



## AOT Corporate Social Responsibility

Airports of Thailand PCL  
2020

# AOT Social Value Delivering Framework



Under the theme "Corporate Citizenship Airport", AOT seeks to be a good citizen of the nation and a good neighbor for the surrounding communities. AOT operates its six airports according to Sustainability Initiatives Strategy, a part of Sustainable Development Master Plan (Extension 2020-2021) and through the AOT's Social Value Delivering Framework which comprises of four elements; Community Engagement & Social Participation, Local Economic Development, Human Capital Development and Ecosystem Preservation

# Ecosystem Preservation



Ecosystem Preservation aims at creating a healthy environment and ecosystem. AOT revenue is mainly from tourism as tourists want to experience beautiful nature. Therefore, AOT collaborated with the community to restore polluted area and maintain litter-free environment to attract more tourists from around the world. By doing so, the community would increase their income upon tourist's spending.

The example of AOT activity in this ecosystem preservation is the HKT Loves Coral. In details, AOT staff educated the local communities on how to preserve the abundant environment and how to clean up the ocean with diving instrument.

## Sustainable Development Goals



### Business Benefits

- 17 AOT employees has gained work-related skills on diving instruments, diving instructor and functional diving.
- Employees gains knowledge and experience on coastal and marine ecosystem restoration.

### Social/Environmental Benefits

- 371 kilogram of waste was removed from the costal shoreline as a result of the HKT Loves Coral program
- 1,600 square meter of coral was planted
- 300 local community members gained knowledge on marine ecosystem restoration and diving instruments
- 146 local community members learned a scuba diving skills
- Social Return on Investment (SROI) of HKT Loves Coral at Phuket International Airport (1 : 7.46)
- Social Value Forecast (3 years) equals 1,343,747.51 THB

# Community Engagement & Social Participation



Community Engagement & Social Participation aim at building close relationship with the local community. AOT has initiated the “AOT Volunteer program” where AOT staff taught local communities, nearby AOT airport on safety matter that related to AOT’s airport operations. For example, if there were fire incidents around the airport, smoke would crowd aviation affecting takeoff and landing of airplanes. This program helped reduce the risk of fire incident.

In particular, AOT staff educated the local communities how to deal with emergency (e.g., factory explosion), how to prevent possible danger, and how to reduce accidents. This AOT Volunteer program not only benefits community safety on the emergency matter but also benefits AOT airport operations and builds relationship between AOT and the communities.

## Sustainable Development Goals



### Business Benefits

- 74% of the total participants reported highly satisfaction of the AOT Volunteer program
- 43 AOT employees gain better knowledge and competency as a keynote speakers on safety topics
- 8 local communities has the capacity to address emergency incidents reducing the risk of business disruption for AOT operations
- Over 90% of community members who participated reported to have high or highest satisfaction
- this project helped foster good relationship and acceptance between AOT and the community
- It also create positive external perception of AOT's safety preparedness
- Good relationship and acceptance between AOT and the community
- Positive external perception of AOT's safety preparedness

### Social/Environmental Benefits

- 8 local communities has the capacity to address emergency incidents
- Across the organization, over 1,620 local community members participated in the AOT Volunteer activities in the last three years

# Local Economic Development

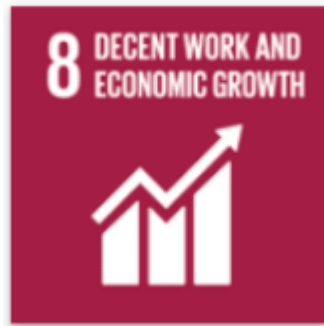


Local Economic Development aims to improve economic conditions of the local communities, while increasing AOT customers' satisfaction at the same time. We do this in two ways. First, we promote sustainable tourism in an area proximity close to AOT airport, e.g. community tourism of Bang Ka-Ei. Which Bang Ka-Ei is 25 km away from Suvarnabhumi Airport. AOT improve the community safety standard (see Sustainability Report 2020 p.61). By doing so, AOT passengers can pay a visit at Bang Ka-Ei before coming to the airport or passengers with long transit time can spend their leisure time there, while Bang Ka-Ei locals earn more money from the tourists.



Second, we promote local culture in Mae Fah Luang - Chiang Rai International Airport as a way to increase customer satisfaction. For example, we invited local musicians to perform traditional music to entertain AOT customers. (see Annual Report PDF page 204). As a result, both AOT customers and local community benefit from AOT activities. This also generates income for local traditional musicians.

## Sustainable Development Goals



### Business Benefits

- 100 % of the total Bang Ka-Ei community members who participated reported to be “satisfied” or “highly satisfied”
- Airport Service Quality (ASQ) Score of Mae Fah Luang- Chiang Rai International Airport where the traditional music performance by local communities was carried out was also increased to 4 .21/5.00 in the most recent year. This score was evaluated by passenger survey.

### Social/Environmental Benefits

- 39 Community members from Bang Ka-Ei participated in the sustainable tourism and gained lifesaving skill and aquatic safety knowledge measured by an increased post-training test score from 50 % to 80%