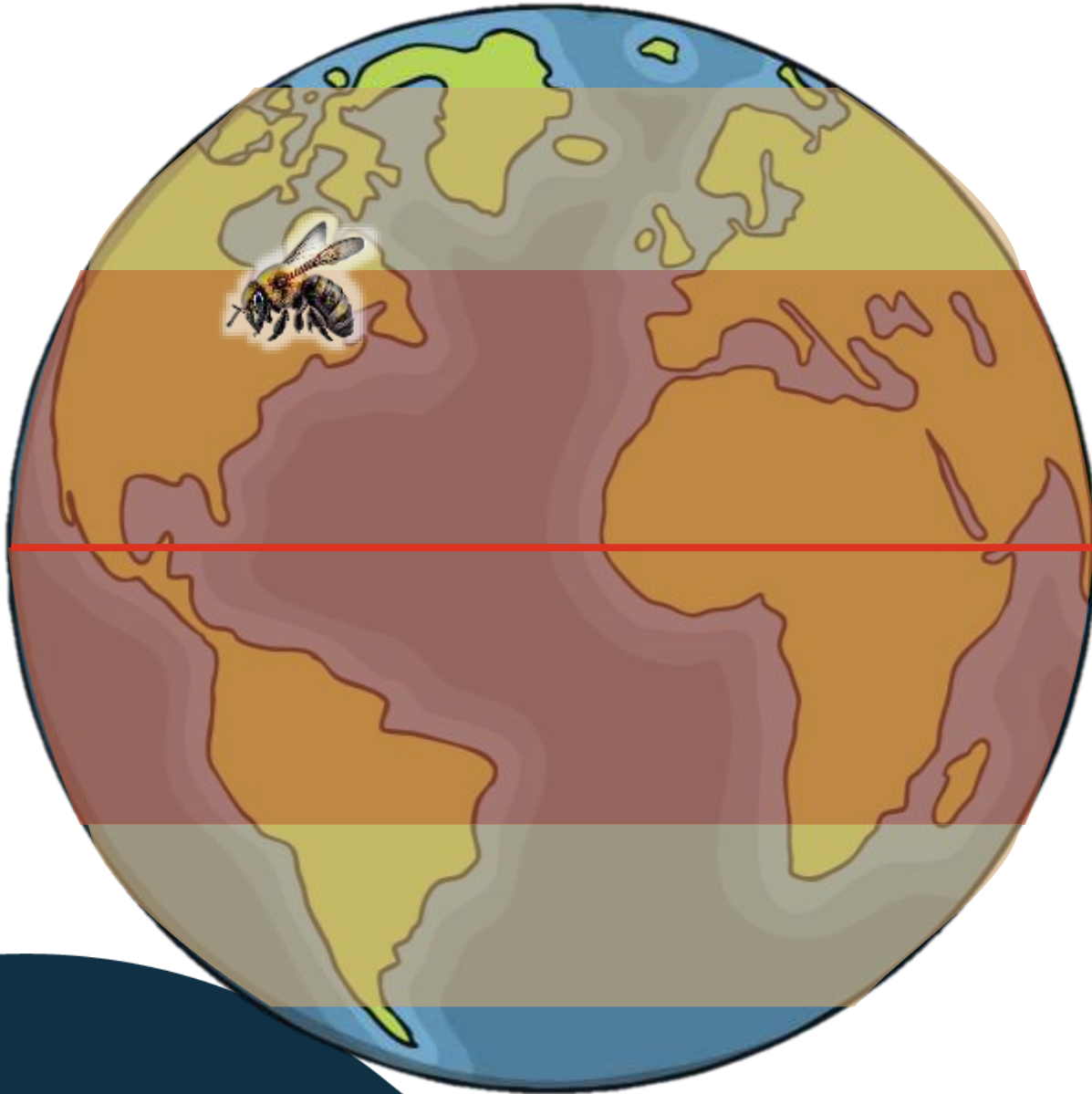


Bee-gone ?









Why Are Bees Disappearing?

