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Bosch Vietnam

Häfele Vietnam

Home Credit Vietnam

Asia Vocational Guidance Corporation

Herbalife Nutrition Company

Aviva Vietnam Life Insurance Son Viet Garment Corporation (sovitex)

Hung Thinh Corporation

Heineken Vietnam

Acecook Vietnam JSC

Thai Binh Trade & Investment Joint Stock Company

An Cuong Wood Working JSC

Diversey Vietnam An Binh Commercial Joint Stock Bank

Long Thanh Plastic Company

Thang Loi Group

Nam A Bank

Vina Latex JSC

Rex Hotel Saigon

Insee Vietnam

Bolloré Logistics Vietnam

Toyota Motor Vietnam



SaigonTimesGroup

Peab Steel Buildings Company

TH Group

Shinhan Bank

Thien Long Corporation

BASF Vietnam

Vingroup JSC

Dai-ichi Life Vietnam

Novaland Group

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Fico-YTL Cement

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Kim Oanh Group

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Heart-felt gratitude to corporate philanthropists

Dear valued readers,

The Saigon Times CSR 2019 program – initiated for the first time and kickstarted in late July – has witnessed the active participation of enterprises across the country.

As stories on corporate social responsibility (CSR) of enterprises come in, we as editors and reporters at The Saigon Times are greatly moved and marveled at the indescribable contributions from many generous enterprises who have explored ways to develop the community and support the poor, rolled up their sleeves to protect the environment, and rev up education for the young to bring about a better future for those disadvantaged people and for the country.

Many enterprises have set up foundations to pursue the noble cause of giving back to the community, set aside part of their annual profits to ensure that their contributions to the society are sustained, and even provide manpower for such CSR activities.

Such contributions instill confidence in the society that good deeds and motherly hearts are still awash among the business circle and that the country's deep-rooted cultural traditions of rendering love towards the underprivileged have never waned despite hardships faced by entrepreneurs.

As we asserted from the very beginning that the Saigon Times CSR 2019 program is organized to give an overview of the diverse CSR activities and programs, we have now come to realize that such CSR activities and programs are beyond imagination, let alone an overview; as we meant early on to ensure that the noble cause by the business circle should not go unrecognized, we now understand it is beyond our capacity to acknowledge all those selfless goodwill of the corporate philanthropists.

This special edition of The Saigon Times is issued in recognition of such good deeds, but in fact, we are only able to mention a few dabs in a far greater, far more beautiful picture on CSR activities and programs being conducted by enterprises in the society. With this publication, we now want to convey heart-felt gratitude to corporate philanthropists for their relentless efforts to support the community.

As the generous corporate citizens continue growing with the community for the sustainable development of the country, we at The Saigon Times are committed to accompany them in their meaningful journeys. The Saigon Times CSR program will continue next year in our effort to reflect and acknowledge future CSR activities and programs of the business community.

THE SAIGON TIMES

Sự trân trọng dành cho các doanh nghiệp hảo tâm

Quý độc giả kính mến,

Chương trình The Saigon Times CSR 2019 (Trách nhiệm xã hội của doanh nghiệp) - lần đầu tiên được tổ chức và khởi động từ cuối tháng 7 - đã nhận được sự hưởng ứng nồng nhiệt từ các doanh nghiệp khắp nơi trên cả nước.

Khi nhận được những câu chuyện CSR mà các doanh nghiệp gửi tới, chúng tôi - những phóng viên và ban biên tập tại The Saigon Times, rất cảm kích trước những đóng góp cho cộng đồng của doanh nghiệp, những công ty đã tìm mọi cách để hỗ trợ cộng đồng và những người gặp khó khăn, chung tay bảo vệ môi trường, trao học bổng cho học sinh, sinh viên nghèo, mang đến tương lai tươi sáng hơn cho những người yếu thế và cho đất nước.

Nhiều doanh nghiệp đã thành lập các quỹ từ thiện để đóng góp cho cộng đồng, dành một phần lợi nhuận hàng năm để đảm bảo các chương trình CSR được duy trì đều đặn. Không chỉ đóng góp về mặt vật chất, các doanh nghiệp còn dành thời gian, công sức và nhân lực cho hoạt động thiện nguyện.

Những đóng góp này chứng minh rằng lòng tốt và những trái tim nhân ái luôn tồn tại trong cộng đồng doanh nghiệp và truyền thống giúp đỡ những người kém may mắn không bao giờ phai mờ dù trong hoàn cảnh kinh tế khó khăn.

Như chúng tôi tâm niệm ngay từ khi bắt đầu, chương trình The Saigon Times CSR 2019 được xây dựng để cung cấp một cái nhìn tổng quát về hoạt động CSR phong phú của các doanh nghiệp. Chúng tôi nhận ra rằng sự đóng góp cho xã hội của các doanh nghiệp là vô cùng to lớn, và sẽ rất đáng tiếc nếu những nghĩa cử tốt đẹp này không được công nhận và tôn vinh.

Ấn phẩm đặc biệt này là một lời tri ân The Saigon Times dành cho những doanh nghiệp luôn hết mình vì xã hội. Chúng tôi chỉ có thể phản ánh một phần nhỏ trong bức tranh CSR muôn màu muôn vẻ của các doanh nghiệp. Với ấn phẩm này, chúng tôi muốn thể hiện sự ngưỡng mộ và trân trọng đối với các doanh nghiệp đã không mệt mỏi đóng góp cho sự phát triển của cộng đồng.

The Saigon Times cam kết sẽ luôn đồng hành cùng các doanh nghiệp trong hành trình đầy ý nghĩa đóng góp cho sự phát triển bền vững của cộng đồng, của xã hội. Chương trình The Saigon Times CSR sẽ được tiếp tục trong năm tới để chúng tôi có thể phản ánh và tôn vinh các hoạt động CSR của cộng đồng doanh nghiệp trong tương lai.

THE SAIGON TIMES

EDITOR Pham Huu Chuong
MANAGING EDITOR Nguyen Van Thang
ASSISTANT MANAGING EDITOR
 Pham Dinh Dung
DESIGNER Vu Le Khanh Ngoc

EDITOR-IN-CHIEF Tran Minh Hung
DEPUTY EDITORS-IN-CHIEF
 Pham Huu Chuong, Phan Chien Thang

ADVERTISING:
 Tel: (84.28) 39153707 (Ms Huong)
 (84.28) 38214393
 Fax: (84.28) 39153712
 Email: quangcao@thesaigontimes.vn

READER RELATIONS DEPARTMENT
 35 Nam Ky Khoi Nghia St., Dist. 1,
 HCMC, Vietnam
 Tel: (84.28) 38210019
 Fax: (84.28) 38210018
 Email: phathanh@thesaigontimes.vn

HEAD OFFICE
 35 Nam Ky Khoi Nghia St., Dist. 1,
 HCMC, Vietnam
 Tel: (84.28) 38297166/38295936
 Fax: (84.28) 38212043
 weekly@thesaigontimes.vn

HANOI BUREAU
 9 Ton That Thiep St., Cua Dong Ward,
 Hoan Kiem District, Hanoi, Vietnam
 Tel: (024) 37474351/2
 Fax: (024) 37474350
 vphanoi@thesaigontimes.vn

DANANG BUREAU
 70-72 Tran Phu St., Danang, Vietnam
 Tel/Fax: (0236) 3872358
 vpdanang@thesaigontimes.vn

CAN THO BUREAU
 95 Tran Van Hoai St., Can Tho, Vietnam
 Tel/Fax: (0292) 3824688
 vpcantho@thesaigontimes.vn

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 export@xunhasaba-hcmc.com.vn

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 baohay.com. Email: phucvu@baohay.com

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LIST OF 40 ENTERPRISES ELIGIBLE FOR SAIGON TIMES CSR 2019 CERTIFICATION

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ACECOOK VIETNAM JSC

Công ty Cổ phần Acecook Việt Nam

DAI-ICHI LIFE VIETNAM

Công ty TNHH Bảo hiểm Nhân thọ Dai-ichi Việt Nam

NOVALAND GROUP

Công ty CP Tập đoàn Đầu tư Địa ốc Nova

AN CUONG WOOD WORKING JSC

Công ty Cổ Phần Gỗ An Cường

HÄFELE VIETNAM

Công ty TNHH Häfele Việt Nam

HERBALIFE NUTRITION COMPANY

Công ty TNHH MTV Herbalife Việt Nam

HUNG THINH CORPORATION

Công ty cổ phần tập đoàn Hưng Thịnh

LONG THANH PLASTIC COMPANY

Công ty TNHH Nhựa Long Thành

SAIGONTOURIST TRAVEL SERVICE COMPANY

Công ty Dịch vụ Lữ hành Saigontourist

THANG LOI GROUP

Công ty Cổ phần Địa ốc Thăng Lợi

VINGROUP JSC

Tập đoàn Vingroup

KIM OANH GROUP

Công ty cổ phần Dịch vụ Thương mại & Xây dựng

Địa ốc Kim Oanh

NAM LONG INVESTMENT CORPORATION

Công ty Cổ phần Đầu tư Nam Long

AN BINH COMMERCIAL JOINT STOCK BANK

Ngân hàng Thương mại Cổ phần An Bình

BASF VIETNAM COMPANY LIMITED

Công ty TNHH BASF Việt Nam

BOSCH VIETNAM COMPANY LIMITED

Công ty TNHH Bosch Việt Nam

HOME CREDIT VIETNAM FINANCE COMPANY LIMITED

Công ty Tài Chính TNHH MTV Home Credit Vietnam

NAM A BANK

Ngân hàng thương mại cổ phần Nam Á

THIEN LONG CORPORATION

Công ty CP Tập đoàn Thiên Long

TON DONG A CORPORATION

Công ty Cổ phần Tôn Đông Á

AVIVA VIETNAM LIFE INSURANCE COMPANY LIMITED

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FICO-YTL CEMENT

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NESTLÉ VIETNAM

Công ty TNHH Nestlé Việt Nam

HSBC VIETNAM

Ngân hàng TNHH một thành viên HSBC (Việt Nam)

