



## Communication on progress

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Implementing UN global compact principles  
in Shellhut Entertainment Co., Ltd. 2018

## 1. Introduction

I am pleased to confirm that Shellhut Entertainment Co., Ltd. reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this first annual communication on Progress, we describe our actions to integrate the Global Compact and its principles into our business strategy, culture and daily operations. We are also committed to sharing this information with our stakeholders using our primary channels of communication.

Yours sincerely

Mr. Jwanwat Ahriyavraromp, DBA.  
CEO & Founder



## 2. Shellhut Entertainment Co., Ltd.

Shellhut Entertainment Co., Ltd. was formed in 2005 as a subsidiary of Shellhut Co., Ltd., a major shell craft manufacturing and worldwide exporting company located in Bangkok, Thailand. We are a co-financing and producing company specializing in animation, with a well-established international network of pre-production, production, and post-production partners.

### Shellhut Entertainment's Mission Statement

Shellhut Entertainment produces world-class animation with engaging characters, universal stories, and visual grace. Our mission is to connect with our growing global audience with new forms of family entertainment and products.

**Shellhut**  
Entertainment



### 3. Our approach to the 10 principles

In the year 2018, Shellhut Entrainment Co., Ltd. has signed up for the UN Global Compact, at this point, our company can determine three key stakeholders. This is a guideline for our corporate social responsibility policy. We want to make a difference in the context of our business to nature.

For instance :

- People (Employee)
- Society (Local)
- Society (Global)

In this connection we decided to implement our initiatives in two stages. The first stage would thus concentrate on implementing initiatives within the Secretariat to ensure that all members of staff understood UNs basic principles and ensure the willingness to implement sustainable solutions throughout the organization. The second stage would hereafter be directed at initiatives outside the secretariat, first towards our members, and later toward society, locally and finally globally.

To make sure that all initiatives were employee borne, we set up a CSR committee, which became responsible for choosing and implementing the internal initiatives within stage one.

**HUMAN RIGHTS**

**LABOUR**

**ENVIRONMENT**

**ANTI-CORRUPTION**

## **4. Contents of the Association of Shellhut Entertainment Co., Ltd. CSR policy – year one**

In the beginning of the establishment, we have initiated a CSR that will raise awareness and understanding in the context of our organization. We have initiated work on the Labour Rights. (Rights of employees) and the environment as follows:

### **4.1 THE ENVIRONMENT**

The environmental impact of our small business company which is the scope of our company for reducing plastic waste, reducing the use of electricity and reducing paper consumption. Our company is much smaller than many other companies in the same industry. However, we find that this is not an excuse not to try. So we have a policy to reduce plastic waste, reduce power consumption and reduce paper consumption in use as environmental considerations of the company.

Therefore, in the year 2017-2018, a campaign has been launched to dispose of plastic waste, reduce electricity consumption, save water resources, use less paper than other companies, as well as maintaining our computer equipments in order to extend their lifespans to reduce electronic waste.

For the campaign that we initiated, we have started campaign activities in various areas. We encourage our employees do as follows:

- Have employees bring reusable cups or containers for personal use and reduce the unnecessarily use of plastic tubes and plastic bags.
- When considering lighting in an organization, we choose the most energy-efficient equipment possible and campaign to turn off the lights and air conditioner during lunchtime and after hours.

- Campaign on the economical use of water. Check the faucet regularly and do not leave the tap running unnecessarily.
- Campaign to store document file in electronic format. This will help reduce the use of paper and toner that may seriously affect the environment.

### **Goals**

We want to be an office that can reduce plastic waste and save energy as much as possible in order to preserve the environment and solve the problem that may cause further consequences in the future.

### **How do we monitor and evaluate performances**

The CSR committee regularly informs the organization which initiatives has been initiated. Furthermore, once a month, a prize is given to the most environment-friendly employee.

## **4.2 The working environment and health of the employees**

Shellhut Entertainment Co., Ltd. believes that all employees have the right as an individual to freedom of expression and opinion. This is upheld by regular meetings between management and employee groups and monthly office meeting.

We have conducted a work assessment, which showed a few areas of employee discontent. The findings were acted upon immediately to improve employee satisfaction.

In having a good working environment, lies also having good health. A bad working environment affects the health of the individual and vice versa and both have an impact on employee wellbeing and motivation.

Some of the initiatives we have implemented thus aim at promoting and protecting our employees' physical wellbeing. The employee rights, therefore, include home working, ergonomic work assessment, an employer-subsidized healthy lunch, fresh fruit, a private health insurance, influenza vaccinations, massage and annual sports and social activities.

### **Goals**

It is our goal to have a high rate of employee satisfaction and low sickness absence.

### **Monitoring and evaluating performances**

Constant dialogue with the employees is deemed the best way of securing a good working environment and preventing stress. The management, therefore, has a responsibility of monitoring the employees' wellbeing, both on a regular basis and through the yearly "Performance and Development review".

## 5. Future initiatives

In 2017 and 2018 our focus will be directed towards our members – Shellhut Entertainment Co., Ltd.

We are planning to:

- Start a campaign to get our members to register to the global compact framework
- Set the agenda for diversity and encourages equal opportunities in recruitment, training for the employee.
- Actively inspire our members to give advice on Corporate Social Responsibility issues and environment.

We carry out a public relations campaign “Preserve the sea and the environment with Shelldon” through various media events and activities. This means we can cultivate the concept of environmental conservation for children and the general public.

**CAMPAIGN TOWARDS MEMBERS**

**EQUAL OPPORTUNITIES**

**CSR - CORPORATE SOCIAL RESPONSIBILITY ADVICE**





Shellhut Entertainment Co., Ltd.  
8/16 Soi Soonvijai 26-6, New Petchburi Rd.  
Bangkapi, Huay Khwang Bangkok 10310  
Thailand