

SRI VIETNAM

CREDENTIALS



a member of Masso Group

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CSR is...

- ❖ Corporate Social Responsibility is ***the commitment of business*** to contribute ***to a sustainable development***, working with employees, their families, the local community and society at large to improve their quality of life, in ways that are both good for business and good for [international] development.

(World Bank)

What are the benefits of CSR?

Generally to the business

- Add values to the business and its reputation.
- License to operate
- Reduce perceived risks
- Manage stakeholder expectation and regulatory pressure
- Sustain a development of the business

Workplace

- Credited as a favorable employer
- High opportunity to recruit talented people
- Motivation leading to productivity
- Cost saving in long term
- Reduce risks from loss of high quality human resource

Marketplace

- Competitive edge/advantages
- Enhance brand value
- Raise and maintain customer loyalty
- Preferred supplier/ business partner
- Better credits, Insurance risks
- Open business potentials with new investors

Environment

- Improve supply chain performance
- Reduce risks from environmental law violation
- Resources conservation
- Waste reduction
- Cost saving

Community

- Gain better access to local resources
- Create and share mutual benefits with and within the community
- Protect the business from anti-corporate activities or reactions
- Better relations with local community and local government

A little bit about SRI Vietnam

- ❖ A member of Masso Group
- ❖ A pioneer agency in CSR and CSR communication consulting services.
- ❖ Expertise in *CSR initiatives | CSR strategy counseling | CSR project implementation | CSR communications | Business coaching in CSR | Project & Annual CSR reviews*
- ❖ We aim at “*Global standards with local initiatives to sustain business*”

* **SRI** means *Social Responsibility Investment*, which is under the *CSR umbrella concept*. While *CSR* employs more efforts from companies, *SRI* allows companies to consider *CSR* as an investment, even a financial one, that means corporate can do *CSR* as much as their resources with higher flexibility.

SRI Vietnam Services

CSR Communications & Social Marketing

Your sustainable goals and dedication are worth being communicated. We assist you in the conceptual design and realization of your communication solutions so that your messages reach the relevant target groups by all possible means.

We offer...

- CSR Communication strategy counseling
- Internal communication for CSR implementation
- Community Development Project
- Environmental & Educational Project

To make your old clothes
new again
all you need is a **human side.**

Designed by Brainstorm.

Your old clothes can be new ones to the thousands whom Shanti Daan helps cover. Donate your old clothes to Shanti Daan by bringing them in between December 18th to 20th, 2006.

So look out for the collection box on your floor.

Live the Spirit of

Spiritof3@3globalservices.com

SRI Vietnam Services

CSR Consulting

Based on review of your company's CSR status, we will consult you with the most appropriate CSR Strategy & Policy, as well as develop social/environmental projects. These will bring you a considerable contribution towards the sustainable development and responsible corporate brand of your company.

We offer...

- CSR Strategic Consulting
- Community Relations Sustaining
- Environmental Impact Control