- Pesticides
- Invasive species
- Habitat destruction
- Climate change
- Poor nutrition
- Diseases



THAILAND ENVIRONMENTAL TRENDS

Climate Change

- Flood
- High Temperature
- Forest Fire

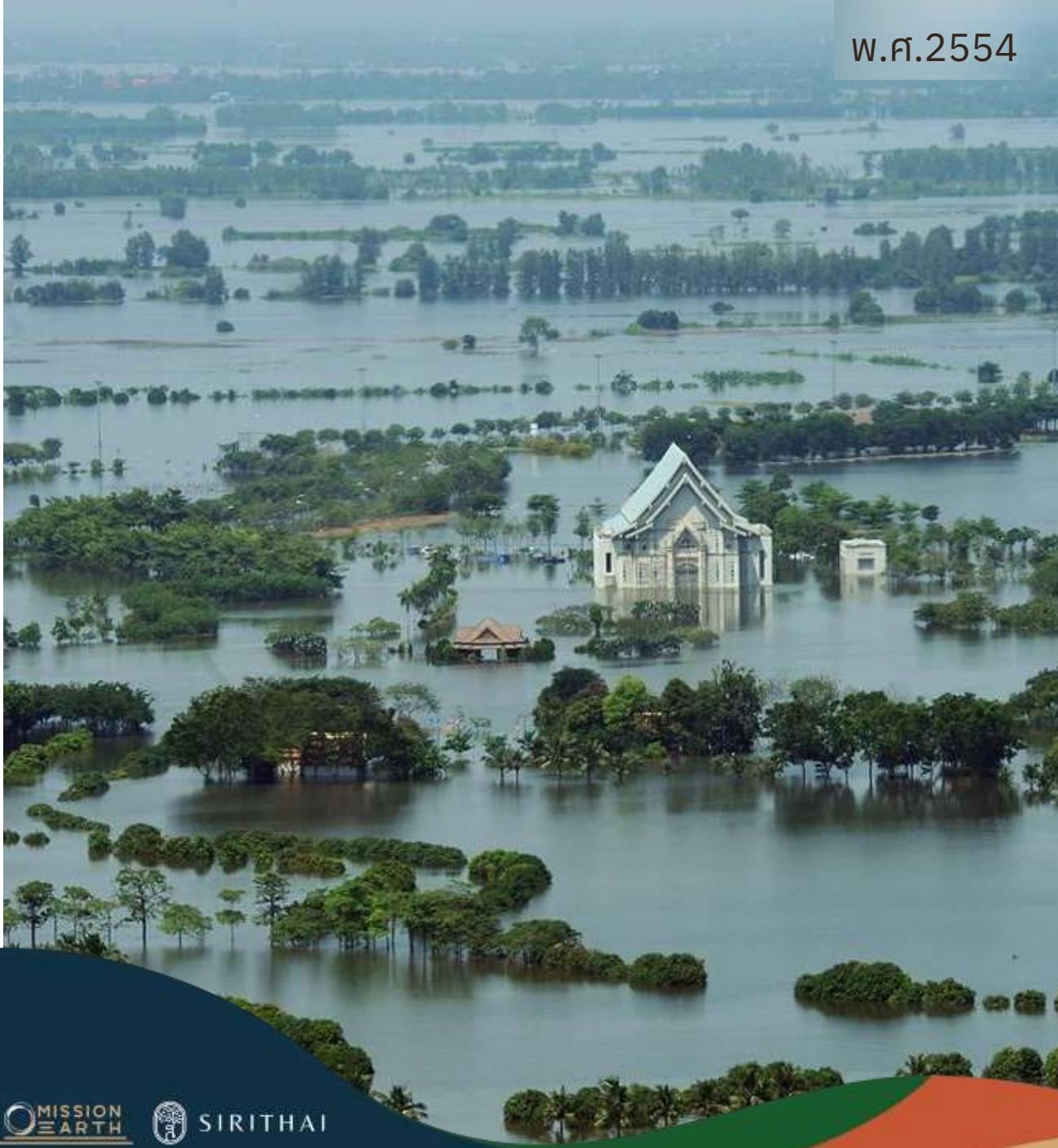
Biodiversity Loss

- Overfishing
- Invasive Species

Pollution

- PM_{2.5}
- Food Waste
- Plastic Waste
- Eutrophication

พ.ศ.2554



พ.ศ.2559







SIRITHAI



- เลือกบรรจุภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อม
- เตรียมมา 3 ปี เพื่อให้ปลอดภัยสารเคมี
- ไม่ใช้ยาฆ่าแมลง สารเคมี ยาฆ่าวัชพ
- ป้องกันการปนเปื้อนจากภายนอก
- ปลูกข้าวสายพันธุ์พื้นเมือง
- สนับสนุนชุมชนที่กำเนิดแบบรับผิดชอบต่อสิ่งแวดล้อมและสังคม

SIRITHAI

Environmental Responsibility

100% Recyclable packaging



Reduce
นำขวดไปใช้ต่อได้



Recycle

กลับเข้าสู่กระบวนการรีไซเคิลได้ดีกว่าพลาสติก

nara





little big green

AS GREEN AS YOU CAN

Sharing Your Green Shop

มาแนะนำร้านกรีนสุดโปรด
ของคุณกันเถอะ



EP3. หิ้วปิ่นโต **NO** พลาสติก



พิศหัวใจที่

TOKUSHIMA

เมืองลิบๆ ในญี่ปุ่นที่โอบล้อมด้วยผืนน้ำและป่าเขียว



เราคืนพลาสติกจั่วฉับแสนชิ้น

ต่อการดื่มน้ำขวด 1 ลิตร!



Uncover the essence of 'ESG' within your organisation
and let it thrive for the betterment.



OUR MISSION :

Driving sustainable business growth
with ESG knowledge and professional services



What is ESG?

The letters 'ESG' are rendered in a large, bold, sans-serif font. The interior of each letter is filled with a high-resolution, aerial photograph of a dense tropical rainforest, showing a variety of green shades and tree canopies.

ENVIRONMENTAL SOCIAL GOVERNANCE

ESG for Organisation



Environment

- Renewable energy
- GHGs emissions reduction
- Water & Energy efficiency
- Climate risk
- Recycling processes



Social

- Health and safety
- Working conditions
- Employee benefits
- Diversity and inclusion
- Human rights
- Social impact



Governance

- Ethical standards
- Board diversity and governance
- Stakeholder engagement
- Shareholder rights
- Pay for performance

ESG as Individual



Environment

