

CG | CHAROEN POKPHAND GROUP

CG VOICES

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C.P. Group Showcased its Vision in Sustainability Forum 2023

Cover Story

Voice of Employee: A Strategy to Provide Physical and Mental Well-being for CP Employees

Global News

American Express Promotes Healthy Minds
Creating Happy Employees to Deliver Excellent Service to Customers



Good Mental Health

Increase Productivity, Improve Performance

— Editor's Talk —

Greetings to all our CP colleagues.

Thailand was the host of the APEC 2022 Summit or APEC 2022 Thailand under the theme "Open, Connect and Balance" where the Bio-Circular-Green Economy Model (BCG) was the main topic of the conference.

C.P. Group also participated in APEC 2022 Thailand by synergizing with subsidiary companies to support the public and private sectors by hosting the conference and the APEC CEO Summit 2022 as a media partner. The Group also showcased our business operations under the BCG model.

The APEC 2022 Thailand conference is significant at a time when Thailand and the rest of world are facing many uncertainties, especially recovery from the COVID-19 pandemic for the past 3 years, which has created an impact all over the world while at the same time was a turning point for everyone's work and livelihood.

Although APEC 2022 Thailand has ended successfully, at C.P. we still have to face an economic recession, higher cost of living, social inequality, and intense competition causing stress and pressure which increasingly affect the mental state of working people.

The Human Resources department, therefore, plays an important role in reducing disparities in mental and physical health to achieve mental health balance and immunities for employees so that they are able to perform their duties with full efficiency. In this issue of CG Voices, Ms. Pimonrat Reephattanavijitkul Chief People Officer of Charoen Pokphand Group shares their policies and guidelines for overseeing the physical and mental health of Charoen Pokphand Group.

Finally, for the New Year 2023 I would like to wish all CP colleagues good physical and mental health and happiness together.

See you next year.



Rongruja Saicheua
Editor

Voice of Employee: A Strategy to Provide Physical and Mental Well-Being for CP Employees

“Employers” are responsible for overseeing the health and well-being of all employees. However, most employers tend to focus more on physical security while overlooking or neglecting the issue of mental health as much as they should. Additionally, due to the COVID-19 pandemic and changes to their social environment, employees are experiencing stress and anxiety, affecting their mental health and leading to decreased work efficiency. Mental health, therefore, is becoming an issue that most organizations recognize as yet another major challenge.

Although most large organizations have a safety, occupational health and environment policy, it might not be enough to prevent employees’ mental health problems. Therefore, employers must find alternative methods and develop a mental health policy to better address the challenges employees face today.

Ms. Pimonrat Reephattavijitkul, Chief People Officer of Charoen Pokphand Group, once mentioned in “CG Voices Issue 5” on challenges faced by HR during the COVID-19 crisis in addition to the future of HR with their mission to become both a Business Partner for the organization as well as being a personal stylist for employees in order to pave the way for businesses to grow fully while building and supporting the future of work life in a world that is no longer the same. She emphasized that “if we anticipate things late, we are already out of the game. In the end, this will lead to both employees and the company losing out on opportunities and benefits. While the role of HR in today’s era is like a guidance teacher, the future of HR’s role in the post-COVID-19 era will be a matter of empathy, more like a personal stylist.”

Because HR’s role is to empathize more with the needs of employees like a personal stylist, this is in line with the guidelines on caring for employees’ well-being by looking after their physical and mental health, emphasizing prevention than treatment.

Ms. Pimonrat said that research indicates mental health affects physical health. Even though the physical changes are not clearly shown, the results will appear in job performance and activities. As a result, C.P. Group does not only provide treatment but aims to prevent the problem before they arise, using a strategy that focuses on caring for 1. Employees’ well-being 2. Work-life balance 3. Advancement in Career path. All of these areas are equally important because each area has an effect on employees’ behavior. Therefore, HR must focus on all areas and act quickly by allowing everyone to participate and always listen to the ‘Voice of Employee’.



