Impact Valuation Report 2025/26

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Introduction

Overview and Objectives: VGI's Responsible Content

- The VGI's Responsible Content Project offers opportunities for clients and non-governmental organizations (NGOs) to present socially and environmentally responsible content across VGI's diverse media platforms. By integrating meaningful messages into public spaces such as transit systems, billboards, and digital screens, this initiative plays a crucial role in raising awareness among urban communities. It fosters a greater sense of responsibility and encourages individuals to develop a deeper understanding of pressing social and environmental issues that affect their daily lives.
- To further strengthen the effectiveness of the project, VGI places emphasis on measuring and assessing its real-world impact. By quantifying both the positive and negative effects generated on natural and social capital through the dissemination of responsible content, the organization is able to gain a clearer and more data-driven understanding of how its efforts influence society and the environment. This understanding not only helps in managing potential risks and unintended consequences but also supports the enhancement of the project's overall contribution to sustainable development.

Impact Valuation Process

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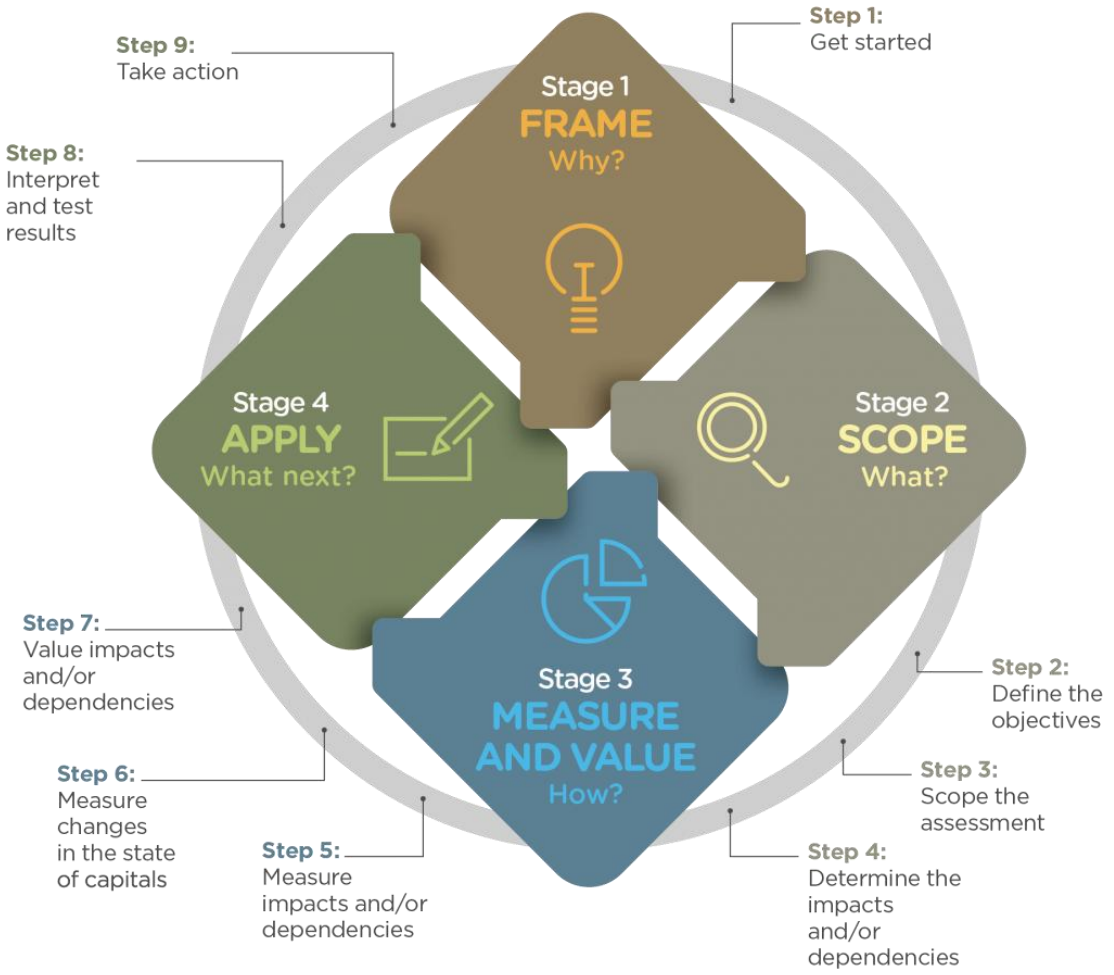
Impact Valuation Methodology



Reference: Capitals Coalition

Stage 1: Frame	Identify risks and opportunities for external stakeholders resulting from the relationships with natural and social capital and explore how an assessment would be relevant to your decision making.
Stage 2: Scope	Identify the objective of the assessment and conduct a materiality process to select the most relevant impacts and dependencies from the perspective.
Stage 3: Measure & Value	Use relevant approaches to measure and value the costs and benefits resulting from material impacts and dependencies on natural and social capital.
Stage 4: Apply	Interpret, validate and verify the assessment process and results and integrate them into existing business processes to inform decision-making.

