

SUSTAINABILITY QUARTERLY NEWSLETTER

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SUSTAINABLE CITY DEVELOPMENT PLAN HUA HIN BY CHIVA-SOM AND THE PRESERVE HUA HIN GROUP



Chiva-Som International Health Resort, together with the Preserve Hua Hin Group, took the lead in drafting a **Sustainable City Development Plan** for the Hua Hin Municipality area. On the 30th December, 2020, Mr. Krip Rojanastien President of the Preserve Hua Hin Group, presented the Sustainable City Development Plan to Mr. Nopporn Wutthikul, the Mayor of Hua Hin.

OPERATION'S MANAGER'S MESSAGE



There are four major ways of sustainable development including environmental protection, a stable economic development, the preservation of natural resources, and social development and evolution.

Everyone living on this planet has the right to enjoy all the resources and live in a safe and healthy environment. For this reason, the Chiva - Som family always walks our talk by focusing on managing our own footprint, from energy usage and water consumption management to waste management.

Admittedly, the process of changing corporate mindsets and culture to embrace sustainability can be a challenge for everyone. Even so, with the support of top management and the earnestness of Chiva-Som staff, our sustainability field of vision is moving forward to our design.

Chanyapak Suwankantha
Operation's Manager

SUSTAINABLE CITY DEVELOPMENT PLAN

Chiva-Som International Health Resort is a pioneer in the field of wellness tourism, ethical business approach, and sustainable business operations. We value the co-existence of human activities and environmental wellbeing which is the base for sustainable development. By introducing the sustainable city development plan, our main goal is to highlight the importance of sustainable development in the city that will pave the way to boost our tourism-based economy, providing a cleaner and greener environment for both residents and visitors.



Hua Hin is a seaside tourist destination on the Gulf of Thailand, in the southern Thai province of Prachuap Khiri Khan. Once a quiet fishing village, it has now converted into a fashionable escape for both Thai citizens and international tourists since the 1920s, when the Thai royal family built their summer palace, Klai Kang Won, which means 'Far from Worries.' Hua Hin city is famous among local tourists as a weekend getaway, given the short time it takes to reach it from Bangkok.

So far, the city has contributed significantly to the growth in tourism-based city development and the economy. Despite the beneficial economic growth, natural set up, and relatively fresh air when compared to some other cities in the country, there are several growing environmental concerns. Many are quite significant within the city limits, and considerable attention is needed to overcome the negative impact and endure a sustainable future through a sustainable development approach.

Considering the above facts, and the importance of sustainable tourism development in the future, we proposed a sustainable city development plan to find solutions to existing environmental issues and implement futuristic solutions that can provide economic, social, and environmental benefits.

The development plan highlighted the current level of performance and proposal for future developments, selecting several significant areas of importance in regards to environment and health. Issues of concern include sustainable waste management, sustainable water management, and enhanced the green cover within the city limits, housing and the health of local populations, environmentally friendly transportation and promotion of the renewable energy usage.

On the 30th December 2020, Mr. Krip Rojanastien, Chairman of Chiva-Som International Health Resorts and the President of Preserve Hua Hin Group, with members of Chiva-Som and Preserve Hua Hin Group presented the sustainable city development plan to Mr. Nopporn Wutthikul the Mayor of the Hua Hin Municipal council and briefed him and the authorities the key takeaways of the initiative. Mr. Nopporn Wutthikul also shared some of the development projects conducted by the municipality and we are looking forward to working closely with the local authorities and local business partners to make the proposed actions a reality.

Simultaneously, Mr. Surapol Rukkusol, the consultant from the Preserve Hua Hin Group and the PHH team, hosted an awareness programme to the local community leaders on the 29th December, 2020 at Chai Na Restaurant.



Eighteen community leaders representing 16 sub-communities within the Hua Hin municipality areas attended the awareness programme. Mr. Surapol Rukkusol presented a copy of the sustainable city development plan to each participant and explained in detailed the intentions of the development plan.

