

CPI

# Innovation Report 2023

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**Instruction:**

Please mark "Yes/No" in the box that corresponds to your company's current progress (Column C-E) by selecting dropdown and provide details in the "Details" column (Column F).

		Year 2024	2025-2026 Plan	2027-2028 Plan	
Item	Innovation Ecosystem Checklist	Yes/No	Yes/No	Yes/No	Details
<b>1</b>	<b>Company's Direction and Strategy on Innovation</b>				
1.1	The company has a clear policy from top management to promote and foster an innovation ecosystem.	Yes	Yes	Yes	Announcement of Innovation Policy and Intellectual Property Policy signed by Vice Chairman of the Board of Directors Integrated Plant Business Rice, Transportation & Services
1.2	The company effectively communicates its vision, policies, and strategies for driving innovation to employees at all levels.	Yes	Yes	Yes	The Vice Chairman of the Board of Directors communicated the vision, policies, and strategies to drive the innovation organization. Integrated Plant Business Rice, transportation and services in the Town Hall and PD Award activities and will be handed over to employees at all levels by the BU management.
1.3	The company leverages innovation concepts and policies as tools to support the achievement of business goals.	Yes	Yes	Yes	From policies to setting goals in the business group. Signed by the Vice Chairman of the Board of Directors Integrated Plant Business Rice, Transportation & Services
1.4	The company consistently develops and scales award-winning innovation projects for continuous improvement of internal business processes.	Yes	Yes	Yes	Innovations from the business group are exchanged at the PD Award which is held annually.
1.5	The company actively develops and commercializes award-winning innovation projects into new products or services.	Yes	Yes	Yes	R&D Team, Product, Process and Engineering Bring various works to develop to become innovative.
1.6	The company actively researches and understands market and industry technology trends to identify opportunities for leveraging technology to drive business growth and gain competitive advantages.	Yes	Yes	Yes	Executives and employees are encouraged to study and visit model companies in innovation
1.7	The company has a strategic approach and process to deeply understand customer needs and pain points, using insights to develop innovative technologies and solutions that meet customer demands and exceed expectations.	Yes	Yes	Yes	There is an innovation study with business partners in developing new innovations together
<b>2</b>	<b>Innovation Metrics and KPIs</b>				
2.1	The company studies and analyzes innovation metrics of competitors.	Yes	Yes	Yes	Comparative Education Report on Technology and Innovation The first comparison was made. When conducting CP Excellence and analysis from consulting firms
2.2	The company sets innovation and technology KPI based on competitor analysis to gain a competitive advantages as follows:				
2.2.1	Number of new ideas proposed and developed.	Yes	Yes	Yes	A total of 295 projects were presented to reduce costs and increase the efficiency of rice, transportation and services
2.2.2	Number of new products or services launched.	Yes	Yes	Yes	Report in the Sustainability Report (New Product)
2.2.3	Number of patents or intellectual property registered.	Yes	Yes	Yes	2 sub-patents
2.2.4	Number of ongoing technology development projects	Yes	Yes	Yes	Projects that are currently being proposed in the CPI Project, One Day Satisfaction and PD Award Project
2.2.5	Number of new technologies adopted in business processes	No	Yes	Yes	Collect data reports in sustainability reports
2.2.6	Return on investment (ROI) from technology investments	Yes	Yes	Yes	In the preparation of innovation projects. Return on investment in technology (ROI) is calculated.
2.2.7	Other relevant metrics (please specify)	No	No	No	-