HEINEKEN VIETNAM

Công ty TNHH Nhà máy bia Heineken Việt Nam

DIVERSEY VIETNAM

Diversey Việt Nam

SUNTORY PEPSICO VIETNAM

Công ty TNHH Nước Giải Khát Suntory PepsiCo Việt Nam

TOYOTA MOTOR VIETNAM

Công ty Ô Tô Toyota Việt Nam

VIETNAM AUSTRALIA INTERNATIONAL SCHOOL (VAS)

Hệ thống trường Quốc tế Việt Úc

REX HOTEL SAIGON

Khách sạn Rex Sài Gòn

THAI BINH TRADE & INVESTMENT

JOINT STOCK COMPANY

Công ty Cổ phần Thương mại Đầu tư Thái Bình

FPT CORPORATION

Công ty cổ phần FPT

SHINHAN BANK VIETNAM LIMITED

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Công Ty Cổ phần May Sơn Việt

A AU VOCATIONAL GUIDANCE CORPORATION

Công ty Cổ phần Hướng nghiệp Á Âu

TH GROUP

Công ty Cổ phần Chuỗi thực phẩm TH

BOLLORÉ LOGISTICS VIETNAM

Công ty Bolloré Logistics Việt Nam

VINALATEX CORP

Công ty Cổ phần Vinalatex

PEB STEEL BUILDINGS COMPANY

Công ty TNHH Nhà Thép PEB

A caring heart for the community

For a generous heart, business must go hand in hand with social responsibility.

Numerous enterprises, while striving to realize their business goals, have managed to set up deep-rooted bonds with the community, considering corporate social responsibility as their top-priority mission for the development of communities where they operate. It is not simply for them to earmark certain sums from their coffers for charitable activities, as many have to create ways to optimize benefits for the community.

Notably, many such enterprises spend big on CSR activities – some with hundreds of billions of Vietnam dong each year – to grow alongside the society.

FROM DAILY NECESSITIES...

Herbalife Vietnam, for example, has sought to improve nutrition for many Vietnamese people, especially poor children, across the country. To date, Herbalife Nutrition Foundation, which is supported by its employees, members, their families and friends, has launched several Casa Herbalife programs, enabling hundreds of children, especially those in poverty-stricken communities, to have access to better nutrition.

In 2013, HNF launched a program to support Dong Tam Social Protection Center with over 100 children in Binh Dinh Province, and the year after, it initiated the support program for Huong Duong Orphanage in Hau Giang Province. Last year, the foundation kick-started two major Casa Herbalife programs, with one for Xa Dan School in Hanoi with 500 students, and the other for the Women's Charity Association of HCMC with 150 children.



Doctor Hattori Tadashi examines the eyes of a cataract patient after surgery in Mong Cai City, Quang Ninh Province
PHOTOS: ACECOOK VIETNAM

Vu Van Thang, general manager for Herbalife Vietnam and Cambodia, says the foundation has to date disbursed some US\$430,000 to support needy children at these centers, adding the support for those center will continue for long.

"We provide annual grants to these four community centers to help provide better nutrition to around 800 children and plan to open more centers in the future," says the general manager.

Dai-ichi Life Group, meanwhile, has established its "For a better life" Foundation to attentively care for the community, especially poor and disadvantaged people. Since 2012, the foundation has embraced the "Clean water for school" project, installing 99 water filter systems and drilling 10 wells for schools in rural and underdeveloped areas, benefiting over 32,000 pupils and teachers so far.

The life insurer has teamed up with the HCMC Sponsoring Association for Poor Patients since 2009 to launch the "Bring light to the poor" program to support over 5,000 sight-impaired people in the country.

Similarly, HCMC-based An Cuong Wood Working JSC, a leading company in woodworking and furnishing materials in Vietnam, has established its foundation Smile of Hope with multiple charity activities over the last seven years, a remarkable activity of which is the "Bring Love-Help Children to School" program.

Over the last two years, An Cuong employees have come to the northern mountainous provinces of Ha Giang, Yen Bai and Cao Bang to renovate schools and offer gifts to poor students there.

"We are always striving to accomplish our mission, which is to make greater contributions to the community by helping more disadvantaged children and old people, contributing to social development," says Le Duc Nghia, founder and general director of An Cuong.

An Cuong has also joined hands with the Vietnam Heartbeat Program of the

Growing with the community, for many enterprises, has become the right approach for their business development, as a better community will help ensure their sustainable growth. For a generous corporate citizen, business always goes hand in hand with social responsibility.



Kids with sight impairment enjoy themselves at a water playground during a trip under "Lighting Hopes" program, annually organized by Saigontourist Travel Service Company
PHOTO: COURTESY OF SAIGONTOURIST

VinaCapital Foundation with an aim to save as many children with heart diseases as possible. The company has sponsored the "Winter nights' dreams" program to raise nearly VND1.4 billion for child cancer patients.

Or at the real estate group Hung Thinh Corp., bringing joy to poor people during special occasions and easing their sufferings have become a work-a-day practice over the years.

For the past several years, the company has organized truckloads of gifts for poor people in the central province of Binh Dinh during springtime, and early this year, this program was expanded to Khanh Hoa Province with over 1,500 sets of gifts valued at VND1.2 billion donated.

In August, Hung Thinh donated VND28.5 billion for the country's islands and sea program, helping soldiers in remote areas overcome financial hardship.

...TO LONG-TERM DEVELOPMENT PROGRAMS

While providing daily necessities warms up the hearts of poor people, long-term programs promise all-rounded development for the community in the future, and many enterprises have dug deep into their pockets for such activities.

At Vingroup, several large-scale programs have been launched lately. The country's biggest private conglomerate has recently established Vingroup Innovation Foundation with the primary mission to support individuals and or-

ganizations to conduct research on science, technology and innovation, aiming to create positive and sustainable changes for the economy.

On August 19, the foundation announced a list of 20 science and technology projects that will receive funding totaling VND124 billion, or over US\$5.3 million. These projects are expected to bring many benefits to important fields, such as Big Data, biomedical science, genetics research, material science, smart traffic, and Internet of Things.

In addition, the group has announced the establishment of the VinTech Fund under VinTech City, which will spend VND150 billion sponsoring 15 technology and science research projects in Vietnam this year. Truong Ly Hoang Phi, chief executive officer of VinTech City, said that the program was aimed at helping create more scientific and technological products, expand the startup community and assist these startups to develop.

In another aspect, Acecook Vietnam has recently provided VND16.8 billion for a four-year project called "Doraemon with traffic safety" to raise awareness of traffic safety among school children since 2016. The slogan creation competition was aimed to contribute to building a safe transport culture in the community.

The contribution of the foodstuff maker to the local community is also evidenced in its provision of VND1.5 billion for the National Fund for Vietnamese Children to supply nourishing meals, scholarships and stationery for children in disaster-hit or poverty-stricken ethnic minority areas.

Hung Thinh Corp., owing to its expertise in the property sector, has sought to improve housing conditions for the community, especially the poor.

Last year, Hung Thinh set aside some VND65 billion for community programs, over half of which was spent on nearly 700 gratitude houses donated to poor people in many provinces and cities across the country.

The housing-for-the-poor program is continuing this year. Hung Thinh management says the group has earmarked VND70 billion for charitable activities, with a big proportion to be spent on building gratitude houses.

Aware of the great contributions to the community, the Government and other agencies have lavished praise on generous companies with sizeable CSR programs, although winning praise or awards are not the targets of their charitable activities. Herbalife Vietnam, for example, has for two consecutive years of 2018-2019 been honored by AmCham for its effective CSR programs, while Hung Thinh Corp. has earned over 150 awards and certificates, including a Labor Order issued by the State President, in recognition of its generous contributions to the society.

Growing with the community, for many enterprises, has become the right approach for their business development, as a better community will help ensure their sustainable growth. For a generous corporate citizen, business always goes hand in hand with social responsibility.

BY SON NGUYEN

HUNG THINH CORPORATION *the journey for a flourishing community*

For the sake of success and sustainable development, Hung Thinh Corporation, a Vietnamese real estate developer based in HCMC, has for the past 18 years followed a code of professional ethics in which the company strives to provide high-quality products to ensure the interests of its clients and partners, as well as the local community.