Step 1: Frame

- **Key Concepts:** The Study uses following concepts to frame the impact valuation methodology,
  - Understand the main externalities associated with VGI's Responsible Content;
  - Carry out a monetary valuation of the economic, social, and environmental impacts for the main externalities; and
  - Share the methodology for VGI's Responsible Content impact valuation.
- **Natural and Social Capitals related to VGI:** By valuing both natural and social capitals, VGI strengthens the way it brings its vision: "Pioneering Solutions for Tomorrow." to reality. The company is dedicated to building a sustainable business that benefits all stakeholders, including society and the environment. Managing its impacts and dependencies on natural and social capitals effectively ensure that VGI can achieve its objective of financial success, responsible business practices, and innovative solutions that create a lasting positive impact.

Step 2: Scope

- **Study Scope:** The impact valuation of VGI's Responsible Content Project has been conducted based on a total of 6 responsible campaigns presented under the project, which were showcased free of charge at BTS stations and on BTS Skytrains. The types of responsible campaigns are as follows:
  - Energy Conservation Promotion
  - Clean Energy Promotion
  - Public Transportation Promotion
  - Health Promotion
  - Support the Underprivileged
  - Public Awareness and Education Project in Various Areas

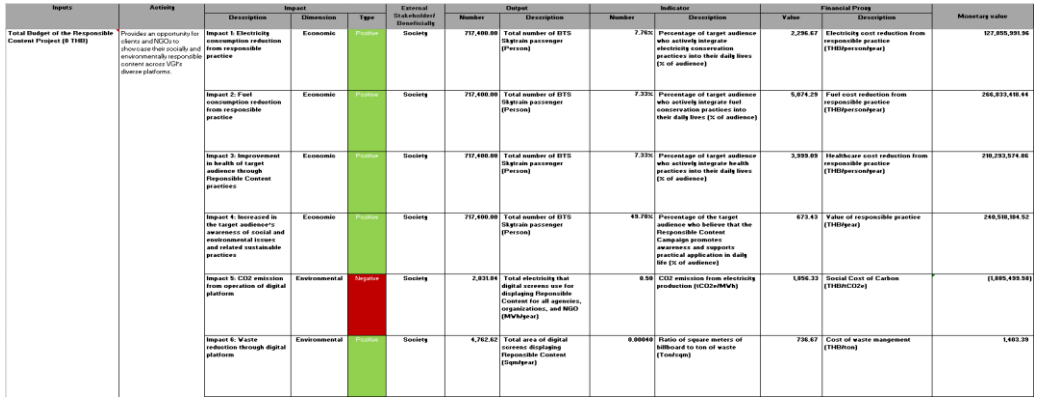
- **Timeline of Study:** The impact valuation of VGI's Responsible Content Project was undertaken for the campaigns showcased free of charge at BTS stations and on BTS Skytrains in 2025.
- **The study values:**
  - Economic Impacts:
    1) Reduction in household expense,
    2) Reduced in healthcare expenses,
    3) Reduced advertisement fee for clients
  - Social Impacts:
    1) Increased in target audience's awareness
    2) Increased in donation for sustainable campaigns
    3) Increased workload for current employees
  - Environmental Impacts:
    1) Waste reduction through digital platform
    2) CO2 emission through operation of digital platform

Step 3: Measure and Value

- **Tool:** The impact valuation calculation spreadsheet is designed to systematically assess the environmental, social, and economic impacts of a project or initiative. This assessment process involves identifying specific outputs, selecting appropriate indicators, and applying relevant financial proxies for each impact area. By quantifying these factors, the spreadsheet enables the calculation of the monetary value associated with each impact dimension, with the goal of ultimately determining the monetary value of each impact area.
- **Data:** The data for output, indicators, and financial proxies are from the following source;
  - Data provided by VGI
  - Target audience survey data
  - Data from secondary sources (e.g., research paper, news article, information from official/trusted website)

Note: The impact valuation will use the most appropriate indicators and financial proxies based on the context of the assessment. Both survey data and secondary data sources will be considered, with the most accurate and relevant data selected to ensure a reliable valuation.

