

WHY ESG EDUCATION?

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WHY ESG in HIGHER EDUCATION MATTERS?

What is ESG?

Environmental, Social, and Governance Factors:



ENVIRONMENTAL

Impact on the planet

- Greenhouse gas emissions
- Air and water pollution
- Biodiversity
- Deforestation
- Recycling and waste management
- Natural resource use
- Renewable energy
- Water scarcity
- Energy efficiency
- Sustainability initiatives
- Relationships with regulators



SOCIAL

Relationships with employees,
customers and community

- Diversity and inclusion
- Company culture
- Data protection and privacy
- Customer satisfaction
- Relations with local communities
- Human rights
- Labor standards
- Product safety
- Employee training
- Ethical supply chain sourcing



GOVERNANCE

Corporate leadership standards

- Board composition
- Management diversity
- Shareholder rights
- Lobbying
- Executive compensation
- Accounting transparency
- Separation of CEO and Chairman roles
- History of shareholder lawsuits
- Relationships with regulators

Environmental, Social, and Governance (ESG) benchmarks are a set of standards focused on enterprises' socially and environmentally conscious operations used as a litmus test for its purpose, proposition and policy.

- **Environmental** – How does the organization address its carbon footprint, sustainable business practices, supply chain, stakeholder maps and partnerships?
- **Social** – How does the organization manages its relationships with employees, shareholders, clients, partners, and their relationship with the community they are operating in and out, their policy and belief in diversity, human rights, equality and inclusiveness?
- **Governance** – How does the organization organize its executives, their pay structure, shareholder rights, periodic audits, and internal financial controls?

WHY ESG in HIGHER EDUCATION MATTERS?

1. **Immerse, Catastrophic Affect of the Climate Crisis Impact to all lives in this planet earth, NOW!!!**
2. **Crucial Need for Future Leaders in business, government and civil society.**
3. **Emerging Need for Future Generations to address the ESG challenges in order to drive Meaningful CHANGE in their life, career, community, society and the planet earth.**





Immerse, Catastrophic Effect of the Climate Crisis impact to all lives in this planet earth, NOW!!!