Ms. Pimonrat Reephattavijitkul
Chief People Officer of Charoen Pokphand Group

“These are ways to prevent mental health problems, leading employees to be happy with their work. Having good mental health definitely has a positive effect on physical health, but it must be maintained before it reflects on employees’ physical health, affecting their job performance and creating mental health problems that require going through the treatment process. Thus, the working environment and atmosphere are vital for prevention while not neglecting treatment. If we let it reach that stage, that means the company has failed. As a result, each department should not allow employees to face mental health issues alone; good HR must be able to detect them because if they are not solved in time, the issues might escalate and eventually become a chronic problem that is hard to resolve.

“We do not want our employees to be inactive or quiet because these employee groups are more critical and dangerous than those who resign. Keeping burned-out and unproductive employees will only cause more damage to the organization. The important challenge is how to keep employees involved all the time” by considering and classifying each issue if they are due to mental health or not, as well as how. HR must therefore understand their personal life and make the best choice for employees.

In addition, organizations must have well-being, or creating happiness at work, because it serves as a foundation for mental health and prevents mental health problems from occurring. C.P. Group places great emphasis on looking after their well-being, but well-being must come from the real needs of employees, as HR cannot think on their behalf. Therefore, the ‘Voice of Employee’ is very important because it is a bottom-up approach, where HR should act as only a stylist by designing solutions to meet employees' needs, understanding their personalities and what they like.

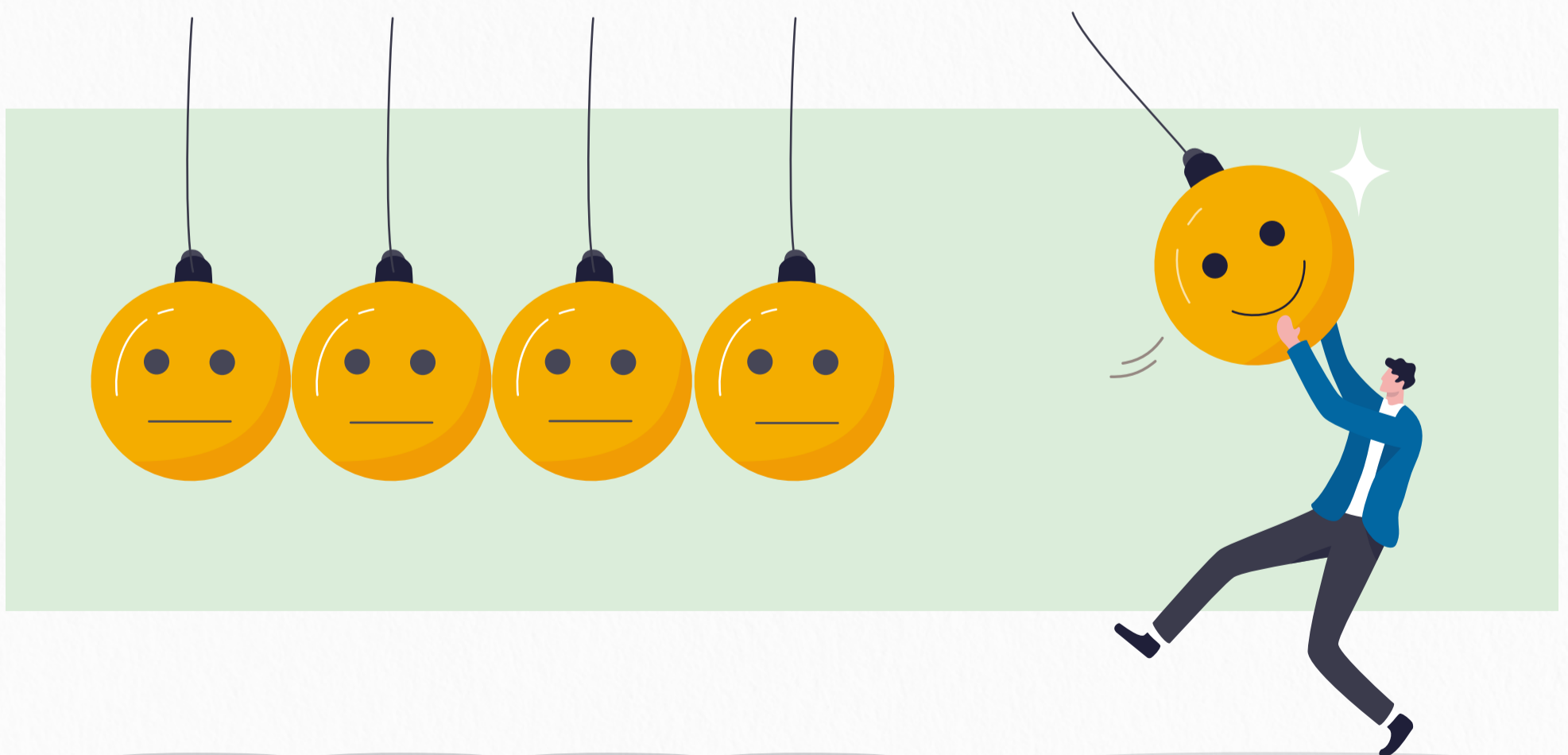
Ms. Pimonrat gave CPF as an example of the ‘Voice of Employee’ to build well-being by creating 17 clubs with over 6,000 members, where the company had no say in their decision-making but only provided support in creating these clubs. One such example is the ‘Go Board Game Club’, which, in addition to being a fun game, some members found that the game allows them to practice their decision-making and balance their lives, including work, health, family, and finance, without prioritizing one area more than the other. Another example is the ‘LGBTQI+ Club’ that proposed the need for welfare, or the ‘Happy Family Club’ that proposed the concept of breastfeeding rooms.