Tool



Inputs	Activity	Impact			External Stakeholder/ Beneficiary	Output		Indicator		Financial Proxy		Monetary value
		Description	Dimension	Type		Number	Description	Number	Description	Value	Description	
Total Budget of the Responsible Content Project (0 THB)	Provides an opportunity for citizens and NGOs to showcase their socially and environmentally responsible content across VGI's diverse platforms.	Impact 1: Electricity consumption reduction from responsible practice	Economic	Positive	Society	717,400.00	Total number of BTS Skytrain passenger (Person)	7.76%	Percentage of target audience who actively integrate electricity conservation practices into their daily lives (% of audience)	2,296.67	Electricity cost reduction from responsible practice (THB/person/year)	127,855,391.96
		Impact 2: Fuel consumption reduction from responsible practice	Economic	Positive	Society	717,400.00	Total number of BTS Skytrain passenger (Person)	7.33%	Percentage of target audience who actively integrate fuel conservation practices into their daily lives (% of audience)	5,074.29	Fuel cost reduction from responsible practice (THB/person/year)	266,833,418.44
		Impact 3: Improvement in health of target audience through Responsible Content practices	Economic	Positive	Society	717,400.00	Total number of BTS Skytrain passenger (Person)	7.33%	Percentage of target audience who actively integrate health practices into their daily lives (% of audience)	3,999.69	Healthcare cost reduction from responsible practice (THB/person/year)	210,293,574.86
		Impact 4: Increased in the target audience's awareness of social and environmental issues and related sustainable practices	Economic	Positive	Society	717,400.00	Total number of BTS Skytrain passenger (Person)	49.78%	Percentage of the target audience who believe that the Responsible Content Campaign promotes awareness and supports practical application in daily life (% of audience)	673.43	Value of responsible practice (THB/year)	240,518,184.52
		Impact 5: CO2 emission from operation of digital platform	Environmental	Negative	Society	2,031.84	Total electricity that digital screens use for displaying Responsible Content for all agencies, organizations, and NGO (MWh/year)	0.58	CO2 emission from electricity production (tCO2e/MWh)	1,856.33	Social Cost of Carbon (THB/tnCO2e)	(1,885,499.58)
		Impact 6: Waste reduction through digital platform	Environmental	Positive	Society	4,762.62	Total area of digital screens displaying Responsible Content (Sqm/year)	0.00040	Ratio of square meters of billboard to ton of waste (Ton/sqm)	736.67	Cost of waste mangement (THB/ton)	1,403.39

Data

Impact 1: Electricity consumption reduction from responsible practice			
Description: The target audience can reduce electricity cost by adopting energy conservation practices promoted through the energy conservation campaign of the Responsible Content Project.			
Output			
Total number of BTS Skytrain passenger	717,400	Person	As of September 2023, there were approximately 717.4 thousand passengers each day commuting with the Bangkok Mass Transit System (BTS) in Bangkok, Thailand. (https://www.statista.com/statistics/1275405/thailand-bangkok-mass-transit-system-passengers/)
Indicator			
Percentage of target audience who actively integrate electricity conservation practices into their daily lives	7.76%	% of audience	Target audience of Responsible Content that integrated electricity conservation practice to there daily life is 7.76% (VGI Questionnaire Survey 2025)
Financial Proxy			
Electricity cost reduction from responsible practice	2296.6668	THB/person/year	Target audience can reduce electricity cost about 2296.6668 THB per year (191.3889 THB per month) (VGI Questionnaire Survey 2025)
Impact 2: Fuel consumption reduction from responsible practice			
Description: The target audience can reduce fuel cost by adopting energy conservation practices promoted through the energy conservation campaign of the Responsible Content Project.			
Output			
Total number of BTS Skytrain passenger	717,400	Person	As of September 2023, there were approximately 717.4 thousand passengers each day commuting with the Bangkok Mass Transit System (BTS) in Bangkok, Thailand. (https://www.statista.com/statistics/1275405/thailand-bangkok-mass-transit-system-passengers/)
Indicator			
Percentage of target audience who actively integrate fuel conservation practices into their daily lives	7.33%	% of audience	Target audience of Responsible Content that integrated fuel conservation practice to there daily life is 7.33% (VGI Questionnaire Survey 2025)
Financial Proxy			
Fuel cost reduction from responsible practice	5074.2852	THB/person/year	Target audience can reduce fuel cost about 5074.2852 THB per year (422.8571 THB per month) (VGI Questionnaire Survey 2025)

Step 4: Apply

Information obtained from stakeholder interviews and evaluation results will be systematically analyzed and synthesized to formulate practical and targeted recommendations for future improvements.

Right Content for the Right People:

- Although the impact valuation indicates that the significant number of target audience has engaged with responsible content in a meaningful way and applied the concepts in their daily lives. It is recommended to conduct a preliminary study of the target audience and carefully select campaigns that address both their needs and the current socio-environmental context. This approach will help maximize the project's positive impact on both the target audience and society as a whole.

