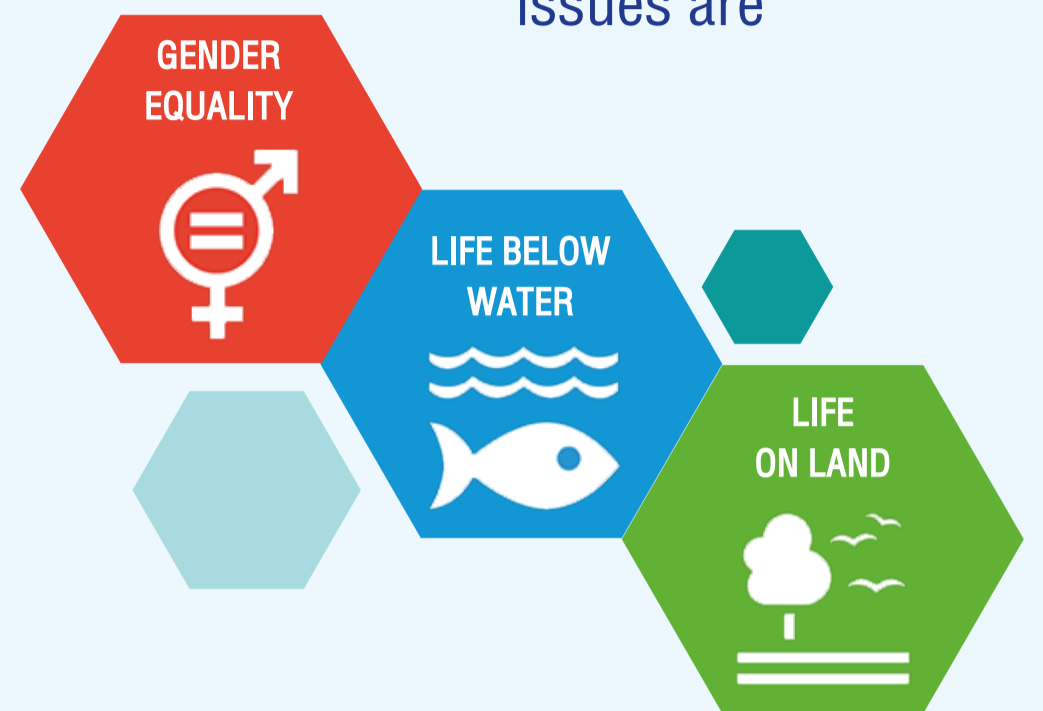


Poll Result of Sustainability Perspective

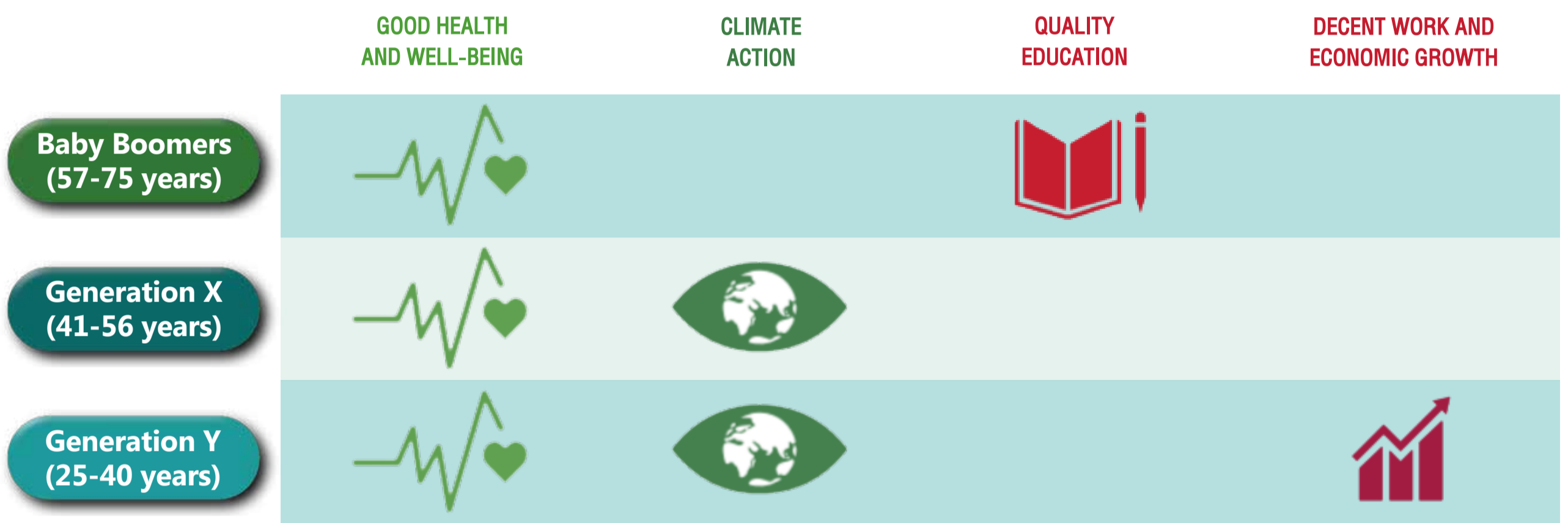
From 211 respondents varied from Board of Director – Management – Employee; **top 5 priority issues** in Sustainable Development Goal including



Whereas, **the last 3 concerns** in Sustainable Development issues are



All generations focus on Good Health and Well-being as their priority. However, each generation still have difference perspective in other ranking.



89% of respondents says it is a compulsory for a policy level to integrate sustainability in company's business strategy.



47% of total respondents say their companies fully integrate sustainability into strategy; more than half of this are board of directors and management perspective.

However, **7%** of total respondents say none of the above which may reflect that the companies are facing challenges in adopting sustainability in business strategy.

In the midst of volatile and uncertain economic condition, organizations are facing challenges that can present both threats and opportunities. Therefore, business adaptability becomes vital in ensuring sustainable growth under intense competition environment. Emphasizing only growth and financial return under capitalism concept do not correspond with the path of sustainable growth. In some cases, businesses were stalled because they failed to take into account environmental and social impact right from the start.



For full "Guideline on Board's Role in Strategy for Business Sustainability" please download below <http://www.thai-iod.com/en/publications-detail.asp?id=734>