

SIVATEL BANGKOK



Sivatel Bangkok Hotel

PATA Gold Awards – Sustainability and Social Responsibility

Corporate Social Responsibility

As a highly regarded 'sustainable boutique hotel' that has dedicated itself to meaningful work over the past seven years, we aspire to be a catalyst for change within the hospitality industry. We firmly believe that every hotel and tourism business has the power to contribute towards making the world a better place. In pursuit of this mission, we are actively vying for the prestigious PATA Gold Awards 2023 in the Corporate Social Responsibility category.

We take immense pride in sharing some notable accomplishments that have garnered recognition, including the Thailand Tourism Gold Awards 2021, the GREEN HOTEL G-GOLD distinction, The Green Leave Certificate with a rating of 4 Leaves, Carbon Neutral Certification with the Carbon Footprint Label, and participation in the Thai Hotel Plastic Free Project. Moreover, our sustainable marketing efforts have earned us the Marketing Award of Thailand Gold Award 2022: Sustainable Marketing and the Asia Marketing Excellence Award - Asia's Marketing 3.0 Award 2023.

These accolades stand as a testament to our belief that the implementation of sustainability practices need not be daunting. We aim to serve as an inspiration to others, proving that if we can achieve these milestones, anyone can follow suit. It is our honor to lead by example and continue making a positive impact in the realm of sustainability.

1. Objectives

While the tourism industry plays a crucial role in Thailand's economy, contributing to 20% of the GDP, we cannot overlook the adverse impact it has on the environment. The tourism sector is responsible for significant carbon dioxide emissions, waste generation, electricity consumption, harm to wildlife and marine ecosystems, deforestation, and even climate change.

At Sivatel, we believe in the essence of responsible business and have embraced sustainability as a core value of our brand. Our goal is not only to minimize our environmental impact and preserve our planet but also to inspire others to follow suit. We strive to conduct our business in a manner that benefits both local communities and the world at large. Sivatel Bangkok stands as a testament to our vision of becoming a shining example of sustainability in Thailand.

2. Short Synopsis

Sivatel Bangkok, situated in the vibrant central business district, prides itself on being a sustainable boutique hotel. Sustainability lies at the heart of our philosophy, permeating every aspect of our operations, guided by three fundamental pillars: Profit, People, and Planet.

Hidden away in the heart of Bangkok City, Sivatel Bangkok is a sanctuary of peace amid the bustling central business district. Here, sustainability is at the core of our thinking, and threads through everything we do.

Located just mere steps away from the convenience of the Phloenchit Skytrain station, the spaces within our hotel are designed to promote both calm and rejuvenation -- a touch of modern Thai, supported by time-tested concepts from local folk wisdom. Guests are treated to the delights of green open areas around our public facilities as well as the generous spaciousness of our guestrooms that offers the comfort of being right at home in the midst of the surrounding exuberant city life.

Our culinary offers come directly from local farmers within our networks of organic farming and agriculture, ensuring our ingredients are of the best quality for the utmost safety for our guests.

With our ethos of happiness, our staff are part of our family. Together we work hard to share our love of what we do with our guests. Through our famous Thai hospitality and genuine care, it is our wish that every guest feels like a part of our family, too, throughout and well beyond their stay.

From a wider perspective, we care deeply about the world beyond ourselves. We strive to protect the environment through our sustainability goals as well as do our best to support the local communities around us.

3. Strategies

Sivatel Bangkok Hotel embraces the Sufficiency Economy Philosophy of King Rama 9, which guides our business operations to strike a balance between profit, people, and the planet. This principle leads us to the core of our strategic direction, encapsulated in the 4 Ps:

Purpose: Our ultimate goal is to bring happiness to people and empower them to extend that happiness to their communities and the world.

People: Our dedicated staff members are instrumental in creating joyful and memorable experiences for our guests. They also play a pivotal role in transforming our hotel into a sustainable boutique establishment, with the vision of fostering a wellbeing-focused and environmentally conscious community in the heart of Bangkok within the next 5 years.

Process: Sustainability is ingrained in every aspect of our operations, ensuring that we provide our guests with a sustainable living experience.

Performance: At Sivatel Bangkok Hotel, we prioritize sustainable performance. This goes beyond traditional metrics such as revenue and profit. We focus on metrics such as the happiness of our staff, the reduction of electricity consumption, the increased sourcing of organic ingredients, our

collaborations with local farmers and communities, the financial support we provide to farmers, and the reduction of waste sent to landfills.