The community leaders shared their experiences and challenges with the communities, and they were inspired by the importance of a cleaner and greener environment looking forward to a sustainable development approach. They expressed their willingness in sharing the information with the community members of each community. We are hoping to engage them with actual projects that will be unique to each area, and work towards sustainable development in Hua Hin city.



SUSTAINABILITY IN THE FESTIVE SEASON

Our housekeeping staff members worked together with several others to bring the festive season spirit to Chiva-Som by creatively embracing a sustainable theme.

The Christmas trees were formed using tree branches from our gardens. The basic structure of the Christmas tree was done by attaching tree branches. The Christmas tree in the Orchid Lounge was made using Eucalyptus tree branches. Eucalyptus is one of the fastest growing trees with a high carbon absorption rate.

For decorations, symbols of Christmas trees, stars, mini gift boxes, and paper balls were made using discarded paper and cardboard packing materials from our supplies.

Flowers were made by our housekeeping staff using discarded linen, wire mesh and all are with reused and recyclable material.



Christmas dinner flower arrangements using local decorative plants.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Discarded boxes were used as the dummy gift boxes and wrapped using 100% recycled wrapping papers.

Coir ropes and cotton ropes were used in dummy gift decorates and to hang the decorations on the trees.

Some artificial (plastic) decorations were used in the trees and all these decorative were reused from the previous years.



SHARING THE JOY OF CHRISTMAS WITH STUDENTS FROM THE BORDER VILLAGE

Christmas celebrations are never are complete without Christmas Carol singing. We did not forget to share the season's joy with the students from the border village P-la-U.

A group of students visited us on evening of the 24th and sang Christmas songs making Christmas Eve more meaningful and enjoyable.

Gifts were shared with the students as an appreciation of their participation and effort in music and entertainment.



17 PARTNERSHIPS FOR THE GOALS



GALA DINNER AND NEW YEAR CELEBRATIONS

25
A NEW ERA OF WELLNESS

The Gala Dinner 2020 had unique significance as it was our 25th anniversary. The Gala Dinner was themed ‘Memories, History, Celebration, Moving Forward, Sustainable’ and took place on the 31st December, 2020. There were many sustainability highlights throughout the event from live backdrops, sustainable table decorations, souvenirs for the guest and an 8 course wellness dinner.



The guests were presented with a nature-inspired walkthrough with pictures representing various milestones from the glorious past as well as a sustainability-oriented future.



The above picture showcases the representation of our organic farms providing a display of the variety of vegetables, fruits and herbs we grow.

Pastry and chocolate petits fours theming Mangroves.



Miniature Garden souvenirs made by our garden team for the guests



Facilitating the sustainability theme, the 1st January breakfast tables were decorated using the golden tree leaves. Originally, the table was decorated with a bouquet of fresh flowers. But this year we choose the golden tree leaf that is believed an auspicious tree.

MERIT-MAKING CEREMONY - 1ST, JANUARY 2021

We hosted a merit-making event on the morning of 1st January, 2021. Making food offerings to Buddhist monks –known as ‘duk baht’- accumulates goodness in our souls as well as blessings for the new year, bringing prosperity, peace, and goodwill. Nine monks were invited to conduct the religious observance. Food and essentials were then offered as part of the religious ceremony. Representatives from all departments joined the ceremony and received blessings.



SUSTAINABLE BUSINESS AWARDS THAILAND - CERTIFICATE OF MERIT



Chiva-Som received a Certificate of Merit under the Sustainable Business Awards Thailand in the area of 'strength and quality of sustainability programmes' at the virtual award presentation held on the 4th of December 2020.

The 'Sustainable Business Awards Thailand' are conducted jointly by Global Initiatives (GI), PricewaterhouseCoopers (PwC), Thailand Business Council for Sustainable Development, Thailand Environmental Institute, industry associations and government agencies recognising corporate leadership in 12 categories, including sustainability strategy, community, energy and water management, supply chain and ethics, among others, since 2012.

GI is a sustainability solutions company that facilitates collaborative solutions to sustainable development through multi-stakeholder forums; by encouraging businesses to embrace the best social, ethical, and environmental practices, and by providing data-driven solutions for sustainable business practices.