Chairman of Hung Thinh Corporation Nguyen Dinh Trung (R), at the witness of Vietnam's Vice President Dang Thi Ngoc Thinh (C), donates VND28.5 billion to Rear Admiral Pham Van Vung in August 2019 so that the official will send the money to officers and soldiers on duty on Truong Sa (Spratly) Archipelago and 15 DK1 rigs

PHOTO: HUNG THINH CORPORATION

In addition to bringing a prosperous life to its clients through a wide variety of its high-quality property products, Hung Thinh Corporation also aims to make positive contributions to the society. The organization of corporate social responsibility (CSR) activities has long been at the core of the firm's targets since its early days of establishment by its own motto, "For a flourishing community."

Together with its robust business activities, Hung Thinh Corporation regards CSR activities as a mission in alignment with its sustainable development strategy. To do so, the corporation's leaders and staff seek to extend kindness by helping the unfortunate, and encouraging them to overcome their difficulties. The firm has been implementing a host

of social programs of various scales all over the country.

So far this year, the corporation has spent nearly VND70 billion on many programs, including the construction of charitable homes in the Mekong Delta province of Vinh Long and the sponsorship of the Nha Trang-Khanh Hoa Sea Festival 2019, "Tet lam dieu hay" (Doing good deeds for the Lunar New Year, or Tet holiday), and other activities supporting needy residents on the occasion of Tet, as well as donation to the HCMC Fund for the Poor.

As a lunar new year comes, Hung Thinh Corporation celebrates "Xuan Yeu Thuong" (Beloved Spring) program for people in the central coastal province of Binh Dinh. The program was scaled up this year since it was also held in the south-central province of Khanh Hoa for the first time. More than 1,500 gifts worth nearly VND1.2 billion were directly given to policy beneficiary families and underprivileged individuals in the rural district of Hoai Nhon in Binh Dinh province, and the outlying districts of Dien Khanh and Cam Lam in Khanh Hoa Province.

The corporation also sponsors volunteer programs for people in disaster-prone areas in central Vietnam. Recently, it donated more than VND3 billion to residents affected by severe storms in Binh Dinh Province, as well as local officials and workers in charge of environmental protection, who joined hands to minimize damages by Tropical Storm Matmo in October, the fifth to hit Vietnam this year.

In August 2019, the corporation sponsored VND28.5 billion for a sea and island



Vietnam's Vice President Dang Thi Ngoc Thinh (R) gives the third-class Labour Order to Chairman of Hung Thinh Corporation Nguyen Dinh Trung
PHOTO: HUNG THINH CORPORATION

program in the provinces of Ba Ria-Vung Tau and Khanh Hoa. The purpose of the program was to assist military officers and soldiers on duty on Truong Sa (Spratly) Archipelago and 15 offshore scientific-technological economic service stations, also known as DK1 rigs, in overcoming hardships and completing the mission of defending the motherland.

Speaking at the event, Vietnamese Vice President Dang Thi Ngoc Thinh praised Hung Thinh Corporation for having made many positive contributions to social security activities, as well as sea and island programs for the past time.

Chairman of Hung Thinh Corporation Nguyen Dinh Trung said, "This gift is not great, but conveys the love and hearts of the entire 3,000 employees of Hung Thinh Corporation. We hope, to a certain extent, to warm up the hearts of the soldiers on the remote islands. This is not only our affection but also our partial responsibility to the officers and soldiers who have spent their entire 'spring years' protecting the country."

Last year, Hung Thinh spent roughly VND68 billion implementing social security programs and building nearly 700 charitable houses for disadvantaged households in many cities and provinces like Binh Dinh, Quang Nam, Quang Ngai, Phu Yen, Khanh Hoa, Ba Ria-Vung Tau, Vinh Long, and HCMC.

These outcomes are made possible by Chairman Nguyen Dinh Trung and the executive board of the corporation, who are making every effort to uphold the Vietnamese tradition, "Good leaves cover torn leaves," referring to activities aimed at helping the disadvantaged to rebuild their lives for the better.

As a result, Hung Thinh Corporation has been presented with more than 150 awards and certificates of merit – an empowering affirmation for its brand reputation

on the local real estate market, as well as the confidence among its clients and partners.

It goes without saying that during the past 18 years, Hung Thinh has become a prestigious corporation in southern Vietnam and a major property brand in the country. Currently, it has around 50 member companies, 12 representative offices, and a system of nine transaction platforms with nearly 3,000 employees. The corporation has left a distinct impression on some 80 property projects of various types across the country.

For a flourishing community, Hung Thinh has been transforming itself into a multi-sectoral corporation, which makes investment in technology, education and healthcare in order to complete its value chain and thus bring about more benefits to its clients, and the society in general.

BY PHAM NHAT



Vietnam's Vice President Dang Thi Ngoc Thinh (4th L) and Chairman of Hung Thinh Corporation Nguyen Dinh Trung (3rd L) are at a ceremony to donate 500 charitable houses worth a total of VND25 billion to the representatives of Quang Nam, Quang Ngai, Binh Dinh, Phu Yen and Khanh Hoa provinces on December 16, 2018
PHOTO: HUNG THINH CORPORATION

Sứ mệnh phát triển

một cộng đồng hưng thịnh

Trong suốt hành trình 18 năm phát triển, Ban Lãnh đạo Tập đoàn Hưng Thịnh luôn nhận thức rằng, để thành công và phát triển bền vững, bên cạnh định hướng chiến lược đúng đắn thì việc trân trọng giá trị đạo đức kinh doanh, mang đến những sản phẩm chất lượng, đảm bảo lợi ích cho khách hàng, đối tác và chung tay vì cộng đồng là triết lý kinh doanh đầy nhân văn mà doanh nghiệp luôn hướng đến



Ông Trần Quốc Dũng - Phó Tổng Giám đốc Tập đoàn Hưng Thịnh - trao tặng 1 tỉ đồng cho bà Tô Thị Bích Châu - Ủy viên Ban Thường vụ Thành ủy, Chủ tịch Ủy ban MTTQ Việt Nam TPHCM - Đại diện Quỹ Vì người nghèo thành phố

Không chỉ mang đến cuộc sống thịnh vượng, sung túc cho khách hàng bằng hàng loạt các sản phẩm chất lượng, Tập đoàn Hưng Thịnh còn mong muốn đóng góp cho xã hội những giá trị tốt đẹp thông qua nhiều hoạt động ý nghĩa vì cộng đồng. Đây cũng chính là tâm niệm đã được định hình ngay từ lúc thành lập Tập đoàn và được thể hiện trong chính phương châm kinh doanh “Vì một cộng đồng hưng thịnh” của Tập đoàn.

Song song với hoạt động kinh doanh sôi nổi, Hưng Thịnh luôn xem các hoạt động vì cộng đồng là sứ mệnh song hành cùng chiến lược phát triển bền vững. Bên cạnh nhiệm vụ phát triển Hưng Thịnh ngày một tiến xa hơn nữa, Ban lãnh đạo và toàn thể Cán bộ - Nhân viên Tập đoàn luôn mong muốn nhân rộng lòng yêu thương nhân ái bằng cách giúp đỡ, sẻ chia và đùm bọc nhiều hơn nữa những mảnh đời thiếu may mắn, động viên họ vượt qua thử thách của cuộc sống, góp phần xây dựng xã hội ngày một tốt đẹp hơn. Bằng khả năng của mình, Hưng Thịnh đã thực hiện hàng loạt các chương trình nhân đạo lớn nhỏ dành cho cộng đồng – xã hội trên khắp mọi miền cả nước.

Năm 2019, Tập đoàn Hưng Thịnh đã đồng hành cùng nhiều hoạt động xã hội nổi bật với kinh phí khoảng gần 70 tỷ đồng như: xây dựng nhà tình nghĩa tại tỉnh Vĩnh Long, tài trợ các chương trình Festival Biển Nha Trang – Khánh Hòa 2019, “Tết làm điều hay”, Chăm lo Tết cho người nghèo nhân dịp Xuân Kỷ Hợi 2019, Xuân Canh Tý 2020, ủng hộ Quỹ Vì người nghèo TP.HCM...

Như thường lệ, cứ mỗi dịp Tết đến xuân về, Tập đoàn Hưng Thịnh lại chở những chuyến xe đầy nghĩa tình đến bà con tỉnh Bình Định thông qua chương trình “Xuân yêu thương”. Năm 2019, “Xuân yêu thương” còn mở rộng quy mô khi lần đầu tiên được tổ chức tại tỉnh Khánh Hòa. Hơn 1.500 phần quà có tổng giá trị gần 1,2 tỷ đồng đã được trao tận tay bà con gia đình chính sách và có hoàn cảnh khó khăn tại huyện Hoà Nhon (tỉnh Bình Định), huyện Diên Khánh và huyện Cam Lâm (tỉnh Khánh Hòa).