4. Operations

Numerous campaigns are implemented throughout the organization to ensure that sustainability is deeply ingrained in the brand's DNA and effectively communicated to all stakeholders.

4.1 Happy Workplace

One of the most challenging aspects of transitioning an organization to a human-centric approach is the transformation of staff mindset and behavior. At Sivatel Bangkok Hotel, we employ the Happy Hotel Happy Workplace model as a powerful tool to cultivate the desired brand DNA and core values among our staff. We infuse sustainability into engaging and dynamic activities held throughout the year. The campaigns under the Happy Hotel Happy Workplace initiative include the following:

- 4.1.1 **The Waste Bank Project** is an initiative through which we educate our staff about proper waste segregation practices. By instilling the understanding that every discarded item holds value and can generate revenue, we empower our staff. They have the opportunity to collect recyclable waste and sell it at the hotel's designated 'Waste Bank'. We organize departmental competitions to encourage participation and evaluate which department can generate the highest income from these recyclables.
- 4.1.2 **The Organic Vegetable Plantation** project aims to educate our staff about the significance of non-chemical and safe food, empowering them to cultivate these nutritious plants themselves. By participating in this project, our staff not only gain access to high-quality food at home but also contribute to reducing household expenses.
- 4.1.3 **The hotel organizes frequent field trips for our staff**, providing them with opportunities to witness and learn from other organizations that excel in sustainability practices. Some notable examples include the Zero Waste Project by Chulalongkorn University and Baan Rangsi Urban Farming. These trips aim to enhance their understanding and inspire them to develop our own projects in support of our target to become a hotel with zero waste to landfill by the end of 2025.
- 4.1.4 **Urban Forest Bathing Project** - We arrange visits for our staff to Lumpini Park, the largest park in Bangkok located just a short walk away from the hotel, for the purpose of engaging in 'Urban Forest Bathing'. This initiative aims to educate our staff about the significance of trees and the environment. By immersing themselves in nature, they can experience stress relief and enjoy the benefits of increased oxygen intake. Additionally, the project fosters better relationships among staff

through team-building activities, ultimately leading to improved cooperation.

HAPPY
HOTEL
HAPPY
WORKPLACE



4.2 Operational Processes

Sivatel Bangkok has successfully implemented waste management practices for the past 7 years, resulting in a remarkable 90% reduction in waste. Our ultimate goal is to achieve zero waste to landfill by the end of 2025. We have adopted the comprehensive 7Rs approach, which encompasses Reduce, Reuse, Recycle, Replace, Refill, Repair/Repurpose, and Return. Through these strategies, we actively work towards minimizing waste generation and maximizing resource efficiency.

- 4.2.1 **Reduce:** In our commitment to sustainability, the hotel has completely eliminated the use of single-use plastics. This has been achieved by transitioning from plastic drinking water bottles to glass bottles, replacing plastic cups with biodegradable alternatives, and adopting wheat-based glass straws in lieu of plastic straws. We effectively **reduce food waste** by utilizing organic ingredients, which naturally have a longer shelf life compared to conventional ones.

Additionally, we have implemented a '**Zero Waste Cooking Policy**' to further **minimize food lost**. This policy involves comprehensive planning and resourcefulness, ensuring that every part of the ingredients is utilized in our cooking processes. For instance, shrimp heads can be used to make broths, and chicken bones and vegetables can be transformed into flavorful soups.



In our efforts to combat food waste, we employ various methods. Firstly, we transform food waste into organic fertilizer, promoting sustainable practices in waste management. Additionally, we utilize black soldier fly larvae, which are fed with food waste, effectively reducing the amount of discarded food. Thanks to these initiatives, we have successfully achieved the status of being a zero-food waste hotel.

4.2.2 **Reuse:** To promote sustainability, we have implemented the use of high-quality slippers in our hotel, enabling us to reuse them for multiple guests. Furthermore, we utilize cotton laundry bags that can be reused, aligning with our commitment to reduce waste and promote eco-friendly practices.

4.2.3 **Recycle:** All recyclable waste is sold to the waste bank for further recycling processes, ensuring that these materials are properly handled and undergo the necessary recycling procedures.