AWARDS AND COMMENDATIONS RECEIVED BY CHIVA-SOM DURING THE PAST

'One of the 50 Sustainability and Climate Leaders'
Bloomberg L.P., 2019

'Best Coastal Operation'
Travel Daily Travel & Tourism Sustainability Awards
(Australia) 2019

'Green Era for Sustainability Award'
Otherways Association Management & Consulting
Awards 2017 + 2016

'Winner of Intel-AIM Corporate Responsibility Award'
Asian Forum on Corporate Social Responsibility 2015

'1st Place Development in Tourism for Urban Accommodation'
Skål International Awards 2015

'1st Place Development in Tourism for Urban Accommodation'
Skål International Awards 2014

'1st Place Development in Tourism for Marine/Coastal Tourism'
Skål International Awards 2014 (for Krailart Niwate Mangrove Ecosystem Preservation Centre).

'1st Place Green Spa'
Thailand Spa & Well-being Awards 2015

'Top 10 for Best Eco Spa'
SpaFinder Wellness Readers' Choice Crystal Awards 2013

'Best Environmental Conscience'
Thailand Spa & Well-being Awards 2012

CORPORATE SOCIAL RESPONSIBILITY NEWS - PRESERVE HUA HIN GROUP

To help address the issues of a rapidly growing population's increasingly demanding ecological footprint on the municipality, the Preserve Hua Hin Group (PHH) was formed as a community development organisation in 2004.

Mr. Boonchu Rojanastien, the founder of Chiva-Som and honorary chairman of PHH with Mr. Krip Rojanastien the Chairman & CEO of Chiva-Som, enlisted support from private and public sector organisations to spearhead the development of PHH. PHH is under the Royal patronage of Her Royal Highness Princess Maha Chakri Sirindhorn.



PRESERVE HUA HIN CUP - FOOTBALL



November/December: Having the objective of promoting the importance of physical wellbeing, PHH is keen to assist local communities to continue the practice of sports events. PHH organised a football cup tournament from the 11th November to 2nd December, 2020. The tournament was held at the True Arena Hua Hin Football Stadium with the participation of four football teams. Those who participated were the Nong Pran Phuk team, Nong Plub team, Fung Dang team, and Chiva-Som football team. The event was concluded successfully, not only highlighting the physical wellbeing, but fostering good relationships among local community members and the Chiva-Som family. 15,035 THB was spent on the event.



HUA HIN NIGHT RUN

28th November: The running event 'Hua Hin Night Run Super Fun on the Beach, 2020' was organised by the Prachuap Khiri Khan Tourist Police Advisory Board in collaboration with Hua Hin Municipality, the Lions Club Hua Hin, Hua Hin - Cha-am Tourism Business Association, and various business groups in the province. The event was held on Saturday the 28th November, 2020 from 4.00pm - 9.00pm at Rajaphak Park to Suan Son Pradipat Beach.

The event was conducted as a fundraising event in aid of the welfare fund for the volunteer training program, funding various community development activities of the Tourist Police of Prachuap Khiri Khan to help the poor and disadvantaged in Hua Hin and nearby areas.

It was also intended to boost the local tourism economy of Prachuap Khiri Khan Province and nearby areas after the COVID-19 pandemic.

Preserve Hua Hin joined the event by donating THB 50,000.



ORGANIC FARM NEWS - MEDIA VISIT

The 'Wellness Journey with Chiva-Som Media FAM Trip and Meet the Chairman' was held from 16th – 18th December to increase Chiva-Som's brand image as a World wellness leader and to update our service offerings in 2020 – 2021.

Since the COVID-19 pandemic, Chiva-Som has brought digital technology into our long-established wellness expertise and has launched new offerings to respond to the situation for both international and domestic markets. The conference was a good opportunity to outline the organisation strategy, adaption, safety measures, offerings, expansion, and business direction in 2021.

The target media were leading local media in the business and travel sectors. Forbes Thailand, Brand Buffet.com, Brandage.com, Chillpainai.com, Sanook.com, and Voice TV were among the participants.