BIODIVERSITY
COLLAPSE

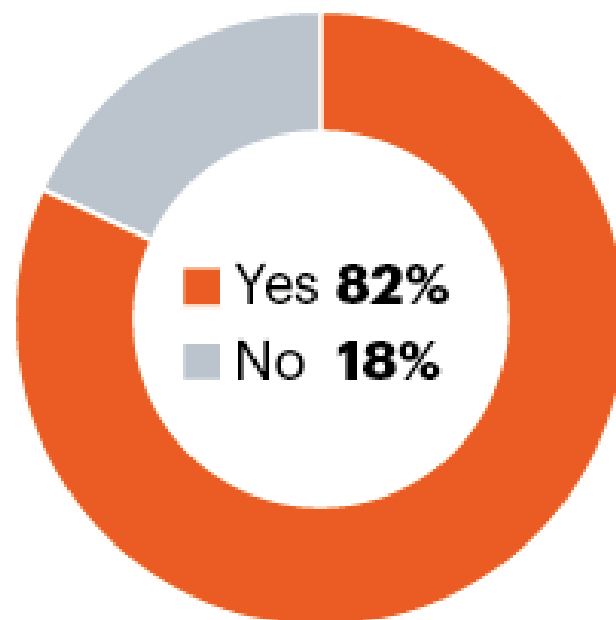
CLIMATE
CHANGE

RECESSION

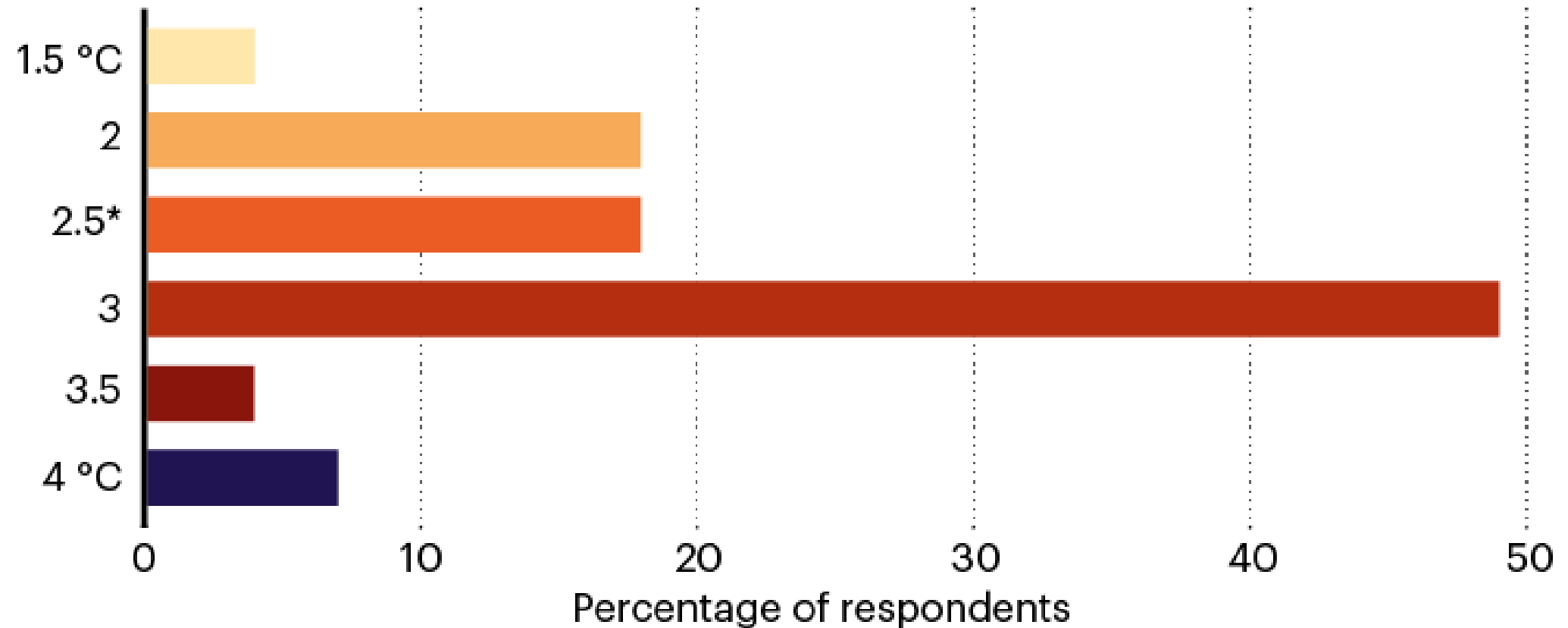
COVID-19

BE SURE
TO WASH YOUR
HANDS AND ALL
WILL BE WELL.

**Do you think you will
see catastrophic
impacts of climate
change in your
lifetime?**



How much warming above pre-industrial times do you think is likely by 2100?



*Includes 2 responses between 2.7 °C and 2.75 °C; 2.5 °C and 3.5 °C were write-in answers.



The ESG Foundation financially supports projects or individuals



To create educational opportunities

To develop



FUTURE LEADERS



so that they can inspire their own communities and improve the standards of living for future generations.



Crucial Need for ESG-embedded, Future Leaders in business, government and civil society.



Principles of Governance

The definition of governance is evolving as organizations are increasingly expected to define and embed their purpose at the centre of their business. But the principles of agency, accountability and stewardship continue to be vital for truly “good governance”.

Transparency



Planet

An ambition to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

Inclusiveness



People

An ambition to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

Equality



Prosperity

An ambition to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

Diversity

WORLD ECONOMIC FORUM

E
Build
worki

Can ESG help future proof your business?

“

ESG provides a framework for businesses for staying resilient by holistically safeguarding people, the planet and profits.

Chaitanya Kalia

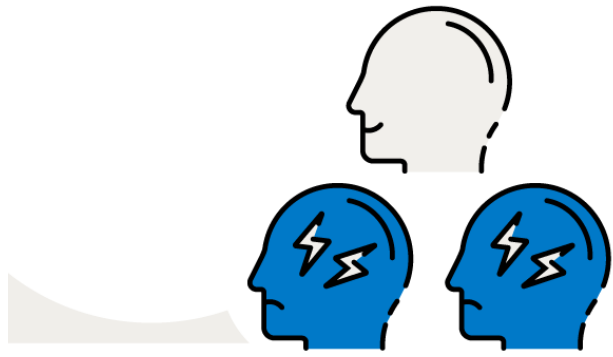
EY India Climate Change and Sustainability Services Leader

‘นักลงทุน 1 ใน 3 ยินดีจ่ายสูงขึ้นกว่าเดิม 5-10% เพื่อลงทุนกับบริษัทที่ทำ ESG’

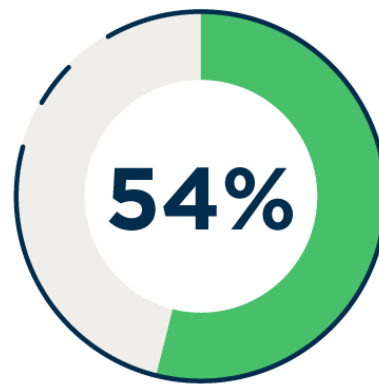
ส่องเทรนด์ธุรกิจที่ยืนจากงาน
World Economic Forum 2025

The background is a vibrant blue composition. At the top, a portion of a globe is visible. Below it, a series of glowing, curved lines suggest digital data or network connections. The lower half of the image is filled with a dense, perspective-driven pattern of binary code (0s and 1s) that recedes into the distance, creating a sense of depth and digital space.

**Emerging Need for Future Generations
to drive Meaningful CHANGE
in their life, career, community, society
and
the planet earth.**



Two in three (68%)
feel anxious due to high
mental health burden
of climate change



Over half (54%)
would take a pay cut to
work for a business that
reflects their ethics



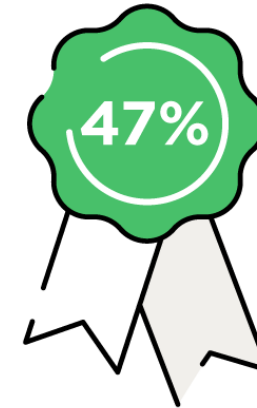
One in three (31%)
would turn down roles
in companies with
poor ESG credentials



Mental ill-health
(including eco-anxiety)
costs UK businesses
£45 Billion a year



Six in ten (59%)
said they would stay
longer with a company
that had ESG
commitments



Half of people (47%)
said they would be more
productive working in an
organisation with strong
ESG commitments

For millennials, social issues matter most

Most important factor in deciding to do business with a company:



Source: Allianz ESG Investor Sentiment Study, 2018

Why ESG Education Now?