SRI Vietnam Services

Corporate Social
Responsibility Report



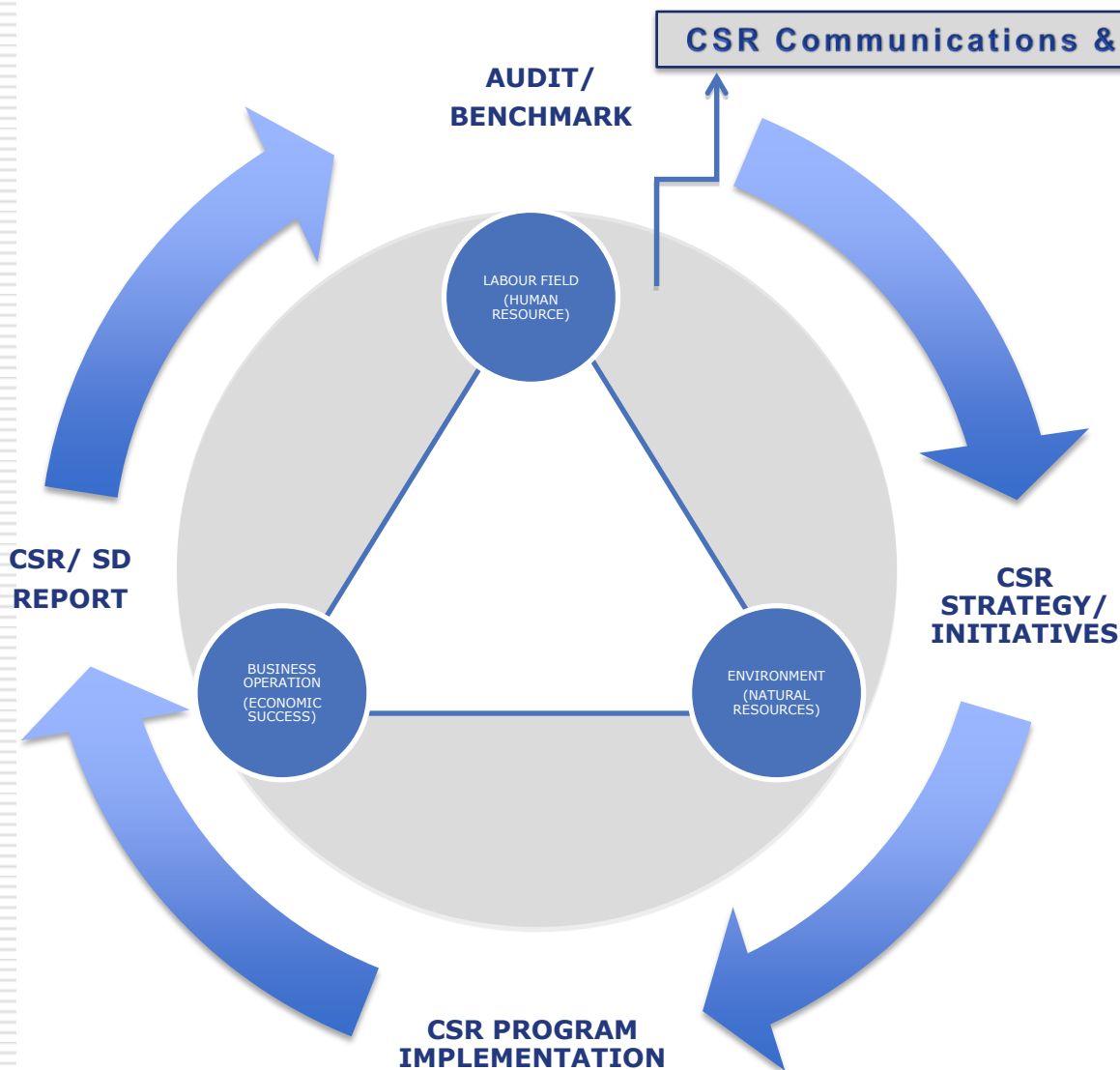
Corporate Review & Release

Reporting is very important. It helps us and our clients to track the progress of each of the projects, and how much we have achieved in building a win-win strategy for the clients' business and the community.

We help clients with...

- Corporate Internal/ Stakeholder Newsletter in term of CSR viewpoint
- Sustainable Development Reviews/ Annual Report
- CSR reports (Annual)
- CSR Case study Development & Presentation

SRI Vietnam's Methodology



- ❖ A Complexity model of Areas and Process
- ❖ Plan and Implement areas as a whole body to balance the three pillars.
- ❖ Proactive to gain rewards not only to avoid lawsuit.
- ❖ *CSR base on real context of business as a friendly strategy to everyone.*

How do we work with clients



ANALYSIS

- Business resources
- Stakeholder mapping
- Social issue identified
- Potential business needs
- Research on key information
- Competitive advantages identified
- Benchmark against best practices

STRATEGY

- Identify potential areas for CSR performance of particular business.
- Mapping of key stakeholders in the fields
- Qualify competitive advantages
- Potential non-financial risk analysis
- Build CSR goals
- Map CSR strategy
- Develop CSR initiatives in relevant fields of practice for the business.
- Client's input

ACTION

- Prioritize initiatives
- Design detailed action plan for initiatives
- Public(s) engagement/ CSR Communications plan
- Timeline & Milestones
- Evaluating indicators / criteria setting
- Advanced advisory during project running.