- ▼ Energy Consumption
- ▲ Lower the Emission
ex. public transport, carpooling, cycling, or walking
- ▲ Recycling & Composting
- ▼ Waste Generation



Social

- ▲ Contribute to the Community
ex. volunteering, supporting local causes, charity donation
- ▲ Supporting Ethical and Sustainable Products and Services



Governance

- ▲ Transparency, Accountability, and Ethical Behavior in your Financial Practices
- ▲ Ethical decision-making
- ▲ Supporting companies with strong governance practices

ESG





EMISSIONS UPDATE 2 JUNE 2023

<https://www.coldplay.com/emissions-update/>

HIGHLIGHTS

47% reduction in direct CO₂e emissions
compared to our previous tour (2016-17), on a show-by-show basis

5 million trees planted
that will be supported to maturity via One Tree Planted - one for each concert goer. 5,000 hectares of land restored across 17 countries and 21 planting projects

1 solar-powered River Interceptor deployed
in March 2021 in the Klang River, Malaysia via The Ocean Cleanup. 158 tonnes of waste and 13 tonnes of ocean-bound plastic removed since start of tour

86% average return rate
of the reusable, plant-based LED wristbands

15kWh average power per show
generated via in-venue solar installations, kinetic dance floors and power bikes - enough to power the C-stage performance each night and provide the crew with phone, laptop and tool-charging stations

95% of shows
with free water refill stations for fans

553 tCO₂e saved
by purchasing Sustainable Aviation Fuel (SAF) for flights

66% of all tour waste
diverted from landfill

3,770 meals + 73 kg of toiletries donated
from tour catering to the unhoused and unsheltered

Financial support to environmental organisations
including ClientEarth, The Ocean Cleanup, Climeworks, Sea Shepherd, Project Seagrass, Sustainable Food Trust, Cleaner Seas Group, Food Forest Project, Knowledge Pele, Conservation Collective and others

707,288 actions taken
by fans via Global Citizen

Coldplay keeping it 'cool' while the music industry heats up for ESG!