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2.3	The company sets innovation and technology KPI that align with the C.P. Group's vision to become a leading technology and innovation-driven company.	Yes	Yes	Yes	Indicators are determined. - Number of patented innovations - Savings and return on investment - Number of Innovators
2.4	The company actively tracks and reports the performance of innovation and technology KPI.	Yes	Yes	Yes	The results are reported quarterly to the Charoen Phu Group team and the performance is presented to the Vice Chairman of the Board of Directors. Integrated Plant Business Rice, Transportation & Services
3	<b>Organizational Culture and Talent Development</b>				
3.1	The company offers a wide range of training courses and programs to enhance employee skills in innovation and technology.	Yes	Yes	Yes	Employees are supported to have knowledge both inside and outside the company, as well as a platform for employees to present various projects at the factory, company and business group levels
3.2	The company organizes knowledge-sharing activities where experienced individuals share their expertise and insights from successful projects, initiatives, and innovations.	Yes	Yes	Yes	It has been implemented every year through At the factory level in the project meeting to reduce costs and increase efficiency, and at the business group level. Knowledge is exchanged at the PD Award every year
3.3	The company utilizes various platforms for knowledge management:				
3.3.1	A dedicated knowledge-sharing platform (stand-alone website) for easy access and collaboration.	Yes	Yes	Yes	All employee project data is stored at the Office of Sustainability Management, Governance and Compliance, and all projects are recorded in Charoen Pokphand Group's one-day satisfaction system
3.3.2	An integrated extension within the existing HR platform for seamless knowledge sharing.	No	Yes	Yes	Develop an innovation evaluation process through an HR platform
3.3.3	Workshops and webinars to equip employees with knowledge management skills.	Yes	Yes	Yes	Activities are organized for employees at both the operational and management levels to have skills in the field of continuous innovation development
3.4	The company actively fosters new ideas through the following workshops and programs:				
3.4.1	The company organizes internal hackathons to encourage employees to brainstorm, create, and develop new ideas. (Idea Seed)	Yes	Yes	Yes	Innovation indicators have been determined. Cost reduction and efficiency reduction projects There is a channel for employees to present the project. 1. Feedback Project (Operational Staff) 2. Cost reduction and optimization projects (teamwork) 3. Innovation (Cross Function Teamwork)
3.4.2	The company provides a sandbox program where employees can experiment and develop their ideas into minimum viable products (MVPs) or proofs of concept (POCs), with initial funding (seed funding) to support development and market testing.	Yes	Yes	Yes	There is a plan for manpower and a budget for product research and development.
3.4.3	The company encourages the scaling up and implementing innovations across the company.	Yes	Yes	Yes	Expanding the work of innovation in the business group through PD Award activities
3.4.4	The company provides a pitching stage for scaled innovation projects, allowing employees to secure venture capital (VC) funding to further develop their innovations into new businesses.	Yes	Yes	Yes	Provide a platform for employees to have the opportunity to present executives at the PD Award ceremony
3.5	The company values and recognizes employee contributions to innovation through:				
3.5.1	Innovation point system for redeeming company's privileges.	Yes	Yes	Yes	There is a giveaway and accumulation of Watt points through the Charoen Pokphand Group's One-Day Satisfaction Project
3.5.2	A tiered recognition program acknowledging outstanding innovators.	Yes	Yes	Yes	The level of innovation was determined according to the guidelines of the Charoen Pokphand Group's One-Day Satisfaction Project, and the award was given at the PD Award
3.5.3	Awards and certificates to celebrate innovative achievements.	Yes	Yes	Yes	Plaques, certificates and cash prizes were awarded