The Global ESG-Education Landscape

- Climate science shows that Europe is warming faster than anywhere else. The continent is also widely seen as a global leader on sustainability — driven by stronger climate policies, progressive environmental standards and renewable energy initiatives.
- Many European businesses have also made sustainability core to their strategies, governance and reporting. This focus is mirrored in business schools across the continent, where sustainability is increasingly woven into the curriculum to meet the growing demand for graduates who can balance business growth with environmental responsibility.



DEFINING the New Horizons



**When Demographic, Environmental,
Social and Technological Shifts
Reshaping Consumers' Needs**

The **6S** Economy



Sustainability
Economy

Solo
Economy

Super Silver
Economy

SRM
Economy

Skill Gap
Economy

Skepticism
Economy

The Greatest S - Sustainable Economy



SRM
Economy

Super Silver
Economy

Solo
Economy

Sustainability
Economy

Skill Gap
Economy

Skepticism
Economy

Most are for People Pillars

The 5Ps Pillars of Sustainability

People
สังคม

1-5



Planet
สิ่งแวดล้อม

6,12-15



Prosperity
เศรษฐกิจ

7-11



Peace
สันติภาพ

16



Partnership
หุ้นส่วนการพัฒนา

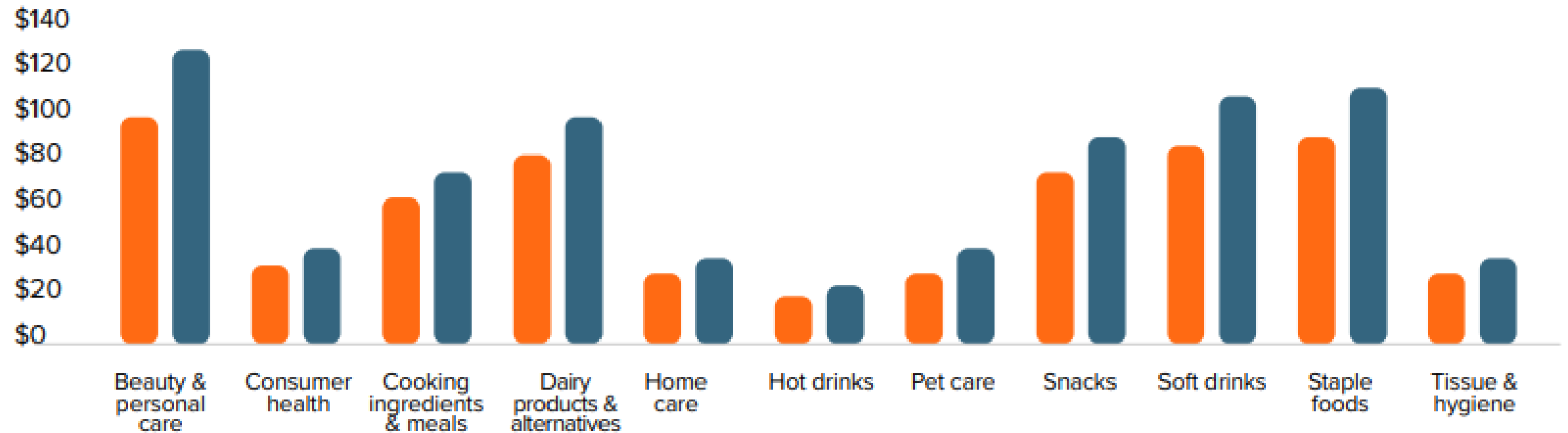
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Global retail sales of sustainable products by industry

USD billion

2020 2023



Source: Euromonitor International, Passport Sustainability

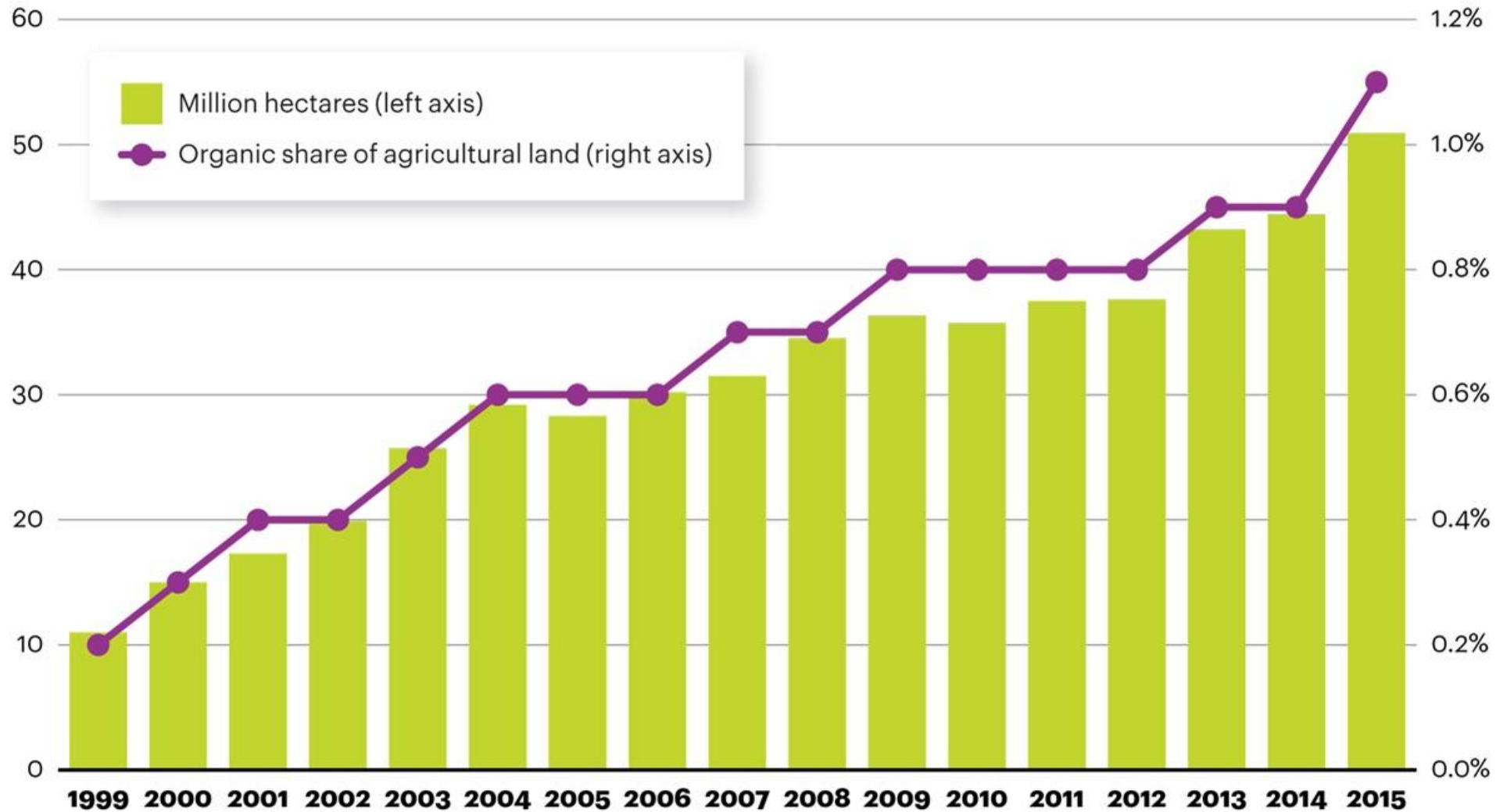
²³Euromonitor International, Passport Sustainability, Quarterly Opportunity Tracker