4.2.4 **Replace:** As part of our waste reduction efforts, we have undertaken the replacement of halogen light bulbs with energy-efficient LED bulbs. This not only helps to minimize waste

due to the longer lifespan of LEDs but also results in a significant reduction in electricity costs, with savings of up to 10%

All food delivery packaging consists of bagasse paper, which is biodegradable and decomposes naturally, reducing the environmental impact associated with waste disposal.

4.2.5 **Refill:** As part of our sustainability efforts, we have transitioned to using refillable bottles for in-room amenities such as shampoo, conditioner, shower gel, and hand wash. Additionally, we offer refillable containers for sauces, seasonings, and spices, minimizing single-use packaging and promoting a more environmentally friendly approach.

4.2.6 **Repair/Repurpose:** Rather than frequently replacing furniture, we prioritize the use of high-quality, durable pieces that have a longer lifespan. This enables us to easily repair any items that may become damaged over time. Repair is our initial choice when addressing any issues within the hotel, avoiding unnecessary replacements or renovations.

Last year, we returned 62,500 eggshells to the organic chicken farm, where they were used as a valuable source of calcium in the organic chicken feed. This initiative exemplifies our commitment to sustainable practices and closing the loop in the food cycle.

4.2.7 **Return:** In the past year, we successfully returned 6,000 egg trays to the farm, resulting in a cost savings of THB 24,000 for them as they were able to reuse the trays instead of purchasing new ones. This practice exemplifies our commitment to promoting resource efficiency and fostering a circular economy.

4.2.8

5 Community

Sivatel Bangkok Hotel is dedicated to fostering a sense of wellbeing and promoting sustainable living within our community over the next five years. To ensure the health and vitality of our customers, we have prioritized the provision of delicious organic food. Since 2017, we have actively sourced organic ingredients from local farmers and communities. Currently, 70% of our ingredients are organic, encompassing essential elements such as rice, vegetables, eggs, milk, yogurt, chicken, pork, seafood, fish sauce, soy sauce, coconut sugar, and honey.



TASTY ORGANIC EATERY FROM SIVATEL FARMER FRIENDS NETWORK

5.1 Sivatel Mini Organic Mart

In collaboration with our network of 30 Sivatel's Farmers Friends, we engage in co-creating sustainable living communities. Through various activities, we aim to establish a strong connection between our customers and the farmers. To further enhance this connection, we have introduced **the Sivatel Mini Organic Mart**. This mart allows our customers to purchase the same organic ingredients used in our hotel, providing them with the opportunity to bring a taste of our sustainable practices back home.



5.2 Sivatel Sustainable Market

Additionally, since 2018, we have organized the Sivatel Sustainable Market, a platform that supports sustainable living. Although the market was temporarily paused for three years during the Covid-19 pandemic, we are pleased to announce that it has resumed operations since November 2022. This initiative further strengthens our commitment to promoting sustainability and connecting our customers with sustainable and locally sourced products.



The graphic features a green background with the text "SIVATEL SUSTAINABLE MARKET" in large white letters. Below the text is an illustration of hands holding a globe. The event details are listed: "4 - 6 NOVEMBER 2022", "FRIDAY - SUNDAY", "9:00 A.M. TO 5:00 P.M.", and "1ST FLOOR, SIVATEL BANGKOK HOTEL", "BTS PLOENCHIT". To the right, a collage of images shows various organic products, farmers, and market activities. Text above the collage reads: "COME AND ENJOY ALL KINDS OF ORGANIC FOOD, NATURAL, CRAFT AND HANDMADE PRODUCTS FROM LOCAL PRODUCERS. LET'S GET TO KNOW SIVATEL'S FARMER FRIENDS AND MANY MORE". The Sivatel logo is in the top right corner.