“Voice of Employee is about opening up to opinions and suggestions, which will allow us to live together by understanding and respecting each others’ ideas, making employees happy and lead to employee engagement.”

Furthermore, because C.P. Group has numerous employees of many nationalities and cultures living together, the Group has set up a mental health hotline available in 4 languages. This enables employees to communicate with ease while understanding the needs of employees, which is a method of taking mental health seriously, along with finding ways to create a work-life balance appropriately by listening, sharing ideas, and working together.

Meanwhile, career paths are also important as well because it helps to reduce disengagement from work that can lead to stress and burnout. HR must therefore build career paths that meet the needs of that employee. This begins by measuring at Group level dimension, promoting and supporting career advancement, evaluating performance, and finally promoting within the organization for internal career growth. The Group also encourages transferring of employees between subsidiary companies as well, because the talents of employees with special skills are in high demand, and the company does not want to lose out on employees with good potential. Relocating to other subsidiary companies helps to retain those employees while opening up career paths in the country of their choice.

This is Charoen Pokphand Group’s strategy of creating happiness for employees, as ‘people’ are the organization’s most valuable resource.



American Express Promotes Healthy Minds Creating Happy Employees to Deliver Excellent Service to Customers

During the COVID-19 outbreak, the pandemic caused work styles of many people to change and adapt quickly, including problems of higher cost of living, the hustle and bustle of everyday life, or even problems that employees may encounter both at work and at home. These factors lead to stress, anxiety, and depression, all of which, if accumulated, can adversely affect one's health and well-being.

Mental health problems experienced by even one single employee can ultimately affect the team or department's ability to perform. Moreover, it can negatively affect the operational efficiency of both employees and the company. Accordingly, taking care of employees' mental health is very important. Because taking good care of mental health makes a person happy and contented, this in turn affects work efficiency and has a positive effect on business operations as a whole.

American Express or AMEX is not only well-known as the world's leading credit card service, but it also has a high reputation as an employer that provides efficient mental and physical health programs and benefits to 50,000 employees worldwide. As a result, AMEX has received the Health Best Employer Awards 2022 from the Business Group on Health, an organization comprising members of HR experts, large employers, as well as health and benefits authorities.