Responsible Content at Discounted Rate:

- The Responsible Content Project can adopt a new approach by expanding advertising space and offering a discounted advertising rate (e.g., 50% of the standard rate), while also relaxing some participation criteria. This would allow a broader group of clients to join the project. The revised model would increase access to meaningful content with positive social and environmental impacts, while still creating benefits for all stakeholders:

Good Practices for Impact Valuation

- Regular Monitoring and Evaluation
- Risk Assessment
- Sustainability and Long-Term Impact
- Continuous Improvement

Impact Valuation Result

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Disclaimer

The impact valuation of VGI's Responsible Content 2025 is based on the best available data, including data provided by VGI, target audience survey data, secondary sources, and a set of informed assumptions. However, the valuation may not fully capture all variables or potential outcomes. The findings and conclusions presented in this report are subject to change as new information becomes available or as valuation methodologies evolve.

It is important to note that while efforts have been made to ensure the accuracy and reliability of the data used, the results should be interpreted with caution. This impact assessment is designed to provide a general overview of the potential benefits and limitations and should not be regarded as definitive or exhaustive. Stakeholders are encouraged to use these findings as part of a broader decision-making process and to seek additional information and perspectives as appropriate.

Value Creation of VGI's Responsible Content (1/2)

	Impact 1			
Material Issue for External Stakeholders	Social and Community Development			
Category	Sustainable Products & Services			
Cause of the Impact	Products/Services			
External stakeholder/ impact area evaluated	Society			
Topic relevance on external stakeholders	The energy conservation campaigns under VGI's Responsible Content Project provide awareness and knowledge to the target audience, which can be applied in their daily lives and help reduce fuel and electricity consumption.	The health promotion campaigns under VGI's Responsible Content Project provide awareness and knowledge to the target audience, which can be applied in their daily lives and help reduce healthcare cost.	Responsible Content campaigns have increased awareness positive intention of social and environmental issues and strengthened the target audience's understanding and willingness to support sustainability.	The target audience who see environmental and social campaigns under VGI's Responsible Content Project choose to donate to the campaigns, helping to improve environmental quality and society.
Output Metric	Reduced fuel and electricity consumption of target audience	Improved health of target audience	Increased responsible awarenesses of target audience	Increased donation for environmental and social campaign
Impact Valuation	Household cost avoided	Health cost avoided	Access to service with positive impact provided	Environmental and society improvement through donation
Impact Metric	Decreased fuel and electricity cost of target audiences by 451.01 million THB	Decreased healthcare cost of target audiences by 240.30 million THB	Increased awareness of social and environmental issues of target audience by 274.84 million THB	Increased amount of donation to environmental and social campaigns by 8.50 million THB

Value Creation of VGI's Responsible Content (2/2)

	Impact 2	Impact 3	Impact 4	Impact 5
Material Issue for External Stakeholders	Climate and Energy Strategy	Waste Management	Customer Relationship Management	Human Resources Development and Well-Being
Category	Climate Transition & Physical Risks	Waste & pollutants	Customer Relations	Labour Practices
Cause of the Impact	Products/ Services	Products/ Services	Products/Services	Products/Services
External stakeholders/ impact areas evaluated	• Environmental • Society	• Environmental • Society	Consumers/end-users	VGI's employee*
Topic relevance on external stakeholders	The operation of digital platforms of campaigns under Responsible Content Project requires energy, which come from sources that produce CO2 Emission	The operation of digital platforms of campaigns under Responsible Content Project reduced waste compared to traditional platforms	The Responsible Content Project offered exceptions for advertisement fees to clients	The increased in workload on tasks related to Responsible Content for current employees
Output Metric	CO_2 emission created	Cost of waste management reduced	Free advertising service for clients	Extra workload for employees
Impact Valuation	Social cost caused	Social cost avoided	Advertisement cost avoided	Quantified quality of life impacted
Impact Metric	Increased social cost of CO_2 by 1,134.07 THB	Decreased the waste management cost by 244.26 THB	Reduced clients' advertisement fee of 1.49 million THB	Increased working hour for current employees valued at 1,537.84 THB

*Note: Although VGI's employees are internal stakeholders, they play a key role in driving the project and are therefore included in the impact valuation

Impact Materiality 1: Social and Community Development

Input	Activity	Output	Impact	IRIS Metric
• Platform and media usage for advertisement on digital and non-digital platform	• Provides an opportunity for clients to effectively showcase their socially and environmentally responsible content through VGI's wide-ranging media platforms, helping to deliver meaningful messages to diverse urban audiences, raise awareness, and encourage responsible behavior.	A total of **819,780** passengers used the BTS Skytrain which are direct target audience for Responsible Content[1]	⊕ **Economic Impact:** Energy conservation practices promoted through Responsible Content Project helped the target audience reduce fuel and electricity costs by approximately **146.10** million THB[2]	IRIS, 2021. Client Spending: Energy (PI5489). v5.2.
			⊕ **Economic Impact:** Healthcare practices promoted through Responsible Content Project helped the target audience reduce healthcare costs by approximately **304.91** million THB[3]	IRIS, 2021. Client Spending: Health (PI7395). v5.2.
			⊕ **Social/Environmental Impact:** Social and environmental practice promoted through Responsible Content Project increased awareness of social and environmental issues of target audience by **240.30** million THB[4]	• IRIS, 2021. Social Impact Objectives (OD6247). v5.2. • IRIS, 2021. Environmental Impact Objectives (OD4108). v5.2.
			⊕ **Social/Environmental Impact:** Social and environmental practice promoted through Responsible Content Project Increased amount of donation to those campaigns by **8.50** million THB[5]	• IRIS, 2021. Social Impact Objectives (OD6247). v5.2. • IRIS, 2021. Environmental Impact Objectives (OD4108). v5.2.