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3.5.4	Consideration of innovation contributions in promotion decisions.	Yes	Yes	Yes	Innovation is a measure for evaluating performance and considering promotions
3.6	The company offers financial rewards for successful innovation:				
3.6.1	Monetary rewards for impactful ideas and projects.	Yes	Yes	Yes	Prizes are given as cash prizes
3.6.2	Company shares to foster a sense of ownership and shared success.	No	No	No	
3.6.3	Bonuses for teams or individuals demonstrating exceptional innovation performance.	No	No	No	
4	Resources and Capabilities Building				
4.1	The company has a dedicated research and development (R&D) facility equipped with ample space and resources suitable for various research activities.	Yes	Yes	Yes	There is one R&D center in Thailand and one in Cambodia
4.2	The company provides a learning center equipped with training rooms, meeting rooms, and collaborative workspaces to facilitate employee learning and development.	Yes	Yes	Yes	There is support. Meeting rooms and collaborative spaces
4.3	Central of Excellence (COE): the company has a centralized unit that drives innovation by providing resources, expertise, and support:  Center of Excellence (CoE) refers to a central unit that gathers and manages knowledge and experience related to technology or new methodologies, which can be applied across the entire organization. It focuses on developing and supporting expertise in specific areas to ensure the most effective use of technology and innovation within the organization.				
4.3.1	The company has set up Central of Excellence for providing a collaborative workspace, and showcase innovative technologies.	Yes	Yes	Yes	There is a research and development center at the Nakhon Luang Rice Factory
4.3.2	The COE serves as a central hub for showcasing and demonstrating emerging technologies relevant to the organization's operations, ensuring employees are informed and capable of leveraging new advancements.	Yes	Yes	Yes	Data collected by the Office of Sustainability Management, Good Governance and Compliance
4.3.3	The COE acts as a central hub for monitoring and evaluating the progress of various innovation projects, ensuring they stay on track and achieve their intended goals.	Yes	Yes	Yes	Office of Sustainability Management, Governance and Compliance in collaboration with the Research and Development Department Responsible for monitoring the progress of various projects.
4.3.4	The COE manages IT resources related to innovation and fosters collaborations with external technology partners to enhance the organization's technological capabilities.	Yes	Yes	Yes	Businesses have ongoing IT resource support
4.4	The company actively supports and provides employees with the latest tools, software, and technologies to enhance work efficiency and promote the integration of innovation into daily operations.	Yes	Yes	Yes	There is support for various tools and knowledge
4.5	The company invests in tools and platforms that empower employees to effectively develop ideas and innovative solutions, such as design tools, simulation software, and brainstorming platforms.	Yes	Yes	Yes	There is an investment in tools. In order to ensure the continuous completion of the project
4.6	The company has a dedicated team of experts specializing in innovation development, equipped with the technical and business acumen to drive projects from concept to reality.	Yes	Yes	Yes	Research & Development Team, Products, Packaging, Engineering
4.7	The company has a team of innovation strategists who possess a deep understanding of innovation strategies. This team is responsible for planning, setting directions, and ensuring innovation projects align with the organization's goals.	Yes	Yes	Yes	Personnel development and promotion of cross-function innovation projects

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<b>5</b>	<b>External Collaboration and Partnerships</b>				
5.1	The company actively engages in various collaborations with external organizations, including: training programs and workshops, hackathons, seminars and conferences, business incubator				
5.1.1	National Universities	Yes	Yes	Yes	There is a cooperation with Kasetsart University
5.1.2	International Universities	Yes	Yes	Yes	Research through the Livelihood Fund on Sustainable Agriculture
5.1.3	National Technology startup companies	Yes	Yes	Yes	There are start-up companies in transportation and logistics.
5.1.4	International Technology startup companies	Yes	Yes	Yes	There is a Japanese start-up company in rice production and processing technology
5.1.5	Industry associations	Yes	Yes	Yes	Federation of Thai Industries
5.1.6	Government agencies	Yes	Yes	Yes	Department of Rice Department of Agricultural Promotion, Ministry of Industry
5.1.7	Private companies	Yes	Yes	Yes	Satake, Japan
5.2	The company develop strong strategic partnerships with external organizations to co-develop innovative solutions:				
5.2.1	National Universities	Yes	Yes	Yes	There is a cooperation with Kasetsart University
5.2.2	International universities	No	Yes	Yes	
5.2.3	National Technology startup companies	Yes	Yes	Yes	Startup Rice Seed Improvement Technology
5.2.4	International Technology startup companies	Yes	Yes	Yes	Startup on rice production and rice processing technology
5.2.5	Industry associations	Yes	Yes	Yes	Federation of Thai Industries Rice Traders Association, Mill Association
5.2.6	Government agencies	Yes	Yes	Yes	Department of Rice
5.2.7	Private companies	Yes	Yes	Yes	Satake, Japan, Unilever, Walmart
5.3	The company explores and invests in promising technology startups to leverage their innovations for enhancing internal operations.	No	No	No	
5.4	The company explores and invests in technology startups to leverage their innovations for developing new products or services.	No	No	No	