



“Productivity” and “Sustainability” in Relation to Global Change

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The world is constantly changing. It is important for everyone to understand the relationship between the concept of "sustainability" coupled with the "productivity" of operations. The concepts behind these two words can serve as guidelines for transitioning towards the future.

As we well know, "**sustainability**" means using resources optimally to meet everyone's current needs without compromising the future of subsequent generations, encompassing social, environmental, and economic contexts. It is linked to a good quality of life and the health of the planet. On the other hand, "**productivity**" refers to maximizing efficiency and effectiveness in achieving operational process goals.

When it comes to "**productive capacity in the context of sustainability**", it means achieving more with fewer resources, reducing waste. And everyone can apply this approach and put it into practice in their daily lives going forward.

In the current situation, it is imperative to urgently apply sustainability and productivity as an unavoidable guiding practice. Today's world faces unprecedented environmental challenges, from climate change and biodiversity laws, reflecting the profligate use of resources and resulting in increased pollution. These issues necessitate accelerated collaborative action at the individual, community, business, and governmental levels. One of the critical mechanisms for addressing these challenges is

integrating sustainability into productivity-driven practices by everyone on the planet.

The reason why "**Productivity**" & "**Sustainability**" must go hand-in-hand:

1. *Resource conservation* - Following sustainable practices will help raise awareness to use resources wisely, reducing waste and lowering the ecological carbon footprint. This will protect natural ecosystems and ensure their ability to replenish themselves.

2. *Flexibility and adaptability* are sustainable practices that will help increase people's ability to adjust to changing conditions that happen all the time, such as resource scarcity or severe weather. Therefore, being flexible to adapt preserves work efficiency and a good quality of life when facing challenges.

3. *The ability to profit in the long-term* - Organizations or business units that can adopt sustainability concepts as their driving strategy will gain long-term profits from using resources efficiently. This leads to cost reduction. Addressing societal conflicts also builds better relationships with stakeholders.

4. *Social impact* - The sustainability concept is not just about the environment, but also encompasses social equality and human well-being. Good productivity must consider the welfare of personnel, community wellness, and vulnerable populations. This is to enable more equitable and inclusive coexistence in society.

5. *Innovation and creativity* are the starting points for all inventions. Sustainability

is a challenge that requires finding solutions to increasingly complex problems. Driving new innovations can lead to technological advancements, new business models, and social creativity.

The goal is to increase productivity while pursuing sustainable development in Thailand.

This concept leads to "transformation for the future." In a changing and borderless interconnected world, driving productivity increases is a mechanism to drive economic growth and progress. It is a key that can unlock new opportunities and stimulate innovation, as well as create added value in industrial systems.

While continuing economic progress, we must also consider operating alongside sustainable management concepts. Pursuing sustainability is the "heart of collective happiness" at the organizational, societal, community and environmental levels - protecting our world together. This allows us to securely utilize and share the benefits of this world going forward.

Currently, Thailand is at an important turning point, where implementing productivity increases and sustainability measures is crucial.

These two dimensions of productivity and sustainability must be deeply integrated. This calls for visionary, courageous leaders who are committed to defining a future that strikes a balanced harmony between driving economic progress while also conserving the environment, society, and good governance principles in a sustainable manner.

Thailand Productivity Institute (FTPI) therefore positions itself as the central hub to

integrate driving productivity and sustainability for Thai businesses and industries, aiming towards the Sustainable Development Goals (SDGs) set by the United Nations (UN) to guide countries towards a more equitable world.

These goals comprehensively reflect the national mission to drive positive change, move forward with equality leaving no one behind, and promote sustainable outcomes for humanity and the environment for a better tomorrow. People are the most valuable resource driving everything forward with growth and sustainability, using their skills, determination, and being the driving force behind operational efficiency. To unleash their full potential, it is crucial to prioritize providing knowledge, training, and continuously seeking ways for their development.

This is to enhance their capabilities with the knowledge and skills that will spark innovation, enabling personnel to drive their organizations towards a shared future.

Moreover, there must be a transformation towards sustainability, which involves restructuring the country's industries. This is not just about creating economic resilience, but also having a sense of responsibility towards the environment, society, and humanity. It requires promoting the adoption of environmentally-friendly practices to drive this sustainable shift in industries.

By efficiently utilizing resources, creatively adopting circular economy principles, and understanding new production processes and consumption behaviors, we can pave the path towards a sustainable and resilient future.



Collaborative partnerships are another important mechanism for this journey. The major challenges we face have many facets and require collective solutions. By combining our expertise, ideas, and resources from differ-

ent organizations, we can complement each other to drive this transformation towards a sustainable and productive future that enables growth.