REDUCE

Reduce our consumption, recycle extensively and cut our CO₂ emissions by 50%.



REINVENT

Support new green technologies and develop new sustainable, super-low carbon touring methods.



RESTORE

Make the tour as environmentally beneficial as possible by funding a portfolio of nature- and technology-based projects and by drawing down significantly more CO₂ than the tour produces.

ESG in

“We believe that business, at its best, serves the public good, empowers people around the world, and binds us together as never before.” ----- Apple’s CEO Tim Cook

2023 progress

2.7M
MTCO₂e

Our display suppliers’ abatement efforts reduced more than 2.7 million annualized metric tons of CO₂e.*

100+
attendees

Apple hosted an inaugural virtual training focused on reporting and abating scope 1 emissions, with more than 100 attendees.

20%
less emissions

In 2023, we reduced emissions from transporting products by 20 percent compared with 2022.



Make yours.

The best technology works for everyone. That’s why our products and services are inclusive by design, with built-in accessibility features to help you connect, create, and do what you love — in the ways that work best for you.



Corporate governance

- Board oversight of ESG
- Business practices — honesty, respect, confidentiality, and compliance
- Ethics and compliance

98%

employees completing business conduct training in calendar year 2021

902,000

Apple training courses completed in 2021

432,000

hours spent on Apple-recommended and required trainings in 2021

Apple 2030 is our commitment to be carbon neutral for our entire carbon footprint

* Based on data reported to Apple by its suppliers. Data has not been independently assured by Apple or a third-party.

ESG in SME



"สิริไทยเลือกสรรข้าวจากบ้านโคกสะอาด **ปลอดสารเคมี 100%**"



รวมใจแบ่งปัน **100** รพ. ทั่วไทย

เมื่อซื้อผลิตภัณฑ์ สิริไทย ผ่านช่องทางออนไลน์รายการใดก็ได้
1 ชิ้น = ร่วมสมทบทุน 1 บาท ให้กับโครงการรวมใจแบ่งปัน 100 รพ. ทั่วไทย
ตั้งแต่วันที่ 31 มีนาคม - 31 พฤษภาคม 2564



The packaging labels are made from
**100% recycled paper produced by
wind energy and FSC.**



Foresi For Love
Artisan Liquid Soap

ส่วนผสมของข้าวเป็นข้าวหอมมะลิจาก
โครงการปลูกข้าวใน 24 ชม. ผลิตจาก
ข้าวหอมมะลิที่สุกเต็มที่และใช้ส่วนผสมของ
น้ำผึ้งจากโครงการปลูกข้าวหอมมะลิ
น้ำผึ้งจากโครงการปลูกข้าวหอมมะลิ
ใช้สารธรรมชาติจากธรรมชาติที่ปลอดภัย
ไม่ใช้สารเคมีจาก USDA และมีความ
ปลอดภัยและสะอาด 100% ความเป็นมิตร
คุณผู้รักโลกและผู้รักสุขภาพ

Sirithai ice cream
อร่อยได้ ไม่รู้สึกผิด



ผลิตจาก
ข้าวสิริไทย

สูตรวิแกน
ทานได้



As Green As You Can



SIRITHAI

contact us :



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info@missionearth.co



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Sirithaibrand

<https://www.facebook.com/SiriThaiRice/>



Sirithaibrand

<https://www.instagram.com/sirithaibrand/>



little big green

AS GREEN AS YOU CAN



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<https://littlebiggreen.co/>



Little Big Green

<https://www.facebook.com/littlebiggreen>



little.biggreen

<https://www.instagram.com/little.biggreen/>



Little Big Green

<https://www.youtube.com/channel/UCM27d1WhCD4DMiFPuToGzJw>



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