²⁴Euromonitor International, Passport Sustainability

Global organic agriculture has increased 360% since the turn of the century

Organic agricultural land

Organic share of agricultural land



Sources: Research Institute of Organic Agriculture (FiBL), International Federation of Organic Agriculture Movements Organics International; A.T. Kearney analysis

7 CONSUMER PERSONS TRENDS for 2025

1. Wellness Pragmatists



2. Value Hackers

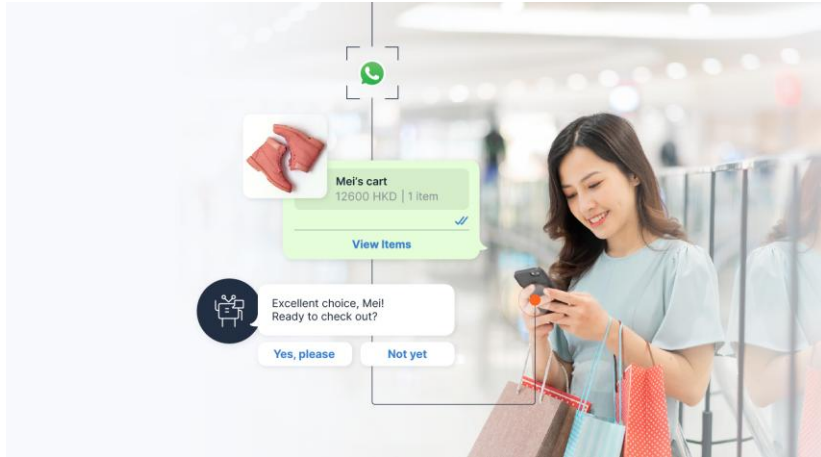


4. F² (Focus & Filtered) Purchasers

3. ECO² (economical & ecological) Logicalists



7 CONSUMER PERSONS TRENDS for 2025



5. AI-as-PA Shoppers



6. JOMO Consumers



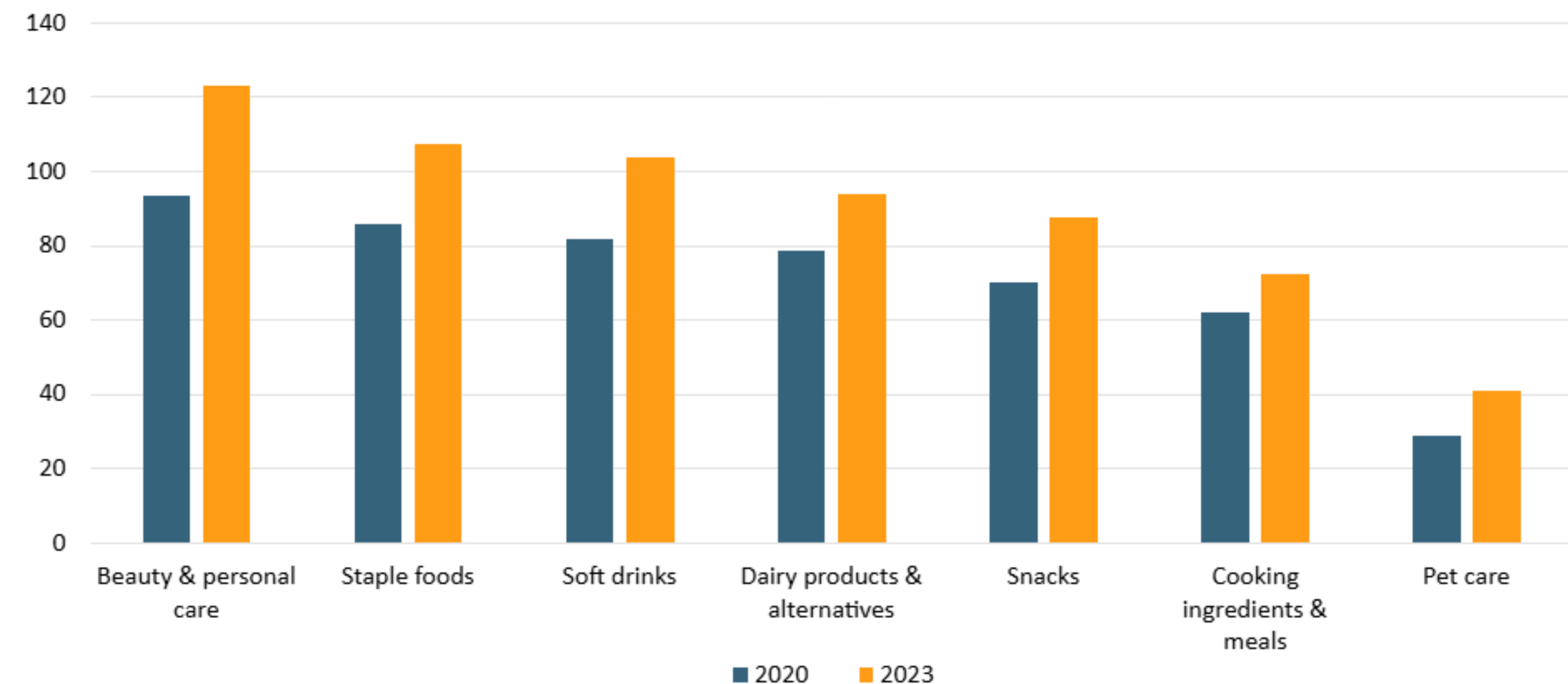
7. Chosen-Kin, Modern Tribalists



ECO2 Logicalists : Consumers search for brands that save both wallet and planets as possible!!!

Global retail sales of sustainable products by industry 2020 - 2023

USD billion



Source: Euromonitor International, Passport Sustainability

Why ESG Education Now?

The Global ESG-Education Landscape

- 1. ESG skills are increasingly sought after by companies because they drive sustainable growth and risk management. In 2023, global sustainable investment reached over \$50 trillion, and McKinsey reports that firms with strong ESG frameworks often see better market performance and operational efficiency.**
- 2. While many of tomorrow's jobs don't exist yet, more and more companies are recruiting for roles with impact which focus on business sustainability and ensuring performance on a triple bottom line (people, profit and planet).**
- 3. This trend underscores the critical need for job seekers or career changers to develop and highlight their ESG competencies to increase their employability.**
- 4. Growing awareness of and interest in ESG related subjects are increasingly reflected in students' professional choices as they seek to align their career with their personal values. Business Schools note that more and more MBA applicants are looking for programs that can help them make a positive impact on the world.**

"Two MBA students from the Cambridge Judge Business School made an unusual public pledge last spring: to take reducing carbon emissions to heart and integrate sustainability into their future careers as business leaders. Their Climate Legacy Commitment has since been signed by over 450 of their peers at 15 leading business schools, with support from employers including Kearney and Novartis.."