Bên cạnh chuỗi hoạt động trao tặng nhà tình nghĩa và “Xuân yêu thương”, Hưng Thịnh còn đồng hành cùng các chương trình thiện nguyện vì bà con vùng lũ miền Trung. Mới đây nhất, Tập đoàn đã trao tặng hơn 3 tỷ đồng ủng



Ông Lê Kim Toàn - Phó Bí thư Tỉnh ủy, Trưởng đoàn ĐBQH tỉnh Bình Định và ông Trương Văn Việt - Phó tổng giám đốc Tập đoàn Hưng Thịnh - tặng quà cho bà con xã Hoài Phú, huyện Hoài Nhơn (Bình Định) trong chuỗi chương trình “Xuân yêu thương”

hộ đồng bào bị ảnh hưởng bởi bão lụt tại Bình Định cũng như các cán bộ, công nhân môi trường và cây xanh tại địa phương tham gia khắc phục hậu quả của cơn bão số 5.

Đặc biệt, tháng 8/2019 vừa qua, Hưng Thịnh đã tài trợ 28,5 tỷ đồng cho chương trình biển đảo, góp phần hỗ trợ các chiến sĩ vượt qua khó khăn, hoàn thành tốt nhiệm vụ bảo vệ Tổ quốc.

Trong năm 2018, Hưng Thịnh đã dành gần 65 tỷ đồng để thực hiện các chương trình an sinh xã hội và xây dựng gần 700 căn nhà tình nghĩa cho bà con có hoàn cảnh khó khăn tại các tỉnh thành: TP.HCM, Vĩnh Long, Bà Rịa - Vũng Tàu, Bình Định, Quảng Nam, Quảng Ngãi, Phú Yên và Khánh Hòa. Đây chính là nỗ lực của Chủ tịch Tập đoàn Nguyễn Đình Trung và Ban lãnh đạo nhằm duy trì và phát huy truyền thống “lá lành đùm lá rách”, giúp đỡ những bà con có hoàn cảnh khó khăn sớm ổn định và phát triển cuộc sống.

Nằm trong chuỗi các hoạt động vì cộng đồng, trong năm 2018, Tập đoàn Hưng Thịnh đã dành riêng nguồn kinh phí hơn 35 tỷ đồng để trao tặng nhà tình nghĩa trên khắp các tỉnh thành nói trên. Trong đó, Tập đoàn đã trao tặng 500 căn nhà tình nghĩa với tổng kinh phí 25 tỷ đồng cho bà con có hoàn cảnh khó khăn tại các tỉnh Quảng Nam, Quảng Ngãi, Bình Định, Phú Yên, Khánh Hòa; 50 căn nhà đại đoàn kết với tổng kinh phí 3 tỷ đồng cũng được xây dựng cho các gia đình khó khăn trên địa bàn tỉnh Bà Rịa – Vũng Tàu. Thông qua Quỹ “Vì

người nghèo TP.HCM”, Hưng Thịnh cũng đã đóng góp 2,5 tỷ đồng để xây dựng 50 căn nhà tình nghĩa trên địa bàn Thành phố.

Bằng chữ “Tâm” trong hoạt động kinh doanh và cộng đồng, tính đến nay, Tập đoàn Hưng Thịnh đã vinh dự đón nhận hơn 150 giải thưởng, danh hiệu cao quý như một lời khẳng định mạnh mẽ cho uy tín thương hiệu Hưng Thịnh trên thị trường cũng như niềm tin nơi đối tác và khách hàng.

Có thể nói, xuyên suốt hành trình 18 năm kiên định với hướng đi riêng, đến nay Hưng Thịnh đã trở thành Tập đoàn uy tín tại thị trường phía Nam và là thương hiệu bất động sản lớn mạnh của cả nước với gần 50 công ty thành viên, 12 văn phòng đại diện và hệ thống sàn giao dịch quy mô, đội ngũ gần 3.000 nhân sự và để lại dấu ấn đậm nét với gần 80 dự án thuộc nhiều loại hình khác nhau trải dài khắp các tỉnh thành trên cả nước. Tiếp nối sứ mệnh kiến tạo một cộng đồng hưng thịnh, Tập đoàn Hưng Thịnh đã, đang và sẽ hướng đến phát triển đa ngành, đầu tư vào công nghệ, giáo dục, chăm sóc sức khỏe... để ngày càng hoàn thiện hơn chuỗi giá trị và mang lại lợi ích tốt đẹp hơn cho khách hàng và cho xã hội.

KHÁNH AN



Ông Trương Văn Việt - Phó tổng giám đốc Tập đoàn Hưng Thịnh (thứ 2 từ phải qua)- trao 1 tỉ đồng cho ông Nguyễn Ngọc Toàn - Phó tổng biên tập báo Thanh Niên (thứ 2 từ trái qua) nhằm ủng hộ đồng bào bị thiệt hại do bão lụt tại tỉnh Bình Định



The tourism complex NovaWorld Phan Thiet developed by Novaland in Binh Thuan Province

NOVALAND

The backer of sustainable *tourism development*

Novaland as a major real estate group in the country in its history of 27 years has set its sight on sustainable development. The company has recently managed to introduce its sustainable development philosophy to the tourism industry.

RESPONSIBLE INVESTMENT

In 2018, Novaland joined forces with The Boston Consulting Group (BCG), the Military Commercial Joint-stock Bank, and Can Tho City government, alongside representatives of the Mekong Delta provinces, to launch the "Mekong Delta tourism development adapted to climate change" project. This project will map out and execute a strategy on connecting and developing the tourism industry in the Mekong Delta, with Can Tho City playing the central role.

After conducting a survey, the consultant BCG proposed the vision known as "#MyMekong – Asia's No.1 Riverside Destination" that is aimed to help relevant stakeholders to develop a strong tourism brand with outstanding peculiarities and professional management. Under the strategy, the Mekong Delta will become the first-choice destination for international tourists by 2030, creating 300,000 jobs for locals, according to Novaland's management.

Given the strategy, Novaland has prepared its own project NovaWorld

Mekong in the heart of Can Tho City. NovaWorld Mekong is touted as an internationally-acclaimed project which will effectively combine tourism with agriculture and traditional lifestyle with an aim to make the Mekong Delta a well-known tourist destination in the world.

This development method is also introduced to the south-central province of Binh Thuan, home to numerous resorts and tourism clusters, especially in Phan Thiet City. Novaland has financed a study conducted by the U.S.-based consultant McKinsey & Company to prepare a strategy for sustainable tourism development in Binh Thuan. The key goals are to make Binh Thuan an adorable destination for international tourists in various segments like sea and entertainment, sporting and adventuring, health-conscious and relaxation, and MICE tours.

RESPONSIBILITY TOWARDS COMMUNITY

Besides successful business performance and good policies for employees, Novaland has determined that the value of a brand must be built based on its contributions to the community development.

The group has ceaselessly cooperated with State management agencies, organizations, partners and local residents to conduct community activities.

In the coming periods, Novaland will accompany the governments of Binh Thuan, Ba Ria-Vung Tau, Dong Nai and Mekong Delta provinces, where it has developed projects, in social welfare and poverty alleviation programs. In addition, the group will invest in activities that have great impacts on the long-term development of these localities, such as tourism promotion, human resource training and scholarship award activities.

The group's efforts have been recognized by prestigious local and foreign organizations. It has been honored in the top 50 companies with the most effective business performances in Vietnam and in the top 10 companies with the best annual reports in 2019.

BY HAI NAM



Nỗ lực góp sức *phát triển du lịch bền vững*

Trải qua chặng đường 27 năm hình thành và phát triển, Tập đoàn Novaland luôn kiên định và nhất quán với chiến lược và mục tiêu đã đề ra, lồng ghép và tích hợp các khía cạnh Phát triển bền vững (PTBV) trong tổng thể hoạt động; đảm bảo hài hòa giữa các mục tiêu tăng trưởng và các mục tiêu, lợi ích về môi trường và đảm bảo nâng cao trách nhiệm xã hội của doanh nghiệp.



Tập đoàn Novaland vinh dự nhận được nhiều giải thưởng uy tín

ĐẦU TƯ CÓ TRÁCH NHIỆM

Năm 2018, Tập đoàn Novaland hợp tác cùng Tập đoàn Tư vấn The Boston Consulting Group (BCG), Ngân hàng Quân đội và UBND thành phố Cần Thơ cũng như làm việc với đại diện các tỉnh ĐBSCL để đề ra chiến lược “Phát triển du lịch ĐBSCL thích ứng biến đổi khí hậu” với sự chứng kiến và khích lệ của Thủ Tướng Chính phủ.

Dự án có mục tiêu hoạch định và triển khai chiến lược kết nối và phát triển du lịch cho 13 tỉnh, thành khu vực ĐBSCL, trong đó Cần Thơ đóng vai trò trung tâm. Sau thời gian khảo sát và nghiên cứu, Tập đoàn tư vấn BCG đưa ra đề xuất tầm nhìn “#MyMekong - Điểm đến ven sông số 1 tại châu Á” và sẽ xây dựng thương hiệu du lịch mạnh độc đáo, và quản lý chuyên nghiệp. Theo đó, đến năm 2030, ĐBSCL sẽ là điểm đến sông nước số 1 châu Á, tạo ra 300.000 việc làm mới.