5.3 Sivatel Farmer Friends Day

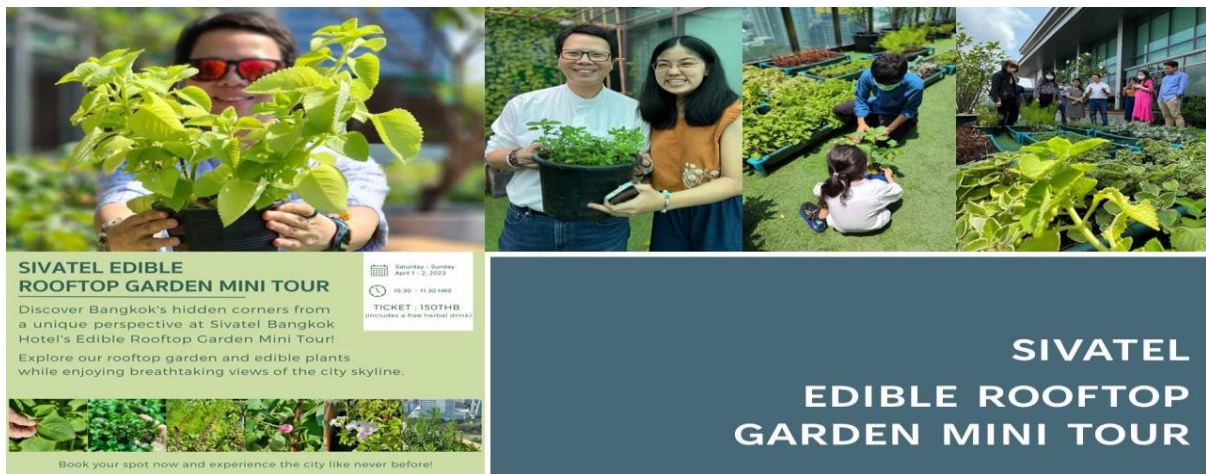
Drawing from our extensive seven-year experience of procuring organic ingredients directly from farmers, we have come to realize that not only are these ingredients free from harmful chemicals, ensuring the safety of our customers, but they also possess a remarkable taste and superior quality. Furthermore, an important revelation we have uncovered is that our overall food costs have significantly decreased from 38% to 30%.

To celebrate and share our knowledge, we organize the Sivatel Farmer Friend Day, a special event where we invite six of our trusted farmer friends to share their stories and shed light on the extraordinary journey behind producing organic ingredients. This event is not limited to our esteemed customers alone; we extend the invitation to other hotels and restaurants as well. Our aim is to assist and empower all farmers to expand their businesses, fostering a thriving organic agriculture community.



5.4 Sivatel Edible Rooftop Garden Mini Tour

In our endeavor to advocate for urban food security, we have established an enchanting edible garden on the 28th floor of our hotel. As part of this initiative, we organize a monthly mini tour exclusively for our valued customers, providing them with the opportunity to explore and learn about various edible plants. During the tour, participants not only gain knowledge about the simplicity of growing these plants, but also have the pleasure of tasting and experiencing the vibrant array of flavors and aromas.



To further enhance their engagement, we gift each customer with a potted plant to take home, allowing them to continue their journey of cultivating their own edible garden with ease.

5.5 Mahamitra Partnership in Phatumwan District

Sivatel Bangkok Hotel proudly collaborates with esteemed organizations such as Allianz Ayudhya Assurance PCL, MBK, Chula Zero Waste, and Krungsri Bank as a member of the Mahamitra Partnership. Our collective aim is to spearhead Phatumwan's transformation into a zero-waste district, leaving behind a lasting impact on the community and the environment.



6. Charitable Commitment

Based on our goal to become a thriving and sustainable living community within the next 5 years, we have outlined the following steps:

In light of the challenges posed by the Covid-19 pandemic, our staff's happiness index saw a significant decline from 62 to 58. However, as the tourism industry gradually resumes, we have taken steps to recruit additional staff and reintroduce various workplace activities aimed at fostering happiness. As a result, we aim to increase our staff's happiness index by 10% by the end of 2024.

Although we currently source 70% of our ingredients from our 30 trusted Sivatel Farmer Friends, our target is to transition to 100% organic ingredients. This not only allows us to collaborate with more farmers in Thailand and support the local economy, but also ensures that our guests have access to safe and healthy food options.

In 2025, we have plans to launch an organic farm trip, providing our guests with the opportunity to learn more about organic farming directly from our Sivatel Farmer Friends.

After successfully reducing and managing hotel waste for 7 years, we have achieved a remarkable 90% reduction in waste. Presently, we proudly operate as a zero food waste hotel and our next objective is to become a zero waste to landfill hotel by the end of 2024.

Our commitment to sustainability has positioned us as a role model for sustainable hotels in Thailand. We have become a valuable learning center for other hotels seeking to embark on their own sustainability journeys. In the coming year, we will officially launch a training package designed to assist other hotels in their transformation towards greater sustainability.