Although the company has an Employee Assistance Program (EAP) that has been providing support to the physical and mental health of employees continuously for decades, AMEX has conducted a health risk assessment and found that stress in many employees leads to other health issues and that employees wanted the company to help them more with mental health problems.

Dr. Wayne Burton, who was assigned as Global Corporate Medical Director in 2009, recognized this importance and remarked with determination that "in order to deliver services that go beyond customers' expectations, we also need people with capabilities that exceed expectations. Therefore, we need to take care of our employee's mental health and well-being, as well as their physical health."

Dr. Burton also sees that employees with mental health issues must have access to the EAP as quickly as possible because "small problems, if not resolved, can escalate into big problems." Moreover, one employee's mental health problem can affect their work colleagues, which in turn will have an overall impact on the company's performance as well. Dr. Burton, therefore refined the EAP by focusing on four areas:

1. Provide a mental health counselor at each of the company's 20 clinics every week worldwide.
2. Hire a clinical psychologist to conduct the EAP and find alternatives to improve service efficiency that raises employee satisfaction and returns to reuse the service.
3. Rebrand of EAP to "Healthy Minds"
4. Provide "Healthy Minds" program by a single care provider worldwide.

Therefore in 2012, AMEX hired Charles Lattarulo, a psychologist, to serve as Global Director of Behavioral Health and launched Healthy Minds, a mental health program for employees. Along with this it also initiated the "I Will Listen" campaign to listen, deal, and resolve problems early with leaders of each business unit posting videos to support mental health care in the workplace and encouraging colleagues to listen with empathy while emphasizing the importance of dealing with mental health problems at an early stage.



AMEX now offers programs and benefits that support each stage of an employee's work and life right from the day they are hired. It promotes both physical and mental well-being along with financial benefits that cover medical, dental, vision, life insurance, disability and benefits for employees' families such as leave to care of family members, leave for vaccinations, as well as providing a medical facility in the workplace with 24/7 mental health counseling services, 'CareClix' telemedicine service, yoga classes, online meditation programs, etc. Moreover, the company also offers the Amex Flex program, a new work style model, which gives employees flexibility to work in the office, work online, or a combination of both. This has brought back creativity among employees and nurtured good relationships in working together, as well as providing an optimum work-life balance.

The Healthy Minds program also offers eight free training courses for employees by mental health professionals in the company's in-house clinic or through an external care provider. The company also invited actors and mental health advocates to raise awareness including giving mental health advice on the organization's Facebook page. There is also a Make Space campaign sponsored by the Company that provides an opportunity to exchange mental health issues and self-care among employees.

The outcome of incorporating mental health care into the company's culture by continuously communicating and educating employees about good mental health through workshops and newsletters, resulted in employees using the mental health program increasing to 2.5 times on average and the percentage of employees who were satisfied with the program reached as high as 98%.

This mental health trend is also in line with a World Health Organization (WHO) survey which found that investing in employee mental health can lead to a four-fold increase in the physical health and productivity of employees. Taking care of employees' mental health is therefore the heart of their well-being which leading organizations prioritize, and is the way to increase efficiency of employee operations in addition to having good physical health.



Sources:

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C.P. Group Showcased Its Vision in Sustainability Forum 2023

Mr. Suphachai Chearavanont, Chief Executive Officer of Charoen Pokphand Group, showcased his vision in “Sustainability Mega Trend 2023” in the Sustainability Forum 2023 seminar organized by Bangkok Biz Newspaper under the Nation Group. He addressed that between 2023 to 2035, the world will face 6 mega-challenges: 1. Inequality 2. Digital and Energy Transformation 3. Climate Change 4. Severe Inflation 5. Bi-polar Geopolitics 6. New Global Health and Pandemics Risks. This led to the Group’s revision of its sustainability plan, which includes social, economic, and environmental dimensions. The three most pressing challenges that the Group must achieve within the year 2030 are: 1. Adaptation goals to Climate Change 2. Supporting Education to Reduce Inequality 3. Ecosystem and Biodiversity Protection. Mr. Suphachai emphasized that everyone must collaborate together to bring positive change to our world for our future generation.



