

Results and Benefits

In 2019,
6,403
 retail stores participated
 in the project and
833 stores
 under U-Project

An average
43%
 increase in income
 (all year an average 20%)
 after participating
 in the project

An increase in the
 economic value of the
 community by
456
 million baht per year

Trained
39,000
 students on retail in 2019



In addition, the project encouraged customers to become a part of the community and society under the “One Less Cup a Day” Program mentioned in the chapter on Climate Change. In contribution to the Nawaminthornbophit 84th Birthday Anniversary Building at Siriraj Hospital and 77 local hospitals, 134 million baht was donated. Aside from the 1 Cup of Muan Chon, 1 Baht for Society Project from Caffe Muan Chon, which is CP ALL Plc. subsidiaries, donated 8.8 million baht to this cause. Other projects in the Company worked together to pass on this opportunity to the society and community, as follows:

Support in the form of 30,000,000 baht to the Chakri Naruebodin Medical Institute, Faculty of Medicine, Ramathibodi Hospital, Mahidol University for constructing the building and purchasing medical equipment for patients across the nation.

A donation of 1,000,000 baht to the Thailand Association of the Blind by sharing video clips to honor teachers in 2019. The endeavor was a joint effort by the CP ALL Community Service Club and 7-Eleven Thailand fan club who hosted lunch and published books in Braille for children at the School for the Blind in Bangkok.

A summary of the 2019 support in terms of budget and goods, as well as the effort made by individual employees to create social value with the Company is listed below.

Means of Support

Cash Contributions
142.28 million baht

Product or Services Donations
252.35 million baht

Management Overheads
0.44 million baht

Employee Volunteering During Paid Working Hour
2.2 million baht

Type of Support

Charitable Donations
11.93%

Community Investment
29.50%

Commercial Initiatives
58.56%