

# Social and Community Development Framework



VGI Public Company Limited



**Pioneering Solutions for Tomorrow**

*Build the pioneering and sustainable business for stakeholders, social and environment*

**SDG PRIORITIES**



**GOOD HEALTH AND WELL-BEING**



**QUALITY EDUCATION**



**CLIMATE ACTION & LIFE ON LAND**



<b>OBJECTIVES</b>	Personal health and hygiene is fundamental for all. VGI ensures the public that the media airtime will enhance personal health and overall wellness to society through various useful information.	Education is an important aspect for society and future generations for the advertising industry and society as a whole. VGI does not only use media airtime to educate, but also provide devices and benefits to society to seek their academic passions.	VGI believes its media airtime can alter public's daily lifestyle and can contribute to reducing impacts of climate change. Consequences of climate change can be detrimental, therefore VGI's contents will aim to influence and change daily practices.
<b>PROJECTS AND INITIATIVES</b>	<p><b>COVID-19 Care Media Airtime</b> VGI offered media airtime space to project useful information to raise public awareness on COVID-19 protection.</p> <p><b>Enhancing Recreational Facilities</b> VGI encourages communities to build their health and well-being through exercise. Recreational facilities have since been enhanced to accommodate community members</p>	<p><b>One Day, One Thousand Smiles</b> VGI provided scholarships and educational supplies worth THB 600,000.</p> <p><b>Education Development Media Airtime</b> VGI provided media airtime in collaboration with CONNEXT ED to fundraise for education support for students.</p>	<p><b>Climate Clock World</b> VGI believes that sustainability contents shown on media airtime can create strong impacts and influence daily practices. Therefore, we aim for the public to be more aware of consequences from impacts of climate change.</p> <p><b>Tree Plantation</b> VGI conducts tree planation projects to contribute to reducing climate-related impacts and promote carbon sequestration of carbon and reduce carbon emissions</p>
<b>BUSINESS INDICATORS</b>	<ul style="list-style-type: none"> <li>- Public relations media value</li> <li>- Viewer exposure to media</li> </ul>	<ul style="list-style-type: none"> <li>- Volunteer employees engaged in the activity</li> <li>- Public relations media value</li> <li>- Viewer exposure to media</li> </ul>	<ul style="list-style-type: none"> <li>- Public relations media value</li> <li>- Viewer exposure to media</li> <li>- Volunteer employees engaged in the activity</li> </ul>
<b>SOCIAL AND ENVIRONMENTAL INDICATORS</b>	<ul style="list-style-type: none"> <li>- Community understanding on hygiene and personal health</li> <li>- Improvement in overall health and wellbeing of the community</li> </ul>	<ul style="list-style-type: none"> <li>- Educating society on various topics through VGI media airtime</li> <li>- Public exposure to educational topics</li> <li>- Public access to education through devices and other benefits</li> </ul>	<ul style="list-style-type: none"> <li>- Public awareness and exposure to information regarding impacts of climate change</li> <li>- Overall public approach to reducing climate change impacts through adapting daily lifestyle and practices</li> <li>- Number of trees planted and area from forestation projects</li> </ul>

**Power of Media Airtime with VGI "Arsa"**

VGI believes in the impacts and influences from our advertising digital billboards that can enhance overall society wellness and environmental. Providing society and public with educational media airtime along with our passionate VGI "Arsa", we aim to ensure that we create value from both our business operations value chains and our contribution towards social communities, the environment and a sustainable future.

"Arsa":  
Volunteers in Thai Language