True Group Promotes Gender Equality Through Video Clip Contest “#True Equality”

On October 3, 2022, True Group held a ceremony to announce the results and award winners of the video clip contest under the concept “#True equality” on the Tik Tok platform. Open for participation by employees and the general public, the contest aims to create awareness and understanding for people in society to participate in driving diversity and acceptance of differences according to human rights principles. For the event, representatives from the Rainbow Sky Association of Thailand and the Thai Transgender Alliance-Thai TGA were invited to share experiences and discuss best practices of the private sector. Dr. Teerapon Tanomsakyut, Chief Innovation and Sustainability Officer welcomed the guests and congratulated the winners, emphasizing True’s commitment to human rights and labor practices by promoting equal employment opportunities and respect for gender diversity without discrimination.



Group Executives Join Together to Coach New Generation Leaders from One Young World 2022



C.P. Group executives joined in developing the potential and capabilities of a new generation of leaders at a Post-Summit Workshop under the One Young World 2022 project that Charoen Pokphand Group has supported since 2015 and initiated by Mr. Suphachai Chearavanont, Chief Executive Officer of C.P. Group. Its purpose was to develop a new generation of leaders, giving them opportunities to learn and apply their experiences from the international stage to concretely build on the implementation of sustainable projects under the guidance of experts from a wide range of areas. This year's workshop was held from 17-19 October 2022 at the C.P. Leadership Institute (CPLI) with 23 youths participating.

The Group Strengthens Anti-Corruption Measures by Conducting “Corruption Risk Assessment Guidelines 2022” Workshop



Charoen Pokphand Group held a workshop titled “Corruption Risk Assessment Guidelines 2022” to raise awareness and encourage subsidiaries to have effective and standardized corruption risk assessments and appropriate internal control measures throughout the whole Group. Prior to the workshop, the Group conducted interviews with executives and employees of each business unit to gather information in determining the risk assessment criteria. The training session was held on Wednesday, September 28, 2022 at Training Room 702 – 703, 7th Floor, True Tower 2, Pattanakarn Road, with a total of 92 trainees, and was supported by True Corporation Plc, Food Chain and Coffee House Group, and CP All Plc.

CP Builds Awareness on “Human Rights” and “Sustainable Procurement” for Employees Around the World



Charoen Pokphand Group held training on the "Human Rights & Labor Practices Policy and Guidelines" to provide employees with the knowledge and understand the essence of the policy and guidelines so that it can be implemented and disseminated to enable all employees to implement in the same direction across the Group. The event was convened on Wednesday, October 12, 2022 via ZOOM, with a total of 354 employees from all business units in Thailand, China, Myanmar, Malaysia and Bangladesh participating.



Additionally, the Group also organized another training session on its “Supplier Code of Conduct and Sustainable Procurement Policy and Guidelines” to provide employees with the guidelines for procuring with sustainability and having suppliers implement our Supplier Code of Conduct. The training took place on Wednesday, October 26, 2022 via ZOOM with 525 employees from all business units around the world in attendance.

Chia Tai Receives Two International Awards “Work-Life Harmony” and “Digital Transformation” from the HR Excellence Awards 2022



Chia Tai Co., Ltd. received 2 international awards from the HR Excellence Awards 2022 by Human Resources Online, Asia’s leading HR platform for Chief Human Resources Officers and leaders passionate about affecting positive change in their organization, in the categories "Excellence in Work-life Harmony" and "Excellence in Digital Transformation." Mr. Prawin Khurowat, Chief Financial Officer and Mr. Burin Piyatassanakul, General Manager-Human Resources were in attendance to receive the awards which took place on September 14, 2022.

Both awards reflect the importance of human resource development as an important force in driving and pushing the Thai agricultural industry in accordance with Chia Tai's commitment to enhance the quality of life of the people sustainably through agricultural innovations coupled with quality products and services.