REPORT

- Milestone reviews
- Project measurement
- Practice area report
- Social impact report
- Annual report (Sustainable development/ CSR)
- Business profile building & updating
- Support on Making advantage of the business CSR report (communications, investment attracting, etc.)

OPTIMIZATION

- Benchmark against best practice in the industry
- Necessarily revise action plans
- Update social informants & stakeholders
- Review and Enhance strategy

Our CSR network



ASIAN INSTITUTE OF MANAGEMENT
AIM CONFERENCES

ASIAN INSTITUTE OF MANAGEMENT
RAMON V. DEL ROSARIO SR.
CENTER FOR CORPORATE SOCIAL RESPONSIBILITY

ASIAN FORUM
on Corporate Social Responsibility

Asia's Foremost CONFERENCE and EXPO on Corporate Social Responsibility
November 19 & 20, 2009 • Crowne Plaza Hotel
Metro Manila, Philippines

The banner features a photograph of three smiling children on the right side.



Our clients



Why SRI Vietnam?

We have a passionate & professional team...

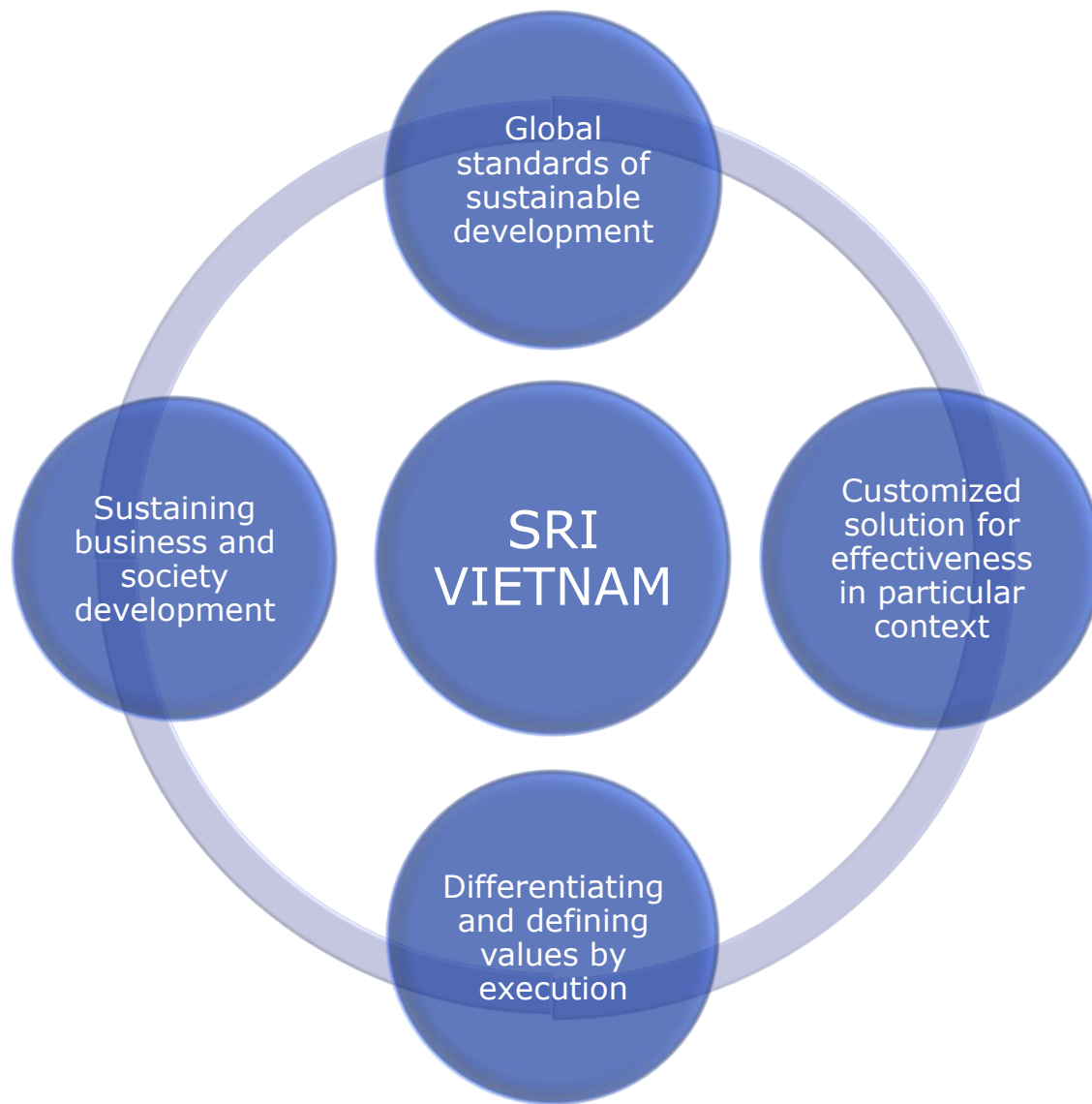
- ❖ Denise Thi, MA – CSR Director
- ❖ Nguyen Trung Thang, MA – Business Consultant
- ❖ CSR Consultant team:
 - Le Ngoc Han, MA – CSR Consultant
 - Akhila Vijayaraghavan, CSR Practitioners Certification of IEMA, MSc – CSR Analyst
 - Other regional & world-class freelance consultants from the network of Asia Forum on CSR