Gishan Dissanaïke, the newly appointed dean at Cambridge Judge, says: "Our students are hoping to make a positive impact on the world. Two or three decades ago, they wanted an MBA to make as much money as they could. **Today, it's the same, but they don't want to damage the planet or hurt fellow human beings."**

"I chose EDHEC Business School because of its outstanding commitment to sustainability, demonstrated by its 4th place ranking for ESG by The Financial Times, and the diversity it celebrates—not just in gender balance and age range but also in the rich tapestry of cultures represented by 31 nationalities." explains Zachary Cho, EDHEC Global MBA graduate and recently named one of the Best & Brightest MBAs 2024 by Poets&Quants.



#1
IN FRANCE
ALUMNI NETWORK
& CAREER SERVICES

#8
WORLDWIDE
ALUMNI NETWORK



Masters in Management
Ranking 2023

Make an impact



Strategic Actions on ESG for Thai High Educators

- 1. Embed ESG across all faculties**
- 2. Treat campus as a living ESG lab**
- 3. Launch governance & ethics training for academic leaders**
- 4. Partner with civic/global ESG networks locally and globally**
- 5. Policy the university, purpose-driven on ESG in long-term goal**

As companies are recognizing the importance of sustainability and ethical practices, leading to a surge in ESG-related job roles, graduates are seeking more meaningful and impactful career paths.

By integrating ESG skills into your CV, you not only demonstrate your commitment to responsible business practices but also position yourself as a forward-thinking candidate capable of driving long-term success.

An ESG and sustainability-focused MBA is a perfect way to propel your career in the direction you want.

What are ESG skills and how can an MBA help you enhance your employability and contribute to the sustainable success of your organization?

How to incorporate ESG into educational curriculum?

- 1. Introduce courses that focus on environmental issues, sustainability, and ecological conservation.**
- 2. Emphasize hands-on learning with projects and fieldwork.**
- 3. Encourage discussions on social justice, inclusivity, and community engagement.**
- 4. Motivate students to participate in community service and volunteer work.**
- 5. Education can equip citizens with the knowledge, attitudes, motivation, commitment, and skills to collaboratively and individually address current problems and prevent new ones.**

How to incorporate ESG into educational curriculum?

6. It involves Teacher Training Workshops designed to signify the role of teachers and help them comprehend major environmental and social issues and develop teaching methods to address them.