7. Evaluation

In addition to implementing campaigns that align with our sustainable commitments, we consistently evaluate the outcomes of our efforts. Learning from the experiences of others, we continuously strive to enhance the effectiveness of our projects. Seeking guidance from experts, we ensure that we remain on the right path towards achieving our sustainability goals.

7.1 Direct Purchasing Direct from Farmers – Support Local Communities

Starting from a humble purchase of 0.88 MB from our farmer friends in 2017, we have significantly increased our support to 3.58 MB in 2022, marking a remarkable 258% growth. By strengthening our partnerships with local farmers, we not only contribute to their livelihoods, but also gain access to premium organic products. These exceptional ingredients allow us to create special menus for our esteemed guests, ensuring that their dining experience is both safe and free from harmful chemicals.



7.2 Zero Waste Cooking Policy

By implementing meticulous planning, we ensure precise ingredient quantities, which helps us avoid excessive product purchases. Additionally, procuring organic ingredients directly from farmers grants us the advantage of obtaining premium products with extended shelf life. To effectively manage food waste, we have established a comprehensive process for recording and monitoring waste levels.

7.3 Zero Food Waste to Zero Waste

We maintain detailed records of both hotel food waste and general waste, enabling us to effectively manage them in the most appropriate manner. By examining these records, you will notice a remarkable reduction in waste generation. In 2017, the hotel produced over 100,000 kilograms of waste, whereas in 2022, we have successfully reduced it to a mere 8,875 kilograms.



7.4 Awards and Recognitions

Through rigorous evaluations by numerous organizations, we have received numerous awards that serve as a testament to the significance of our efforts at the hotel. We are proud to emphasize that our dedication extends beyond mere "Green Washing." Every minute of our work is devoted to devising processes that are environmentally friendly, beneficial to people, and supportive of the community. These awards serve as our inspiration to continually strive for excellence in our future endeavors.



7.5 Sustainable Development Goals

We have made significant progress towards achieving 9 out of the 17 Sustainable Development Goals (SDGs), and we are continuously exploring opportunities to contribute to additional goals. Our commitment to sustainability drives us to actively seek out areas where we can make further strides in accomplishing these important global objectives.



8. Overall Effectiveness

For the past 7 years, we have made significant strides in integrating sustainability into our organization, and we are thrilled to share some outstanding achievements with you:

1. We have successfully eliminated the use of single-use plastics, making us a hotel with zero single-use plastic.
2. Our efforts have resulted in a remarkable 90% reduction in food waste, from 103,500 Kgs in 2017 to just 8,870 Kgs in 2022. Furthermore, our aim is to become a hotel with zero waste to landfill by 2025.
3. Our building was designed with environmental sustainability in mind, utilizing natural light to minimize reliance on electricity.
4. We have implemented an environmentally friendly air conditioning system, utilizing VRF split-type units to optimize energy efficiency.
5. The transition to LED light bulbs has resulted in a 10% reduction in electricity costs.
6. By directly purchasing organic ingredients from farmers, we support over 30 communities in Thailand, generating an annual revenue of approximately 396,470 USD for them, with continuous growth.
7. With a dedicated team of 97 staff members, 13% of whom have been with us for 5-9 years and 31% for 10-14 years, we ensure the continuity of our brand DNA within the organization.
8. Our revenue has shown remarkable growth, increasing by 1,287% in 2022 and 1,641% in 2023 YTD, surpassing the market's revenue growth of only 210% in 2022 and 219% in 2023 YTD.
9. Based on 1,472 reviews from Booking.com, our guest satisfaction score stands at an impressive 8.9, compared to the area average of 7.9.
10. Our property has reached an astounding 8,371,390 people within 90 days, surpassing 99% of other properties in the city.
11. We are honored to hold the top ranking within our competitive set and secure the impressive position of No. 26 out of 2,266 hotels.

These accomplishments reflect our unwavering commitment to sustainability, guest satisfaction, and community engagement.

We earnestly hope that PATA recognizes our unwavering commitment to responsible business practices and our role as a change agent in creating a better world, in alignment with our vision to become a beacon of sustainability in Thailand. Attaining the esteemed PATA Gold Award in the Corporate Social Responsibility category would be a tremendous honor, as it would serve as a significant milestone in our journey towards realizing our goals.