Dựa trên chiến lược của BCG, Novaland đang quy hoạch và triển khai dự án NovaWorld Mekong tại trung tâm thành phố Cần Thơ. Đây là dự án quy mô đồng bộ theo chuẩn quốc tế, sẽ làm thay đổi cách nhìn về du lịch ĐBSCL, kích hoạt mạnh mẽ du lịch kết hợp với nông nghiệp và sinh hoạt truyền thống, qua đó đưa Mekong trở thành điểm đến du lịch của thế giới.

Bên cạnh đó, tại Bình Thuận, Novaland đã tài trợ cho đơn vị tư vấn McKinsey & Company lập đề án Định hướng phát triển du lịch tỉnh Bình Thuận. Theo đó, tỉnh Bình Thuận hướng đến mục tiêu được quốc tế công nhận là một điểm đến du lịch và nghỉ dưỡng đáng mơ ước cho các mục đích: du lịch biển và giải trí; du lịch thám hiểm và thể thao; du lịch chăm sóc sức khỏe và nghỉ dưỡng; du lịch MICE.

TRÁCH NHIỆM VỚI XÃ HỘI, CỘNG ĐỒNG

Bên cạnh hoạt động kinh doanh hiệu quả và chăm lo tốt đời sống nhân viên, Novaland xác định rằng, sự thành công, giá trị thương hiệu được ghi nhận và tồn tại xuyên suốt thời gian không chỉ được công nhận bởi kết quả kinh doanh mà còn ở mức độ và trách nhiệm, đóng góp cho sự phát triển cộng đồng và xã hội của doanh nghiệp.

Để xây dựng một cộng đồng vững mạnh, Tập đoàn Novaland không ngừng hợp tác hiệu quả tích cực với các cơ quan chính quyền, các tổ chức, đối tác, người dân địa phương nhằm nâng cao nhận thức hành động và cùng nhau chung tay phát triển năng lực cộng đồng.

Giai đoạn tới, tập đoàn chú trọng đồng hành cùng các địa phương đang tập trung triển khai các dự án như Phan Thiết - Bình Thuận, Bà Rịa – Vũng Tàu, Đồng Nai và các tỉnh ĐBSCL... Bên cạnh các chương trình an sinh xã hội, hỗ trợ xóa đói giảm nghèo, Novaland đầu tư vào các hoạt động mang tính bền vững, có tác động lâu dài cho sự phát triển của địa phương như: học bổng đào tạo nguồn nhân lực tại chỗ, các hoạt động xúc tiến đầu tư – du lịch địa phương...

Trong năm 2019, những nỗ lực của Tập đoàn Novaland đã được nhiều tổ chức có uy tín trong và ngoài nước ghi nhận, nổi bật như Top 50 Công ty kinh doanh hiệu quả nhất Việt Nam, Top 10 Báo cáo thường niên và báo cáo phát triển bền vững tốt nhất 2019...

HẢI NAM

HÄFELE

puts heart into helping *underprivileged children*

Furniture fittings and architectural hardware provider Häfele Vietnam always puts its heart into helping underprivileged children when implementing corporate social responsibility (CSR) programs.



Häfele staff put money into piggy banks

PHOTOS: COURTESY OF HÄFELE

From June 1 to August 31, 2019, the company, for the first time, organized the Piggy Bank program to raise funds for poor children.

Every department of the company raised a piggy bank, calling for employees to put cash into the bank everyday until it was full. After three months, the money from the piggy banks, which were raised in all Häfele offices in HCMC, Hanoi and Danang, went to the “Beloved Autumn” program implemented by Dong Am (Warm Winter) charity.

Through the program, Häfele raised nearly VND100 million, which was used to provide stationery for 700 needy children in a remote area in Ea Sup District in the Central Highlands province of Daklak.

The company expects to carry out the Piggy Bank program annually and receive greater support from the employees to help more disadvantaged children in remote areas across the country.

Häfele has also supported the Dong Am cho Em (Warm Winter for Children) program over the past two years. The program is commonly organized in late November, providing necessities for poor children in remote areas in northern provinces, where people usually experience cold winter weather. The program comes to a different province each year.

The program was carried out by Cat Linh charity in Tua Chua District of Dien Bien Province in 2017, and Bao Lam District of Cao Bang Province in 2018.

Häfele will continue to support the Warm Winter for Children program this year, which is expected to make the winter warmer for about 2,000 children in Muong Te District, Lai Chau Province.

Muong Te is the poorest district of Lai Chau Province. Some mountainous communes in the districts such as Ta Ba, Pa U, and Pa Ve Su are home to a majority of La Hu ethnic minority people, who earn a living mainly from hunting and gathering.

According to the principal of a school in the district, this mountainous region suffers freezing winter weather, as temperatures may fall to zero degree Celsius. Many children have to spend the winter with very thin clothes.

Häfele and Cat Linh charity are calling for sponsors to make donations in kind and cash for the program.

The organizers expect to present thousands of jackets, clothes, sandals, boots, pillows and blankets to more than 2,000 children in Ta Ba, Pa U and Pa Ve Su communes from November 22 to 24. The total cost of the program is estimated at VND600 million.

Häfele has also actively joined the Run For The Heart program co-organized by Gamuda Land JSC and Heartbeat Vietnam project to raise funds for disadvantaged children with congenital heart disease.

This year Häfele employees have participated in the seventh Run For The Heart with the meaningful message “Heart to Heart – Raise the Lives”, aiming to help poor children nationwide receive free heart surgeries. The event was held at Celadon City in Tan Phu District, HCMC on November 24.

BY MINH TUAN

Chung tay giúp đỡ trẻ em bất hạnh

Công ty cung cấp phụ kiện nội thất và xây dựng Häfele Việt Nam luôn hết mình giúp đỡ trẻ em có hoàn cảnh khó khăn thông qua hàng loạt các chương trình trách nhiệm xã hội những năm vừa qua.



Nhân viên Häfele tham gia chương trình Chạy Vì Trái Tim

Từ ngày 01-06 đến 31-08, lần đầu tiên công ty tổ chức chương trình nuôi heo đất tại mỗi phòng ban để gây quỹ cho trẻ em nghèo, thu hút sự tham gia của tất cả nhân viên tại các văn phòng và kho Häfele trên toàn quốc, tổng cộng 360 người.

Toàn bộ số tiền nuôi heo cũng như tiền quyền góp thêm từ những mạnh thường quân trong công ty, lên đến gần 100 triệu đồng, đã được chuyển đến tổ chức Đồng Ấm để tổ chức chương trình từ thiện “Thu yêu thương” cho các em nhỏ vùng sâu vùng xa của tỉnh Đắk Lắk.

Chương trình đã góp phần đem đến một mùa Trung thu trọn vẹn cho 700 em học sinh cấp 1 và 2 thuộc các hộ nghèo ở xã Ia Lối, huyện Ea Súp, với các phần quà thiết thực như bánh trung thu, lồng đèn, và dụng cụ học tập.

Häfele dự kiến sẽ tổ chức chương trình “Heo đất yêu thương” hàng năm và nhận được sự ủng hộ lớn hơn từ các nhân viên và mạnh thường quân, từ đó có thể giúp đỡ nhiều hơn nữa các trẻ em khó khăn ở những vùng sâu, vùng xa.

Công ty cũng đã tích cực tham gia ủng hộ chương trình Đồng Ấm Cho Em do hội từ thiện Cát Linh kết hợp với các tổ chức, cá nhân hảo tâm thực hiện trong ba năm qua.

Chương trình tổ chức tặng quà cho các em nhỏ mẫu giáo, tiểu học của các xã vùng sâu vùng xa thuộc các huyện nghèo, khó khăn của miền Bắc, mỗi năm một tỉnh khác nhau. Năm kia là huyện Tả Chùa, tỉnh Điện Biên, năm ngoái là huyện Bảo Lâm, tỉnh Cao Bằng, và năm nay chương trình đến với huyện Mường Tè, tỉnh Lai Châu, với số lượng trẻ em nhận quà khoảng 1.000-2.000 em.

Lai Châu là một trong các tỉnh khó khăn nhất của cả nước, và huyện Mường Tè là huyện nghèo nhất của tỉnh Lai Châu. Trong đó, Tá Bạ, Pa Ủ, và Pa Vệ Sủ là các xã vùng cao biên giới đặc biệt khó khăn của huyện Mường Tè, nơi đây có 99% là đồng bào dân tộc La Hủ, đời sống còn rất lạc hậu với tập quán du canh du cư, chủ yếu dựa vào thiên nhiên săn bắt và hái lượm. Một năm có đến 3 tháng bị đói phải ăn măng rừng thay cơm.

Hội từ thiện Cát Linh đã trực tiếp đến nơi đây khảo sát, chứng kiến những ngôi nhà tạm bợ, trong nhà không có một tài sản nào giá trị ngoài mấy chiếc nồi nhôm, lương thực dự trữ cũng không có, trẻ em không đủ quần áo mặc.

Theo lời thầy hiệu trưởng của một trường học địa phương, nơi đây là vùng núi cao, mùa đông rất lạnh, có lúc nhiệt độ xuống đến 0 độ C, nhiều em không có áo ấm, phải co ro chịu rét trong màn áo mỏng.