Note: [1]The number of BTS Skytrain passengers is referenced from Statista. (2023). Public Transportation & Mobility Services, Bangkok Mass Transit System (BTS). Retrieved from https://www.statista.com/statistics/1275405/thailand-bangkok-mass-transit-system-passengers.
[2]The amount of reduced fuel and electricity costs resulting from conservation practices is referenced from target audience survey data.
[3]The amount of reduced healthcare costs resulting from conservation practices is referenced from target audience survey data.
[4]The value of increased awareness of social and environmental issues is referenced from target audience survey data.
[5]The amount of donations to responsible campaigns is referenced from target audience survey data.

Impact Materiality 2: Climate and Energy Strategy

Input	Activity	Output	Impact	IRIS Metric
• Platform and media usage for advertisement on digital and non-digital platform	• Provides an opportunity for clients to effectively showcase their socially and environmentally responsible content through VGI's wide-ranging media platforms, helping to deliver meaningful messages to diverse urban audiences, raise awareness, and encourage responsible behavior.	A total of **1.27** MWh of electricity was consumed by VGI's Responsible Content operations[1]	− **Environmental Impact:** The electricity consumed by the VGI's digital platforms for responsible contents create social cost of CO_2 emissions by approximately **1,134.07** million THB[2,3]	IRIS, 2021. Greenhouse Gas Emissions of Product (PD9427). v5.2.

Note: [1]The electricity that digital screens use for displaying responsible content is calculate from total digital screen, duration, and MW of each screen that display responsible content.
[2]The emission factor of CO2 from electricity production is referenced from Thailand Greenhouse Gas Management Organization. (2018). Retrieved from https://thaicarbonlabel.tgo.or.th/index.php?lang=EN&mod=YjNKbllXNXBlbUYwYVc5dVgyVnRhWE56YVc5dQ.
[3]The Social cost of CO2 is reference from IWG. (2021). Technical Support Document: Social Cost of Carbon, Methane, and Nitrous Oxide Interim Estimates under Executive Order 13990. Interagency Working Group on Social Cost of Greenhouse Gases, United States Government.

Impact Materiality 3: Waste Management

Input	Activity	Output	Impact	IRIS Metric
• Platform and media usage for advertisement on digital and non-digital platform	• Provides an opportunity for clients to effectively showcase their socially and environmentally responsible content through VGI's wide-ranging media platforms, helping to deliver meaningful messages to diverse urban audiences, raise awareness, and encourage responsible behavior.	A total of **828.95** tons of billboard waste was avoided through the use of digital platforms under the Responsible Content Project[1]	⊕ **Environmental Impact:** The cost of waste management from of billboard waste can be avoided through the use of digital platform is approximately **244.26** THB[2]	IRIS, 2021. Waste Produced: Non-Hazardous Waste (OI7442). v5.2.

Note: [1]The amount of billboard waste that can be avoided per square meter of digital screen is referenced from Biritz, L. & Smith, C., (2024) "Times Square", International Textile and Apparel Association Annual Conference Proceedings 80(1).

[2]The cost of waste management is referenced from สถาบันวิจัยสภาวะแวดล้อม จุฬาลงกรณ์มหาวิทยาลัย. (2023). โครงการศึกษาเพื่อจัดทำนโยบายสาธารณะ ปฏิรูประบบการจัดการขยะและส่งเสริมเศรษฐกิจหมุนเวียน (ระยะที่ 2), เล่มที่ 3

Impact Materiality 4: Customer Relationship Management

Input	Activity	Output	Impact	IRIS Metric
• Platform and media usage for advertisement on digital and non-digital platform	• Provides an opportunity for clients to effectively showcase their socially and environmentally responsible content through VGI's wide-ranging media platforms, helping to deliver meaningful messages to diverse urban audiences, raise awareness, and encourage responsible behavior.	A total of **6** campaigns were chosen for the Responsible Content Project and were advertisement free of charge[1]	⊕ **Economic Impact:** The Responsible Content Project helped clients avoid advertisement fees totaling **1.49** million THB[2]	IRIS, 2021. Charitable Practices (OI7421). v5.2.