7. The workshops use lectures, participant presentations, field visits, and case studies. Similarly, Youth and Children's Workshops employ a workshop-based, multi-disciplinary learning approach, encouraging active engagement in environmental and social justice issues.

8. Education programs expose students to various issues and perspectives, encouraging critical thinking through interactive discussions, experiential exposures, hands-on activities, and games

Why SEP Aligns with ESG Education for Thais

- SEP encourages balance—against extremes in consumption or growth.
- Moral and knowledge pillars mirror ESG's blend of ethical stewardship and data-driven decision-making.
- Fostering resilience integrates both ecological sustainability and governance readiness via MODERATION.
- SEP requires on-hand experiences integral in class not just the sit-in lecture.

SUFFICIENCY ECONOMY PHILOSOPHY

ปรัชญา แห่งเศรษฐกิจพอเพียง



Why SEP Matters for ESG Education:

| SEP Principle | ESG Alignment | Application in Education |
|----------------|----------------------------------|--|
| Moderation | Environmental sustainability | Resource-conscious campus policies |
| Reasonableness | Governance & transparency | Evidence-informed leadership & ethics training |
| Resilience | Climate & social risk mitigation | Scenario learning, adaptive curriculum design |
| Knowledge | Data-driven decisions | Research, analytics, inquiry-based pedagogy |
| Morality | Social equity & justice | Service learning, community engagement |

ESG in Higher Educations

(Strategy to Implementation)

Why and to what end



What is driving your institution to prioritize environmental sustainability?



Has your institution established sustainability-related goals and commitments?



Do you have a strategy in place to achieve your goals? Have you identified key levers?



Do you have the structures, people, systems and financial resources to execute your strategy?



WHY: What is driving your institution to prioritize environmental sustainability?

Institutions are increasingly interested in environmental sustainability. Almost 75% of institutions surveyed by the EY-Parthenon team indicated that environmental sustainability is important to them

This aligns with trends observed more broadly across the US and globally. A 2021 study¹ from EY found that 55% of Gen Z say that they are “very” or “extremely” interested in environmental issues

Figure 3: Importance of environmental sustainability

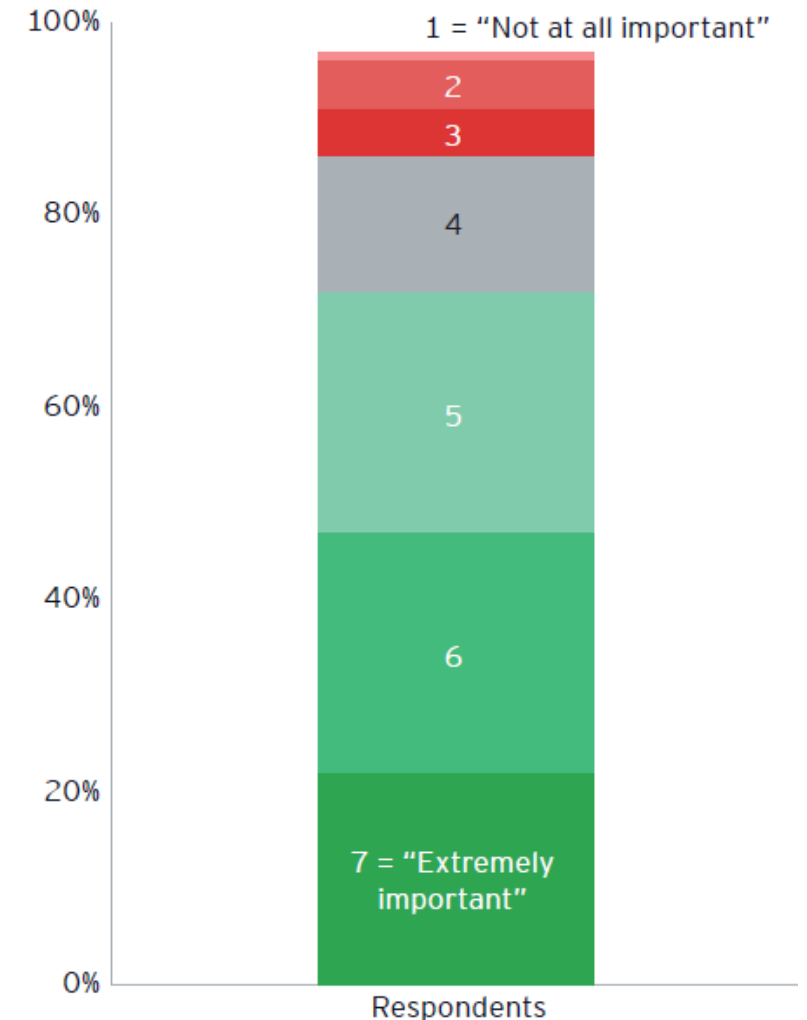
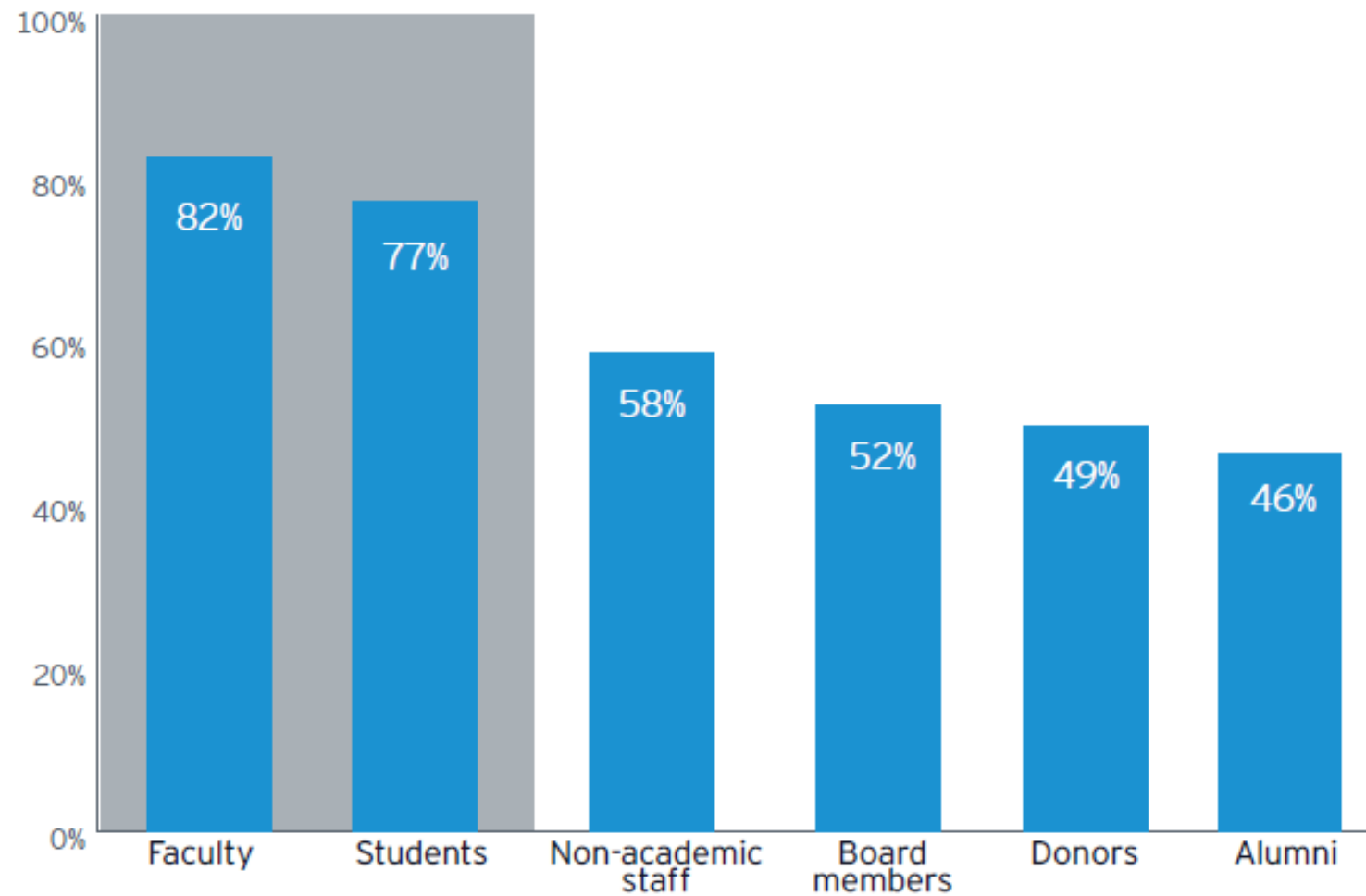