“Nhà trường rất mong đoàn tặng cho các em những chiếc áo khoác, những bộ quần áo nỉ, những chiếc chăn chiếc gối để các em có mùa đông ấm áp,” thầy nói.

Từ ngày 22-24/11/2019, chương trình Đồng Ấm Cho Em đã tặng hàng ngàn áo khoác ấm, quần áo nỉ, dép tổ ong, ủng, gối ngủ, chăn bông siêu nhẹ và mì ăn liền cho hơn 2.000 học sinh mầm non và tiểu học của các xã Tá Bạ, Pa Ủ, và Pa Vệ Sủ.

Tổng kinh phí của chương trình khoảng 600 triệu đồng.

Ngoài ra, trong ba năm qua Häfele tích cực tham dự chương trình Chạy Vì Trái Tim, sự kiện chạy bộ từ thiện hàng năm nhằm gây quỹ phẫu thuật tim cho trẻ em nghèo do Gamuda Land phối hợp với Quỹ Nhịp Tim Việt Nam tổ chức.

Năm nay, các nhân viên Häfele năng động và nhiệt huyết đã tham gia chương trình Chạy Vì Trái Tim lần thứ bảy vào ngày 24/11 tại Celadon City, quận Tân Phú với thông điệp “Nối nhịp tim, vườn mầm sống”.

Toàn bộ số tiền bán vé và quyền góp thêm từ các mạnh thường quân được chuyển đến Quỹ Nhịp Tim Việt Nam để giúp đỡ các trẻ em nghèo mắc bệnh tim bẩm sinh. Những người tham dự từ Häfele luôn tâm niệm rằng chạy chỉ là một hoạt động đơn giản nhưng Chạy Vì Trái Tim sẽ mở ra những tia hy vọng về một cuộc sống mới cho tất cả các em.

Dai-ichi Life Vietnam

and its mission *"For a better life"*

As one of the leading life insurers in the country, Dai-ichi Life Vietnam has been loyal to its humane philosophy: "Thinking people first." Beside its great effort in doing business, the enterprise always considers community support as its social responsibility, spending more than VND30 billion carrying out charitable projects during over 12 years of operations to bring about positive changes for the country.



Mr. Takashi Fujii (in black suit), chairman of Dai-ichi Life International Asia Pacific and Dai-ichi Life Vietnam, and honorary chairman of the "For a better life" CSR Foundation, poses for a group photo while attending the ceremony to hand over a water filtering system in Thai Binh province

PHOTO: DAI-ICHI LIFE VIETNAM

"FOR A BETTER LIFE" FOUNDATION

Committing to stay connected to and bring long-term benefits to the country and Vietnamese people, the "For a better life" CSR Foundation of the company won approval from the Ministry of Home Affairs on April 6, 2016. As a non-profit organization operating on a voluntary and financially independent basis, the foundation supports the community in various aspects such as education, healthcare and environment, aiming at improving living standards of citizens and building high-quality manpower for the nation.

Speaking at the establishment ceremony, Takashi Fujii, chairman of Dai-ichi Life International Asia Pacific and Dai-ichi Life Vietnam, stressed that the sustainable foundation for a company is its responsibility towards the community.

"To the society, Dai-ichi Life Vietnam's duty is to carry out humane and charitable programs to improve living standards for Vietnamese citizens. Launching the "For a better life" CSR Foundation into operations will enable us to conduct meaningful programs in the long term throughout the country, thereby affirming our position and sustainable development commitments in the Vietnam market," Fujii remarked at the time.

Saigon Times CSR

DOANH NGHIỆP VÀ CÔNG ĐỒNG

NURTURING TALENTS FOR FUTURE

Education is the key for success of every person, society and country. Sharing the dream of disadvantaged children in mountainous and remote areas who have a strong desire for education but cannot go to school due to financial problems, Dai-ichi Life Vietnam has introduced many study encouragement programs such as Chao nam hoc moi tuoi dep (Hello new school year), Chao mua he tuoi dep (Hello summer) and Tinh thuong cho em (Love for children). Therefore, a lot of scholarships, study equipments and warm coats have been handed over to millions of needy pupils nationwide.

Beside the education sector, the foundation pays strong attention to the living environment of pupils, in which water sources play an important role in keeping children healthy. Since 2012, the foundation has embraced the "Clean water for school" project, installing 99 water filtering systems and drilling 10 wells for schools in rural and undeveloped areas. So far, the project has benefited over 32,000 pupils.

SUPPORTING COMMUNITY HEALTH

Teaming up with the HCMC Sponsoring Association for Poor Patients since 2009, Dai-ichi Life Group and the "For a better life" Foundation have launched the "Bring light to the poor" program to support over 5,000 sight-impaired people in the country. Besides, the foundation has given ear-nose-throat endoscopy equipment to clinics in Yen Bai and Son La provinces, helping doctors and health workers there to improve treatments for local residents, especially during cold weather.

ACCOMPANYING "CONNECT TO LOVE" JOURNEY

Following significant contributions to the community this year, Dai-ichi Life Vietnam has chosen 2019 as the year of "love connection" to celebrate a landmark that it has served three million customers. With the "connect to love" slogan, Dai-ichi Life Vietnam has become an ambassador to connect millions of Vietnamese families and provide the benefits of life insurance to the community through meaningful and practical programs and activities, aiming to bring a better life and a brighter future to Vietnamese people.

Dai-ichi Life Vietnam

và sứ mệnh “*Vì cuộc sống tươi đẹp*”

Là một trong những doanh nghiệp BHNT hàng đầu tại thị trường Việt Nam, Công ty BHNT Dai-ichi Việt Nam (Dai-ichi Life Việt Nam) luôn trung thành với triết lý nhân văn “Tất cả vì con người” và xem hoạt động hỗ trợ cộng đồng là trách nhiệm xã hội của doanh nghiệp.

QUỸ VÌ CUỘC SỐNG TƯƠI ĐẸP RA ĐỜI

Quỹ Trách nhiệm Xã hội Vì cuộc sống tươi đẹp của Dai-ichi Life Việt Nam được Bộ Nội vụ cấp phép thành lập vào ngày 6/4/2016. Là một tổ chức phi lợi nhuận hoạt động trên cơ sở tự nguyện, tự trang trải kinh phí, Quỹ được thành lập với mục đích hỗ trợ cộng đồng địa phương trên các lĩnh vực: giáo dục, sức khỏe y tế, môi trường và các hoạt động xã hội từ thiện khác.

Tại buổi lễ công bố sự ra đời của Quỹ, ông Takashi Fujii, Chủ tịch Hội đồng Thành viên Dai-ichi Life International khu vực Châu Á Thái Bình Dương, Chủ tịch Hội đồng Thành viên Dai-ichi Life Việt Nam, kiêm Chủ tịch Danh dự của Quỹ đã bày tỏ: “Nền tảng kinh doanh bền vững của một doanh nghiệp chính là trách nhiệm. Đối với xã hội, trách nhiệm của Dai-ichi Life Việt Nam là hướng đến việc thực hiện các chương trình hỗ trợ cộng đồng mang tính nhân văn và bền vững với tầm ảnh hưởng lan rộng qua từng năm nhằm cải thiện chất lượng cuộc sống cho người dân Việt Nam”.

ƯƠM MẦM TƯƠNG LAI

Giáo dục là nền tảng thành công của mỗi con người, xã hội và đất nước. Sẻ chia cùng các em nhỏ vùng cao và vùng sâu vùng xa, dẫu đầy khao khát được đi học nhưng vì hoàn cảnh khó khăn vẫn chưa được đến lớp chính là tiền đề cho các chương trình “Chào năm học mới tươi đẹp”, “Chào mùa hè tươi đẹp”, “Tình thương cho em” ra đời.

Những suất học bổng và dụng cụ học tập trước thềm khai giảng, những chiếc áo ấm khi trời vào đông đã mang đến niềm vui, sự ấm áp cho hàng triệu học sinh có hoàn cảnh khó khăn trên mọi miền đất nước.

CẢI THIẾN MÔI TRƯỜNG SỐNG

Bên cạnh ưu tiên cho giáo dục, môi trường sống là một trong những lĩnh vực được sự quan tâm đặc biệt của Quỹ Vì cuộc sống tươi đẹp. Sinh hoạt trong nguồn nước kém sạch mang đến nhiều rủi ro về sức khỏe, tiềm ẩn nhiều nguy cơ bệnh lây nhiễm.

Được khởi xướng từ năm 2012, Quỹ Vì cuộc sống tươi đẹp đã tiếp tục hành trình thực hiện dự án “Nước sạch học đường” để lắp đặt 99 hệ thống máy lọc nước sạch và 10 công trình giếng khoan cho các trường học nông thôn còn nhiều khó khăn, đem lại nguồn nước uống và sinh hoạt sạch, góp phần phát triển thể chất khỏe mạnh cho hơn 32.000 học sinh.