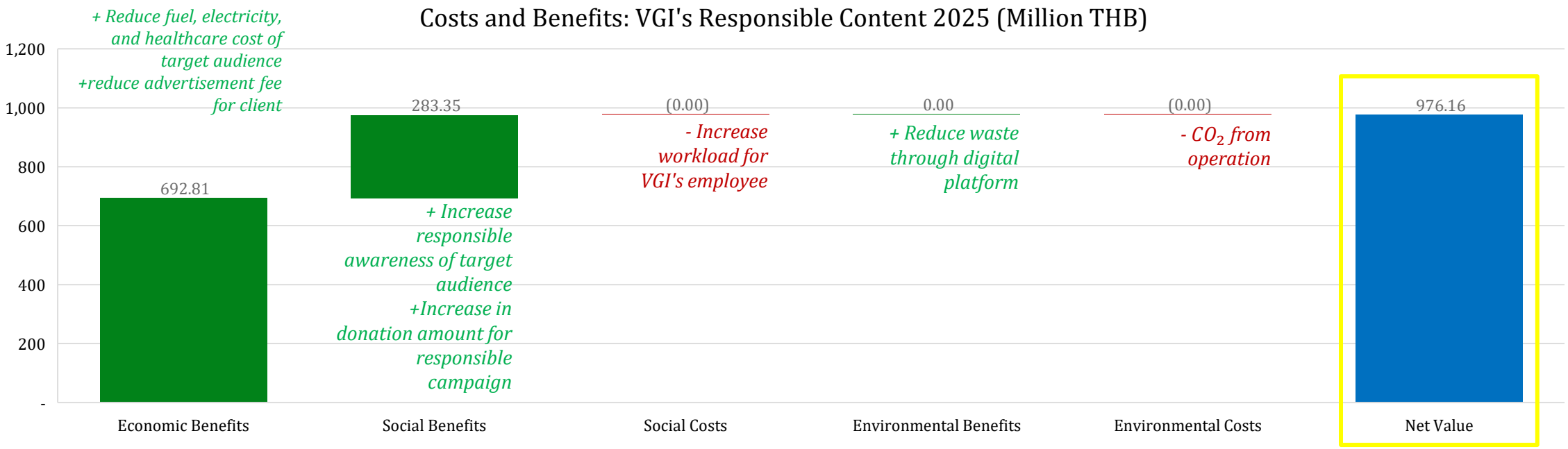
Note: [1]The number of campaigns under the Responsible Content Project is referenced from data provided by VGI.
[2]The advertisement fee avoided by clients through responsible content project is referenced from data provided by VGI.

Impact Materiality 5: Human Resources Development and Well-Being

Input	Activity	Output	Impact	IRIS Metric
• Employee working hours dedicated to content development, upload and testing content, and tracking performance	• Provides an opportunity for clients to effectively showcase their socially and environmentally responsible content through VGI's wide-ranging media platforms, helping to deliver meaningful messages to diverse urban audiences, raise awareness, and encourage responsible behavior.	A total of **720** minutes of VGI employees' working hours were dedicated to supporting the Responsible Content Project[1]	**Social Impact:** The increased in working hour for current employees valued for the operation of Responsible Content Project is approximately **1,537.84** THB[2]	- IRIS, 2021. Employees Dedicated to Social and Environmental Performance (OI6370). v5.2. - IRIS, 2021. Working Hour Policy (OI4972). v5.2.

Note: [1]The amount of employees' working hours dedicated to supporting the Responsible Content Project is referenced from data provided by VGI.
[2]The value of extra working hours for current employees is referenced from ค่าจ้างรายอาชีพ. (2023). ค่าจ้างตามลักษณะการจ้าง แหล่งข้อมูล อายุ วุฒิการศึกษา ภาคอุตสาหกรรม และอาชีพ. ค่าจ้างรวมทั้งประเทศ ภูมิภาค และรายจังหวัด.

