

The background of the top half of the page is an abstract graphic with a color gradient from blue on the left to yellow on the right. It features numerous white and light-colored upward-pointing arrows of various sizes, some solid and some semi-transparent, creating a sense of growth and progress.

The Principle of Corporate Sustainability

'How to Sustain Business in an Uncertain World'

Why Sustainability Is Crucial For Your Business

Sustainability is imperative for organizations to remain relevant and competitive in today's world. Businesses play important roles in either causing impacts on people and the planet or actively contributing to the advancement of the SDGs. Concurrently, social and environmental shifts, stakeholder expectations, and new legislation directly affect business operations and its long-term value creation.

“The acceleration has been driven by heightened social, governmental, and consumer attention on the broader impact of corporations, as well as by the investors and executives who realize that a strong ESG proposition can safeguard a company’s long-term success.” - McKinsey

Therefore, businesses are required to be more responsible for sustainable future and transform itself in every dimension to sustain its business. According to the World Economic Forum, *“Sustainability is an integral part of developing corporate strategy. Embedding sustainability in strategy is essential to meet evolving investor pressure, consumer demand, and regulatory requirements but driving sustainability in an organization has challenges, including weak commitment from the board, little accountability, sustainability teams without authority to implement initiatives, and talent gaps.”*

The Stock Exchange of Thailand (SET) also places importance on corporate sustainability of listed companies and substantially promotes corporate sustainability management, ESG reporting and responsible investing. As MIT Sloan Management Review said- *“Investors see a strong link between corporate sustainability performance and financial performance — so they are using sustainability-related data as a rationale for investment decisions like never before.”*

This program empowers you to elevate your understanding of corporate sustainability. It equips you to integrate sustainability principles into your business, guiding you on key ESG topics crucial for shaping a strategic and value-driven future.



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Program Objectives

- ✓ Understand the significance of becoming a “Sustainable Business” and the process of corporate sustainability development.
- ✓ Apply sustainability practices at every stage of the corporate sustainability development process through in-class workshops.

One-Day Learning Outline

TIME	SESSION	MAIN CONTENT	WORKSHOP
9.00-9.45	Know 'WHY'	<ul style="list-style-type: none"> • Understand sustainability • Why sustainability is crucial for your business 	
9.45-10.15	Know 'HOW'	How to become a sustainable business	
10.30-12.00	Know 'YOU'	Analyze your business - Value proposition & Purpose - Outward & Inward impact	1. Purpose 2-3. Value Chain & Stakeholders 4-5. Outward/Inward Impact
13.00-14.00	Find 'HEART'	What matters to your business - Materiality	6. Materiality
14.00-15.30	Take 'ACTION'	How to act for long-term success - Sustainability Strategy - Goal & Target - Initiatives	7. Sustainable Strategy
15.30-16.00		Sustainability Evaluation, Reporting and Disclosures	
16.00-16.30	Q&A		



Pano-chandra Charurungsipong

Trainer



About Pano-chandra

- GRI Certified Sustainability Professional (based on the GRI Universal Standards 2016 and 2021) , GRI Academy, The Netherlands
- Diploma in Responsible Leadership and Sustainable Business, Swedish Institute Management Programme (SIMP Asia), Sweden
- Master of Business Administration (MBA), Chulalongkorn University
- Bachelor of Science (Microbiology), Chulalongkorn University
- 29 years of work experience in public and private sectors both listed and non-listed companies
- 9 years of experience in Corporate Sustainability Development which includes materiality determination process, stakeholder engagement, sustainability strategy development and implementation throughout the company, sustainability assessment, sustainability reporting, corporate governance and enterprise risk management



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คณะแพทยศาสตร์
ศิริราชพยาบาล