Ông Takashi Fujii (vest đen) - Chủ tịch Hội đồng Thành viên Dai-ichi Life International khu vực Châu Á Thái Bình Dương, Chủ tịch Hội đồng Thành viên Dai-ichi Life Việt Nam, kiêm Chủ tịch Danh dự của Quỹ tham dự Lễ bàn giao hệ thống lọc nước sạch tại tỉnh Thái Bình

VÌ SỨC KHỎE CỘNG ĐỒNG

Đồng hành cùng Hội Bảo trợ Bệnh nhân nghèo TP. HCM từ năm 2009 đến nay, chương trình “Đem ánh sáng cho người nghèo” do Tập đoàn Dai-ichi Life và Quỹ Vì cuộc sống tươi đẹp tài trợ đã giúp phục hồi thị lực cho hơn 5.500 bệnh nhân có hoàn cảnh khó khăn tại Việt Nam.

Bên cạnh đó, Quỹ Vì cuộc sống tươi đẹp đã tài trợ thiết bị y tế nội soi tai mũi họng cho Phòng khám Đa khoa vùng sâu vùng xa tại hai tỉnh Yên Bái và Sơn La, giúp các y bác sĩ điều trị và phòng tránh các bệnh về tai mũi họng cho đồng bào nơi đây, nhất là vào mùa đông giá rét.

BƯỚC TIẾP CÙNG HÀNH TRÌNH “KẾT NỐI YÊU THƯƠNG”

Với những đóng góp đầy ý nghĩa cho cộng đồng, Dai-ichi Life Việt Nam đã chọn năm 2019 là năm “Kết nối yêu thương” nhằm chào mừng sự kiện quan trọng đầy ý nghĩa – Dai-ichi Life Việt Nam đạt cột mốc phục vụ 3 triệu khách hàng. Cùng với thông điệp “Kết nối triệu yêu thương”, Dai-ichi Life Việt Nam đã vinh dự trở thành đại sứ kết nối hàng triệu gia đình Việt để lan tỏa tình yêu thương và những giá trị tốt đẹp của của bảo hiểm nhân thọ đến cộng đồng thông qua các chương trình và hoạt động đầy thiết thực và ý nghĩa nhằm mang đến cuộc sống tốt đẹp hơn và tương lai tươi sáng cho người dân Việt Nam.

HERBALIFE

A helping hand to needy children

At Herbalife Nutrition, business is not just business. The U.S.-based company, known worldwide for its nutritional products, entered the local market ten years ago by opening an office in HCMC in November 2009, and has quickly sought to introduce to local consumers a wide range of functional food items and supplementary nutritional products. Noticeably though, it brings along a philosophy of supporting the needy.

While Herbalife business may have not been known far and wide in Vietnam after a short span of time, the company's corporate social responsibility activities have excelled.

Soon after getting a foothold in the Vietnamese market, Herbalife has managed to reach out to poor children across the country. To date, Herbalife Nutrition Foundation (HNF) that is supported by its employees, members, their families and friends has launched several Casa Herbalife programs, enabling hundreds of children, especially those in poverty-stricken communities, to have access to better nutrition. The first Casa Herbalife program was opened at an orphanage in Brazil by Herbalife founder Mark Hughes in 1994.

In 2013, HNF launched a program to support Dong Tam Social Protection Center with over 100 children in Binh Dinh Province, and the year after, it initiated the support program for Huong Duong Orphanage in Hau Giang Province. Last year, HNF kick-started two major Casa Herbalife programs, with one for Xa Dan School in Hanoi with 500 students, and the other for the Women's Charity Association of HCMC with 150 children.

"At Herbalife, we make our communities better places to live and work by participating in community service, and by helping to improve the nutrition and lives of needy children through our HNF Casa Herbalife programs," says Vu Van Thang, General Manager for Herbalife Vietnam and Cambodia, adding HNF has to date disbursed some US\$430,000 to support needy children at these centers.

"We provide annual grants to these four community centers to help provide



Herbalife Nutrition has been serving as the official nutrition sponsor for athletes of the Vietnam Olympic Committee and the Vietnam Paralympic Association since 2012.

better nutrition to around 800 children and plan to open more centers in the future," says the general manager.

It should be noted that on the global scale, Herbalife has been providing funding and volunteer support to more than 140 children's organizations in more than 50 countries, helping over 100,000 children daily.

In Vietnam, apart from donations in kind and in cash, Herbalife also organizes regular voluntary activities at Casa Herbalife program partners, including visits to these centers on Mid-autumn festivals, Tet holidays and International Children's Day.

The management at Huong Duong Orphanage in Hau Giang Province, which has received some US\$102,000 from Herbalife, has acknowledged generous support from Herbalife.

Apart from lending a helping hand to needy children, Herbalife Vietnam has also thrown its strong support behind the country's sport development by contributing to the improvement of athletes' nutrition through its products and expertise. The company has been serving as the official nutrition sponsor for athletes of the Vietnam Olympic Committee and the Vietnam Paralympic Association since 2012.

As CSR activities are normally seen part of an enterprise's strive for sustainable development, Herbalife Vietnam has been recognized for its efforts. The company last year was honored among the top 100 sustainable enterprises by the Vietnam Chamber of Commerce and Industry (VCCI).

Herbalife Vietnam was also honored to receive AMCHAM's 2019 Corporate Social Responsibility Recognition Award presented by U.S. Ambassador to Vietnam Daniel Kritenbrink on October 30, 2019 in Hanoi. This is the second straight year Herbalife Vietnam was given the honor.

BY HOANG KHANG

ACECOOK *Bringing light*

back to people with vision impairment

“There is no better way to thank God for your sight than by giving a helping hand to someone in the dark,” said Helen Keller, the late American author and educator who was visual- and hearing-impaired from early childhood. By learning that there is nothing greater than perceiving the world by their own eyes, Acecook Vietnam has joined hands with Japanese doctor Hattori Tadashi to bring sight back to many cataract patients in many parts of the country.

“ With the business philosophy of making a contribution to Vietnamese society through the culinary path, apart from offering a wide range of high-quality and safe food products to local consumers, we have also taken part in multiple social activities to support locals. Treasuring the single-minded devotion of doctor Hattori Tadashi to the eyecare for Vietnamese underprivileged cataract patients, we decided to join forces and accompany him in the long term. Acecook Vietnam via this program hopes to see many more faces glowing with happiness after eye operations. Such happiness is one of the motivations for us to work harder every single day,” said Kajiwara Junichi, general director of Acecook Vietnam.

The foodstuff manufacturer decided to collaborate with the Japanese ophthalmologist to provide free cataract surgeries for people who cannot afford for treatments since June 4 this year.

The decision was made partly because it was deeply moved and appreciated by the doctor's devotion to Vietnam. He had sacrificed his promising career in Japan and traveled to Vietnam to help needy people. The doctor has had to overcome many obstacles regarding language and cultural differences during his journey to the Southeast Asian nation since 2002. Until now, as many as 15,000 poor patients with visual impairment in the country have received free eye treatments from him.

From this year forward, the journey of “the doctor with golden hands”, and of course, with a golden heart, will see an additional companion - Acecook Vietnam.

As for 2019, the Japanese instant noodle maker has sponsored all eye operations performed by the doctor in many provinces. In particular, cataract patients in Tien Yen District, Quang Ninh Province received eye surgeries from June 6 to 9. Meanwhile, the doctor provided the operations for those in this provincial city of Mong Cai in mid-August.

For the next three months, visually impaired people in Binh Phuoc and Daklak provinces, and Quang Ninh Province's Dong Trieu District will undergo eye surgeries. The Japanese doctor will provide the surgeries for an average of 100 patients per place.

According to the Acecook Vietnam leader, the foodstuff manufacturer planned to provide VND500 million for purchasing medical equipment and medicine for the operations taking place this year. Also, the company will present 500 boxes of instant noodles to the patients.



Doctor Hattori Tadashi meets patients after surgery in Mong Cai City, Quang Ninh Province
PHOTOS: ACECOOK VIETNAM

Not only providing support in terms of finance and food, the firm also assigned Japanese-speaking staff to work as interpreters throughout the program to remove language barriers between the doctor and patients.

Apart from becoming a fellow traveler of doctor Hattori on the trip to “give a helping hand to people in the dark,” Acecook Vietnam has held many other Corporate Social Responsibility programs over the years.

The firm has launched a scholarship program since 2016 to award scholarships to poor students at 12 universities in the country's four major cities, Hanoi, Danang, Can Tho, and HCMC, with funding amounting to VND12 billion in the 2016-2019 period.

Acecook has also provided a total of VND16.8 billion for a four-year project called “Doraemon with traffic safety” to raise traffic safety awareness among school children since 2016. The slogan creation competition was aimed to contribute to building a safe transport culture in the community.

The contribution of the firm to the local community is also evidenced in its provision of VND1.5 billion for the National Fund for Vietnamese Children to supply nourishing meals, scholarships and stationery for children in disaster-hit or poverty-stricken ethnic minority areas.

BY DO LAN



Having ventured into multiple sectors with outstanding success, but Vingroup's development is not purely in terms of business achievements. The major local conglomerate has stepped up its corporate social responsibility (CSR) activities in many sectors, especially science and technology.



Vingroup's Kind Heart Foundation provides free Thalassemia checkup services in Quang Minh Commune of Tuyen Quang Province's Chiem Hoa District
PHOTO: VINGROUP

VINGROUP *Benefactor* of science researchers, startups

The company has recently established Vingroup Innovation Foundation with the primary aim to support individuals and organizations to conduct research on science, technology and innovation, aiming to create positive and sustainable changes for the economy.