Costs and Benefits from VGI's Responsible Content Project



Appendix: Survey Responses

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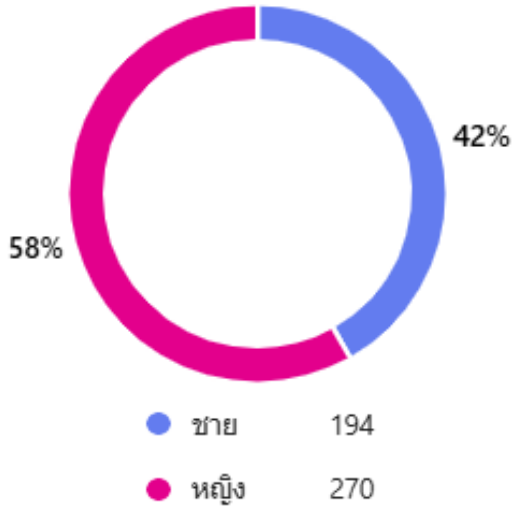
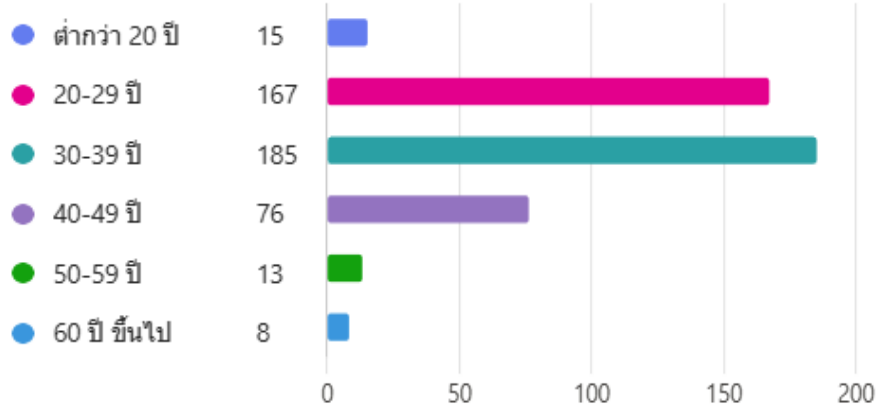
Appendix: Responses Overview