C.P. Group Sponsors International Anti-Corruption Day Run 2022

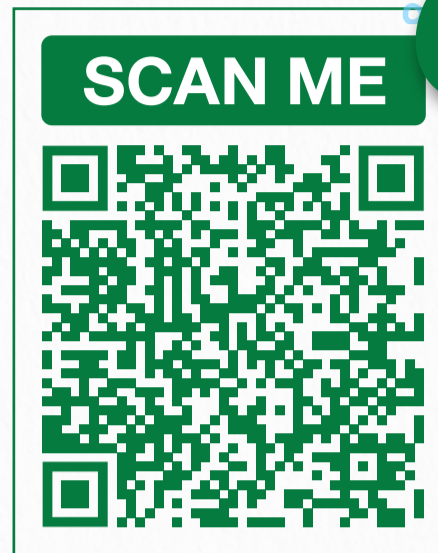
The Anti-Corruption Foundation gave a token of appreciation to Charoen Pokphand Group as the major sponsor for the charity run, with Khun Rongruja Saicheua, Senior Vice President of Corporate Governance, Sustainability, Good Governance, and Corporate Communications Office present to receive the plaque on behalf of the Group on 10 December, 2022. A total of 117 executives participated in the run, including those from CPF, CPALL, TRUE, MAKRO, ADVANCE-Pharma, ASCEND, CPLI, CPMC, CPPC, FREEWILL, KSP&KPI, PCG, and SLF. Khun Parinda Tomornsak, Senior Vice President, Company Secretary Office, Charoen Pokphand Foods PCL – CPF, received 1st prize in the Mini Marathon 10 km., Female, 50–59 year age group.



CP SURVEY

Good Mental health can positively affect job performance and productivity. The Group invites our colleagues to share your views on mental health through the survey below. We highly appreciate your feedback.

The first 100 lucky respondents who participate in this survey will receive either a cloth bag or a lunch box provided with compliments from Siam Makro Public Company Limited.



For 100 first persons, who answer correct.
FREE



1. How significantly do you think taking good care of your mental health will affect efficiency in performing your duties?

- A. It has the most significant impact because receiving good mental health care will increase job efficiency.
- B. It has a significant impact because mental health has an effect on your job performance.
- C. You are unsure if they are related.
- D. It has not much impact because job efficiency depends on individual employee's responsibilities.
- E. It has no impact because work normally requires knowledge, expertise, and experience more than the mental state.

2. Who do you think plays an important role in overseeing the mental health of employees within the organization? (select 3 answers):

- A. Top Executives
- B. Human Resources Department
- C. Direct Supervisor
- D. Work Colleagues
- E. Employees themselves
- F. Mental health counselors

3. Which mental health factor(s) do you think affects your work performance the most? (select 3 answers):

- A. Disputes or problems with colleagues
- B. Burnout Syndrome
- C. Stress caused by excessive workload
- D. Low Self-Esteem
- E. Procrastination
- F. Panic Disorder
- G. Pressure
- H. Physical and verbal harassment
- I. Depression
- J. There are no mental health factors

4. If you are faced with mental health problems, which channel would you like most to receive consultation?

- A. One-on-one doctor appointment
- B. Telephone/Hotline
- C. Email
- D. Mental Health Therapy Application
- E. Others, please specify:

5. How do you take care of your mental health at work? (select 3 answers):

- A. Consult a psychiatrist
- B. Talk about your feelings
- C. Build up self-enthusiasm
- D. Eat nutritious foods
- E. Drink water regularly
- F. Socialize with people
- G. Ask for help from others
- H. Rest
- I. Engage in activities that you are good at
- J. Accept your circumstances
- K. Others, please specify:

Here are the answers to the "Do you know the answer?" column in CG Voices Issue 10

1. Which of the following is not considered a third party of a company?

D. Competitors

2. Which of the following is a supply chain management?

E. All of the above

3. Which of the following is not a guideline for supplier management?

D. Suppliers shall care, give back and helping society when a crisis occurs