Figure 4: Importance of institutional commitment to environmental sustainability, by stakeholder group



As one sustainability administrator at a large research university reflected:

“

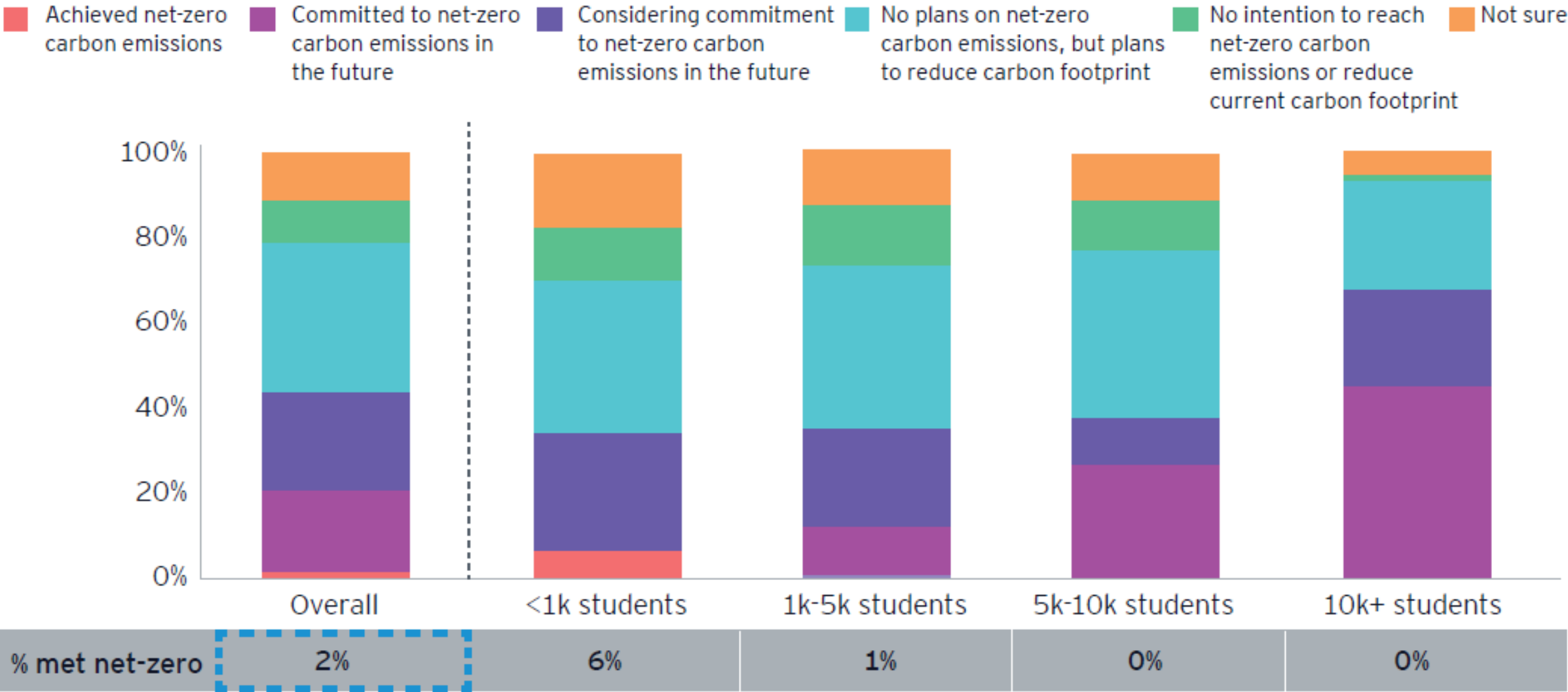
The sustainability efforts at our university were initially primarily driven by our students. We then took the reins with driving some of the green building efforts and a call to climate action, but the culture started with the students.