Why SRI Vietnam?

WE POSSESS...

- ❖ A deep understanding of global CSR and national context.
- ❖ A full service PR consultancy that provides professional communications
- ❖ Good understanding about Corporate strategy
- ❖ Clear and defined communication strategy
- ❖ Government/media relations
- ❖ Detailed execution plan and high standard and thoroughly professional writing.
- ❖ Particular expertise and networking in social development

Values that we bring to your business...



Highlighted Case Studies

VINAMILK 6 MIL. GLASSES OF MILK



A campaign targeting to bring 6mil. glasses of milk to children and students in all areas of Vietnam.

❖ Objectives:

- To provide more calcium and other nutrients to Vietnamese children via milk consumption.

❖ Implementation:

- Number of provinces & cities: 62
- Number of schools: 55
- Number of “open houses”: 350
- Number of children receiving milk: 19.905 students and 29.828 “open house” children

Highlighted Case Studies

❖ Results:

- 5.770.344 glasses of milk were brought to Vietnamese children.
- Vinamilk became the pioneer in promoting solutions to the problem of low milk consumption in Vietnamese population. More than 70% of Vietnamese do not have the habit of drinking milk as a source of calcium and nutrition. This social issue results in little recognition of benefits of milk consumption in many Vietnamese adults & children. Besides, many orphans suffer from insufficient milk consumption that negatively affects their growth and development.
- During its duration, the campaign received a lot of support from relevant partners and schools and proved successful.

Highlighted Case Studies

HOLCIM VIETNAM – “CONNECTION” NEWS RELEASE



❖ Objectives:

- Strengthen Holcim’s engagement with its non-business stakeholders through creating the quarterly news release called “Connection”.

❖ Our work:

- Proposed the initial master concept, framework & content of the publication
- Built up ideas & overall idea for each version going along with the communication purposes of Holcim
- Managed and conducted the detailed content development in order to successfully deliver Holcim’s culture and sustainable development spirit
- Took full responsibility for designing friendly and comprehensive layouts

Contact details

We are more than happy to give you an offer, please contact us ASAP to build or improve your Communication & Social Marketing campaigns.

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Thank You !



a member of Masso Group