

Training to Enhance Knowledge of Waste Management

The Company focuses on engaging employees at all levels in waste management to minimize environmental impacts and incorporate sustainable waste management practices into daily operations. In 2024, two major training projects were conducted.

1. **The Waste Management Workshop training project**, in collaboration with CPN shopping mall, involved 19 employees. This project focused on educating employees about proper waste separation and waste management within the organization, enabling them to follow appropriate guidelines to reduce waste and promote recycling.
2. **The Green Partnership Workshop 101-103 training project**, "Joining Forces to Reduce Global Warming," with 3 employees participate. This project focused on creating an understanding of how to reduce greenhouse gas emissions and implement approach to minimize environmental impact in daily operations.

Biodiversity

Challenges

- The climate change crisis, which poses a risk of biodiversity loss, directly affects the tourism industry, particularly businesses that rely on natural tourist attractions as a selling point and a means of drawing customer attention, such as hotels located near natural areas. If the businesses fail to manage waste and grey water, neglect their responsibilities to the surrounding environment, or lack support from government agencies, they may face a loss of revenue due to declining customer demand, complaints from nearby communities, damage to their reputation, and increased costs to restore the environment. Similarly, the food business may experience higher raw material costs or difficulty sourcing the necessary raw materials for its operations.

Opportunities

- Prioritizing biodiversity in the area where the business operates creates opportunities and attracts customers, while maintaining green spaces within the hotel enhances customer satisfaction. Additionally, offering eco-tourism experiences generates income for the surrounding community and attracts new customers interested in environmentally friendly tourism, providing a long-term advantage for the business.



4,517

Trees were planted



1,000

Corals were planted with

255 Guests
joined the program



Collected

6,994

kg.
of waste from beach, sea, river,
and desert.



22

Hotels

have owned organic vegetable
and herb farm.

Biodiversity is a key aspect of the Company's commitment to responsible business practices. The Company has established policies to support and promote participation in biodiversity conservation, with a focus on natural protected areas and regions of high biodiversity. These efforts aim to minimize the impact on ecosystems and include measures to prevent the introduction of invasive animal and plant species into hotel operations. In any interaction with wildlife in nature, it must be done in a way that does not disturb the animals and takes into account the impact on their well-being. This includes no procurement, breeding, or confinement of any wild animal species. Moreover, the Company does not support the hunting, consumption, display, sale, or exchange of any wild animal species, unless these activities are part of controlled programs that comply with local and international laws. The Company also provides training to educate employees and communicate with guests to prevent any potential negative impacts.



Coral Reef Ecosystem Restoration

Centara Grand Island Resort & Spa Maldives and Centara Ras Fushi Resort & Spa Maldives, in collaboration with the Best Dives team, conducted a restoration of the coral reef ecosystem surrounding the hotels through coral transplantation. They secured Staghorn Coral (*Acropora sp.*) and Cauliflower Coral (*Pocillopora sp.*) to a steel structure and placed it on the seafloor. In 2024, a total of 1,000 coral branches were transplanted, with 255 guests participating in the initiative.



Farm to Fork

The old tennis court on the 26th floor of Centara Grand at CentralWorld, covering approximately 1,300 square meters, has been transformed into an organic vegetable farm using compost made from the hotel's vegetable scraps, fruit scraps, and coffee grounds. In 2024, the farm can produce 3,777 kilograms of vegetables, resulting in savings of 445,000 Baht in expenses. In addition to providing fresh, chemical-free vegetables, the farm helps reduce food waste by more than 9,729 kilograms, which is equivalent to a reduction of 1.6 tCO₂e in greenhouse gas emissions. Furthermore, 22 properties under Centara Hotels & Resorts feature organic vegetable and herb gardens. These gardens not only supply fresh produce but also create habitats for bees and pollinators, contributing to the promotion of biodiversity in the area.



Promotion of Aquatic Animal Population Growth

Centara Grand Beach Resort & Villas Hua Hin released approximately 10,000 young blue crabs, alongside 25 customers and staffs, to support young blue crabs from the Khao Takiab Blue Swimming Crabs Bank. This initiative helps local fishermen continue their livelihoods while supporting the Khao Takiab community. Additionally, Centara Life Bangkok Hotel Phra Nakhon organized an event where 30 staffs released 30 sea crabs into the mangrove forest of the Air and Coastal Defense Command in Chonburi Province. This initiative aims to increase the sea crab population in the wild and help maintain the balance of the mangrove ecosystem.

Expansion of Greenhouse Gas Absorption Areas

Trees are a crucial source of greenhouse gas absorption, particularly carbon dioxide, which is emitted from various human activities. Therefore, increasing green spaces within the hotel and surrounding public areas, whether by planting trees, establishing mangrove forests, or preserving native tree species, must be an ongoing effort to expand areas that absorb greenhouse gases. In 2024, hotels and resorts in Thailand and abroad planted over 4,517 trees on World Environment Day and collaborated with surrounding communities and government agencies in various activities. A total of 1,053 employee volunteers participated in these initiatives.



Supporting the Conservation of Wildlife

COSI Pattaya Wong Amat Beach organized an event with the participation of 16 volunteer staff to clean the turtle pond at the Royal Thai Navy Sea Turtle Conservation Center in Sattahip District. The hotel also provided financial support to purchase medical equipment to assist injured sea turtles.

Centara Riverside Hotel Chiang Mai arranged an educational visit for its employees to the Lanna Wild Bird Rescue organization, where they gained valuable knowledge about the rehabilitation of injured wildlife. In addition, the hotel made a charitable donation to assist in covering the medical expenses for the birds in need of care.



Maintaining the Cleanliness of the Area Surrounding the Hotel

In 2024, 3,730 hotel employees from both domestic and international locations participated in garbage collection and cleaning activities around the hotel, including beach and desert areas, underwater locations, as well as rivers, canals, and nearby areas. A total of 6,994 kilograms of garbage was collected. In addition, 221 interested customers joined the activity, helping prevent trash from flowing into the ocean and damaging marine habitats and beach areas. This effort also reduced the risk of wildlife deaths caused by ingestion of waste, contributing to the protection of biodiversity.



Providing Knowledge about Local Wildlife and Plants through Signage

Ecological conservation through signage helps both customers and employees learn about and understand the importance of biodiversity. It also enhances learning experiences by offering nature viewing activities or walking tours within the hotel for guests interested in nature, emphasizing both education and firsthand nature experiences.