Chief Sustainability Officer
Large public university

TO WHAT END: Has your institution established sustainability-related goals?

- **Net-zero carbon emissions refers to the status of taking as much carbon out of the environment as you put into it.**
- **Net-zero carbon emissions goals are a common ambition among higher education institutions and often serve as a good starting point for discussions regarding environmental targets, but they may not be right for every institution.**
- **As shown in Fig. 5, roughly 40% of surveyed institutions have committed to or are considering a commitment to reach net-zero carbon emissions, with some interesting differences by size of institution.**

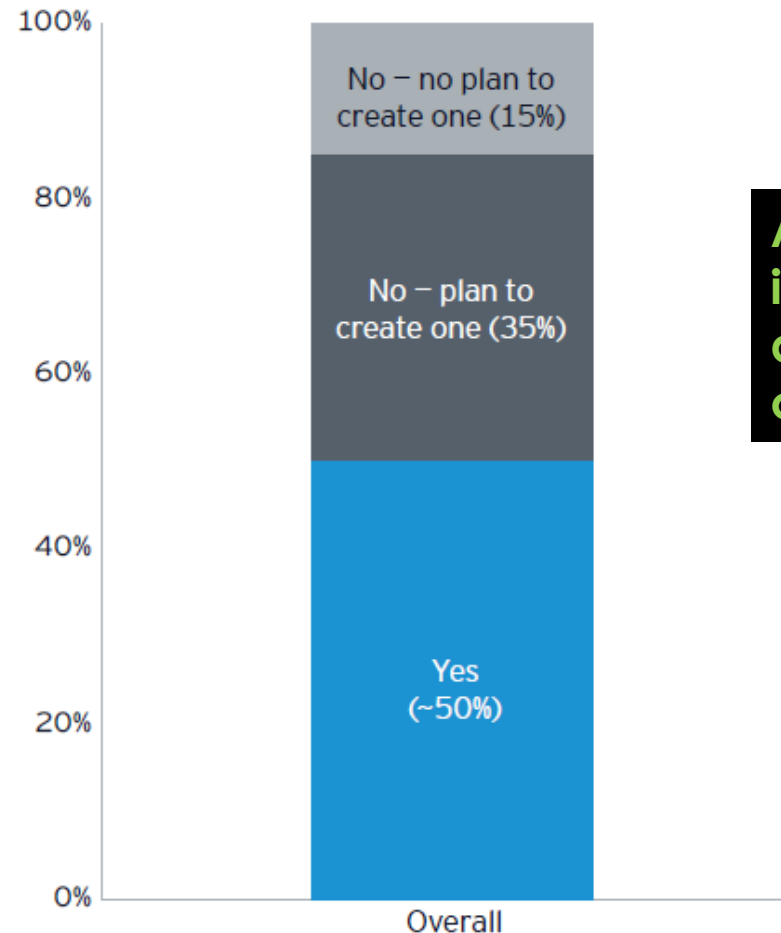
Figure 5: Current status of net-zero carbon emissions



WHAT: Do you have a strategy in place to achieve your sustainability goals?

Of the institutions with plans to achieve net-zero carbon emissions, about 50% (Fig. 7) already have an environmental sustainability strategy in place; however, these strategies represent a variety of targets and levels of institutional readiness to execute.

Figure 7: Prevalence of an environmental sustainability strategy



An additional 35% of institutions intend to create a sustainability strategy in the coming years.

HOW: Do you have the structures, people, systems and funding to execute your strategy?

1. Making progress against goals requires selecting a governance model that works for the institution, given its context and culture.
2. Regardless of whether governance is centralized or shared, effective execution may benefit from a core group of people who are more or less dedicated to the effort.
3. Achieving ambitious sustainability goals may also require identifying sources of funding.
4. Commitment to execution has to come from all levels of the organization — from the board, the president and the executive cabinet to students and faculty to management and staff.

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| Morality | Social equity & justice | Service learning, community engagement |

**"What barriers or opportunities
do you see in your university
for ESG alignment?"**

THANK YOU



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