Mr. Sommai Boonya, Ground & Landscape Manager hosted demonstrations introducing the vegetables and herbs grown at our organic farm and explained the importance of organic produce for better health and the benefits over environmental protection. He also explained our best practices to grow our own produce including micro-greens, mushrooms, and on-site compost production.



FARM TO TABLE

RAW CUCUMBER & BABY SPINACH SALAD

INGREDIENTS

2	tbsp.	Lime juice
1/2	tsp.	Cayenne pepper
1/4	tsp.	Salt
1	tsp.	Curry powder
1	tsp.	Honey
2	tbsp.	Olive oil
4	cups	Baby spinach
2		Cucumbers, peeled and sliced
40	g	Chopped cashews
1/8		Red onion, sliced
1/4	cup	Chopped coriander

Serves: 4 serves

METHOD

1. To prepare the dressing, whisk the lime juice, cayenne pepper, salt, curry powder, honey and olive oil in a large bowl until well mixed.
2. Add the remaining ingredients and gently toss until they are well coated.
3. Allow to marinate for 15 minutes before serving.

Servings: 4

Cucumber is the main ingredient in this recipe and ingredients are from our own organic garden. The benefits of cucumbers are that they are low in calories but high in many important vitamins and minerals which lower blood sugar. Baby spinach is rich in vitamin K and magnesium, two very important nutrients for bone health.

NUTRIENTS PER SERVING

Kilocalories	169	kcal
Protein	5	g
Carbohydrate	10	g
Fat, Total	13	g



PAPER SAVING INITIATIVE

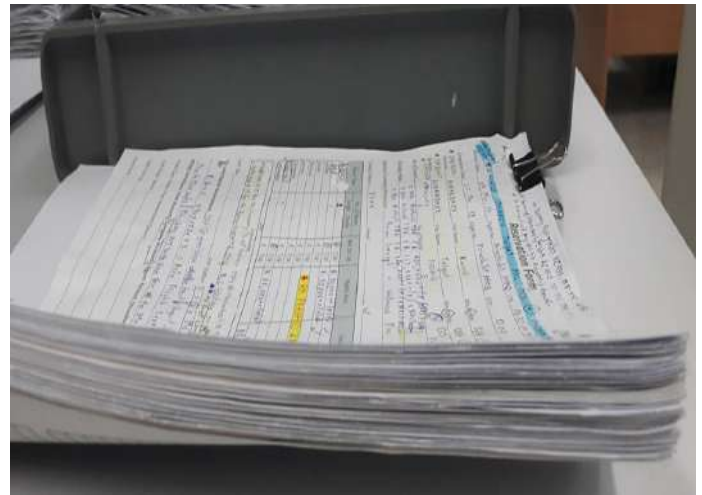
Over a million tons of paper are used every day around the world and most of it comes from trees as virgin fiber. On average, a standard tree will produce 10,000 A4 papers. That means that one ream of paper (500 sheets) requires 5% of a tree. Anything we can do to save paper can save trees and reduce trash, energy and pollution.

Our reservation department team launched a special project **'Save Paper Save Energy'** to reduce the number of papers used for the guest's reservation process. By launching the project, it is expected to reduce cost, enhance productivity, promote digital transformation and eventually make our planet a better place.

For many years, the Reservation team has been keeping all the booking correspondence in a printed version and kept as a record to track bookings. On average, correspondence is around 25 – 35 pages per booking. It is not only paper that is being used excessively for keeping booking correspondence, but also the amount of energy and other resources being used for printing, copying, or scanning.

As a solution, the team initiated a process to keep the booking correspondence as a soft file where every concerned department can access details easily without the need to go and search for a document kept on a shelf or in the record room.

Currently, all the bookings are saved electronically and are able to be tracked without printing.



Before - on average more than 30 pages per reservation



After - Less than 3 pages per reservation

*Sustainability Newsletter is a joint publication of
the Sustainability Department and Sustainability Committee of Chiva-Som.*

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