Total Responses: 464

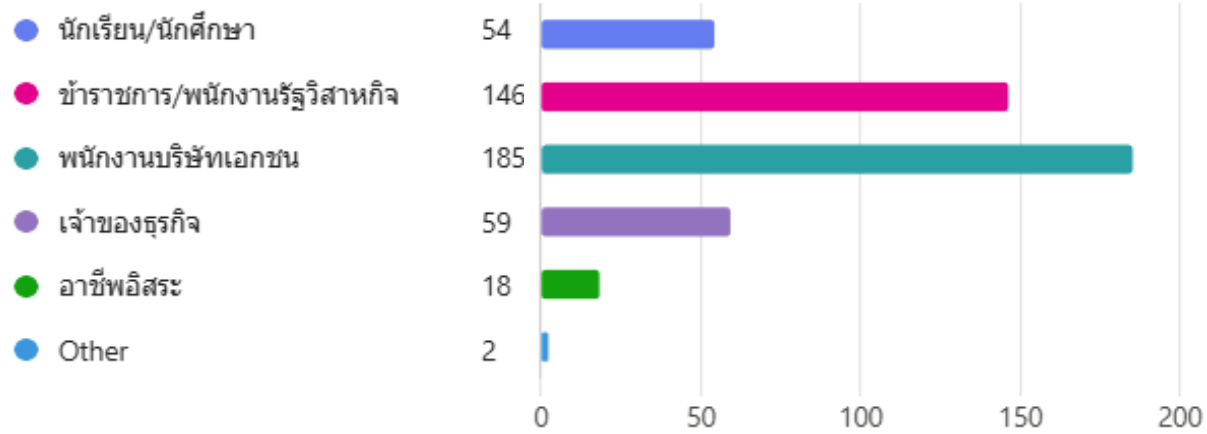
Gender



Age

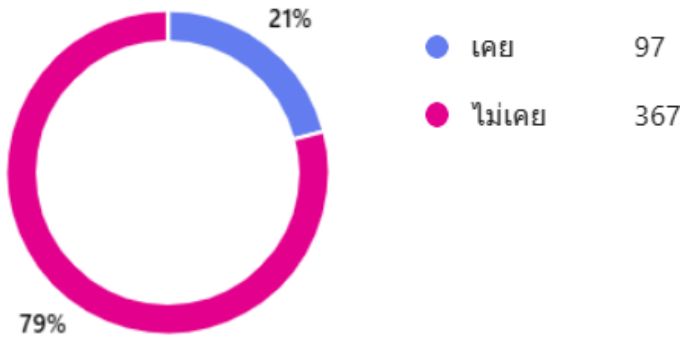


Occupation

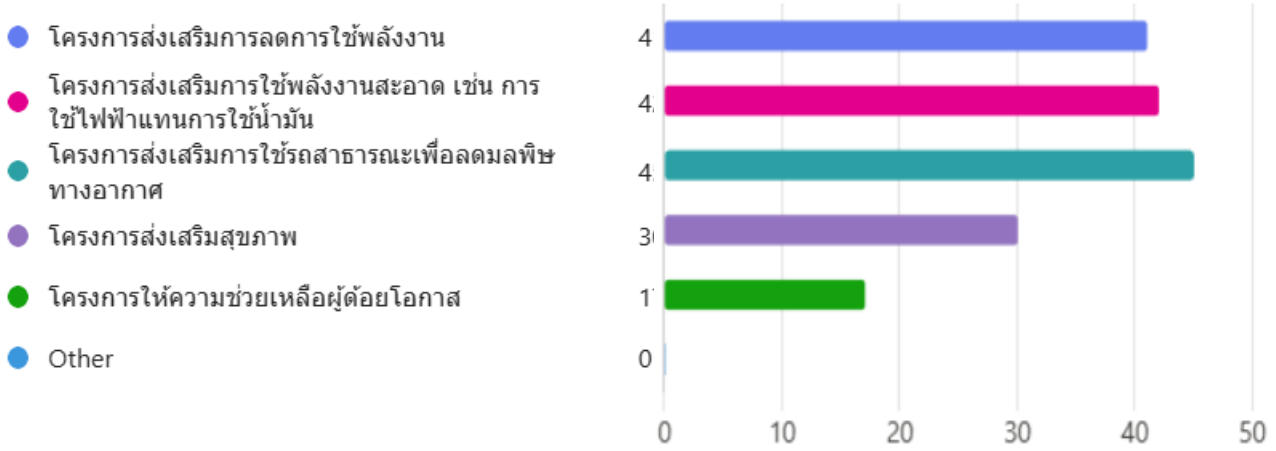


Appendix: Engagement of Responsible Content

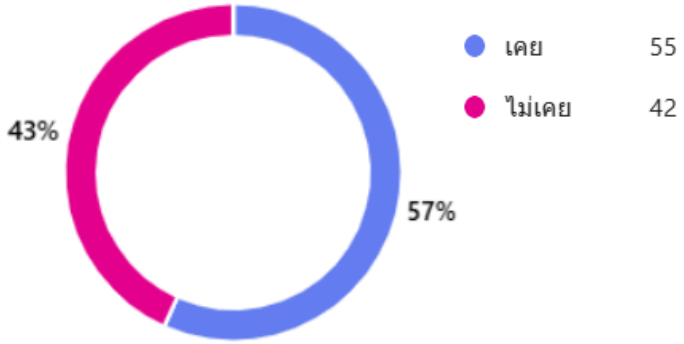
Have you ever seen a responsible campaign on BTS Skytrain platforms?



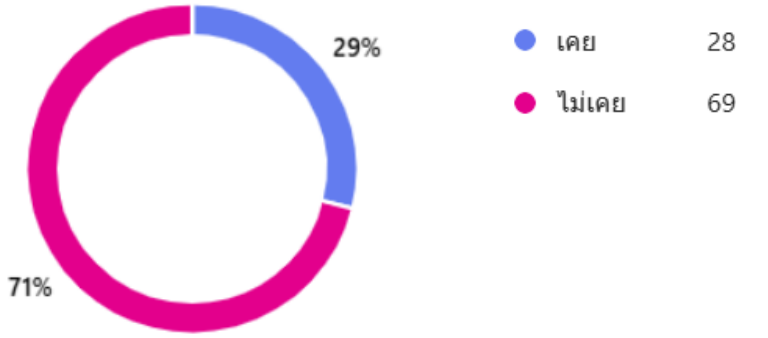
Type of responsible campaigns that you have seen?



Have you ever searched information further on those campaigns?



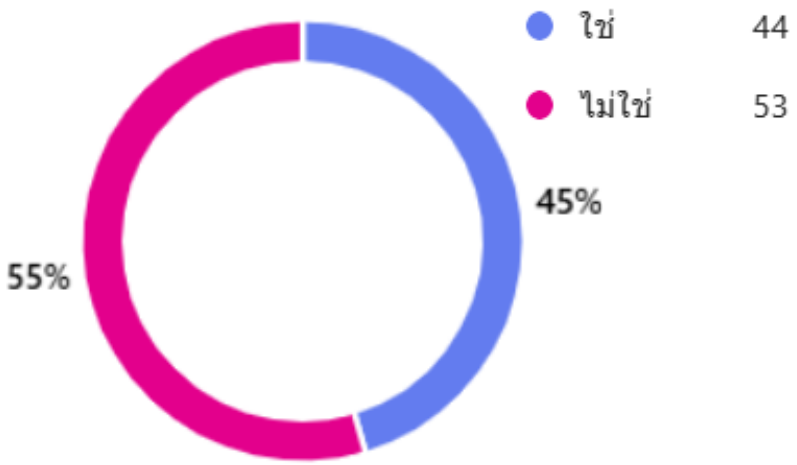
Have you ever donated to those campaigns?



Note: Based on 97 respondents who have seen the responsible campaign

Appendix: Adoption of knowledge/practice to daily life

- **Have you applied the knowledge/practice from responsible campaign to your daily life?**



Note: Based on 97 respondents who have seen the responsible campaign

- **Applied and can reduce fuel consumption: 37 Responses**
- **Applied and can reduce electricity consumption: 36 Responses**
- **Applied and can reduce healthcare cost: 36 Responses**

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