And all got off to an impressive start for the foundation.

On August 19, the foundation announced a list of 20 science and technology projects that will receive funding totalling VND124 billion, or over US\$5.3 million.

These breakthrough projects, selected from 200 entries six months after the foundation announced its support for science and technology projects, are expected to bring many benefits to important fields, such as Big Data, biomedical science, genetics research, material science, smart traffic, Internet of Things and image recognition, among others.

Of the total funding, the highest amount assigned to a single project is VND10 billion. This is the first year Vingroup Innovation Foundation has started its operations.

In addition, the group has announced the establishment of the VinTech Fund

under VinTech City, which will spend VND150 billion sponsoring 15 technology and science research projects in Vietnam this year.

Truong Ly Hoang Phi, chief executive officer of VinTech City, said that the program was aimed at responding to the Prime Minister's Make-in-Vietnam campaign, lending a helping hand to create more scientific and technological products locally, expand the startup community and assist these startups to gain ground.

In addition to financing science and startup projects, Vingroup has also resorted to other routine CSR activities, such as providing medical checkups, medicines and gifts to the poor.

On August 26 and 27, the group's Kind Heart Foundation provided free Thalassemia checkup services for 705 people in Quang Minh Commune of Tuyen Quang Province's Chiem Hoa District. This is the second time the activity has been organized in the commune, after the first time on May 23.

Quang Minh Commune is home to more than 1,500 households, with over 80% of them being Tay ethnic people. More than 20 residents in the commune are found suffering from the Thalassemia disease and 10 of them are being treated at the National Institute of Hematology and Blood Transfusion.

An inborn Thalassemia patient needs an average of VND3 billion for treatment from birth to 30 years old. The total amount required for all Thalassemia patients in Vietnam is over VND2 trillion.

In the 2019-2023 period, Vingroup's Kind Heart Foundation has coordinated with the National Institute of Hematology and Blood Transfusion to provide free consultancy and diagnosis for people in areas with high disease infection rate.

The foundation has plans to present medicine for 170,000 people in 57 cities and provinces nationwide this year. To date, the program has been executed in 55 localities, offering medicine for 125,000 people.

Last year, the foundation handed over more than 500 houses of gratitude, valued at a total of over VND27 billion to members of the Vietnam Veterans' Association. More than 20,000 such houses have so far been handed over under the program.

BY VAN LY

THANG LOI GROUP *Caring* for the community

For the real estate corporation Thang Loi Group, corporate social responsibility (CSR) simply means bringing the best to its consumers and the community as a whole, and any CSR activity of the company should stem from that attitude.



Representatives of Thang Loi Group and Nguyen Van Don, who lives in Long An Province's Ben Luc District and is donated a house by the company, pose for a photo
PHOTOS: THANG LOI GROUP

ts mission and its long-term vision, says the company's chairman and general director Duong Long Thanh, is to bring a better life for Vietnamese people. Such a mission, therefore, is mirrored not only in its business goals but also in its multiple charity activities.

"Sustainable business goes hand in hand with social responsibility, so the group has attached great importance to community development to help improve Vietnamese people's living conditions," says Thanh.

The group is implementing a special policy on CSR activities aimed at supporting poor people and schools in remote areas. Since 2015, Thang Loi Group has launched Thang Loi Heart Fund, collecting donations from executives and employees of the group to carry out its annual charity programs. The company has also set a target to develop Thang Loi Heart Fund into a charity foundation in collaboration with other firms and provincial and municipal authorities in the 2020-2025 period to expand more philanthropist programs benefiting the community.

Aside from its own support to the community in some provinces and cities, Thang Loi Group regularly partners with many other entities and organizations to launch various charity programs and community activities to benefit those in need.

For example, Thang Loi was an active player in the Charitable Caravan tour launched recently by the 2030 Business Club under the Saigon Times Club in April to donate gifts to less fortunate children in Long An and Dong Thap provinces.

Thanh says that Thang Loi Group has positioned CSR programs for the community as its top priority, so it is striving to develop a closed value chain from creating a land fund, building auxiliary infrastructure to putting projects into service.

The company has aimed high in business, targeting to launch multiple residential quarters in Long An and Binh Phuoc provinces and some neighboring provinces of HCMC to help ease the population density in major urban centers.

Throughout its nine-year operation process, Thang Loi Group and its ten business affiliates have set up over 36 residential projects, supplying some 5,000 homes to residents.

While attending to the community as a whole, Thang Loi Group still puts on its radar the specific difficulties faced by individuals, and have made generous donations in kind and in cash.

In addition to building homes for the poor, the company has joined hands with the 2030 Business Club under the Saigon Times Club to donate over 2,000 gifts to the residents affected by natural disasters in Central Vietnam on October 22, 2017.

And, on the occasion of the Mid-Autumn Festival in September, the group gave 40 bicycles and presents to needy children in Binh Phuoc Province.

"Thang Loi Group always seeks to care for the community as its responsibility and development goal," says the company's chairman and general director Duong Long Thanh.

BY MY HUYNH

LONG THANH PLASTIC

A helping hand made *ready*

It looks like Long Thanh Plastic does not fix its eye on any special charity program, as it is difficult to say which of the company's corporate social responsibility (CSR) activities is more prominent than others. In fact, the company makes its heart open to any underprivileged groups in need.



Pham Tran Nhat Minh, deputy general director of Long Thanh Plastic, visits orphaned and abandoned children at Buu Thang 2 Pagoda in Buon Ma Thuot City in September - PHOTO: LONG THANH PLASTIC

Throughout the year, the HCMC-based company has engaged in numerous CSR programs, either in the form of scholarships to outstanding children, gifts for the policy people, donations in kind or in cash to army veterans and their children, or simply small gifts to children on special occasions such as the Mid-Autumn festival. To some extent, the company can be likened to a hard-working bee in CSR activities.

Take the Mid-Autumn Festival for example. On the occasion that fell due this September, the company joined hands with the Understanding the Heart Fund and the Children Protection Fund of the Central Highlands province of Daklak to organize a special event for poor children in Hoa Khanh Commune of Buon Ma Thuot City, Ea Na Commune of Krong Ana District, and Ea Bar Commune of Buon Don District.

During the September trip, the company gave more than 600 gift sets containing backpacks, lanterns, milk, rice and notebooks to local children.

In fact, Long Thanh Plastic has annually cooperated with partners to support underprivileged children in poor regions across the country.

This year, Long Thanh Plastic volunteers also visited Buu Thang 2 Pagoda in Buon Ma Thuot City to donate two tons of rice for orphaned and abandoned children at the pagoda.

"What I can do now is to donate little gifts, which help the children have a heartfelt Mid-Autumn Festival and believe in a brighter future," says Pham Tran Nhat Minh, deputy general director of Long Thanh Plastic.

Aware of the difficulties facing military veterans who have spent their long years protecting the nation, Long Thanh Plastics has also paid special attention to those people as well as their children.

In July this year, to mark War Invalids and Martyrs' Day (July 27), the company coordinated with the Vietnamese Young Businesspeople Association to donate valuable gifts to families of war invalids and martyrs in the north-central province of Quang Tri.

The company also joined hands with the Vietnamese Student Association to give 10 scholarships to poor children in the island district of Con Dao off Ba Ria-Vung Tau Province in late May.

However, support for the country's education is probably an area that benefits the most from Long Thanh Plastic's CSR activities.

According to Minh, while Long Thanh Plastic is ready to lend a helping hand to underprivileged people under diverse forms, it is education that ensures a better future for beneficiaries of such CSR activities.

The Nguyen Huu Tho scholarship program is one of many activities that the company has implemented to contribute to the education and human resource development of the country.

At Long Thanh Plastic, there are CSR activities conducted on special occasions, and there are events organized on an annual basis. Such activities stem from a heart readily made open for underprivileged people.

BY MINH TUAN

Bringing light

SAIGONTOURIST TRAVEL SERVICE

of hopes to sight-impaired people

To most people, taking a tour to somewhere may not be a big issue. Meanwhile, for the sight-impaired, especially children, packing up and hitting the road seem to only happen in their dreams, as there are not tours designed for such a special group of customers. At Saigontourist Travel Service Company, there are kind-hearted people ready to roll up their sleeves to cater to underprivileged children, especially the sight-impaired ones.

The charity program “Thap sang niem tin” (Lighting Hopes) has been launched by Saigontourist Travel Service Company for many years, with an aim to bring joy to the unfortunate children, and to make their dreams come true.

Ten days ago, such a tour under the company’s annual charity program was organized successfully. As many as 145 tour guides and volunteers of the program had little sleep as they had to wake up at midnight, making preparations and starting rides to pick up children at multiple schools and shelters for children with sight impairment, such as Nguyen Dinh Chieu School for the Blind, Huynh De Nhu Nghia School, Thien An Shelter, Nhat Hong Shelter, Bung Sang School, and the School for Sightless Adolescents and Orphans in HCMC among others.

In previous years, the children usually joined beach trips to Ho Coc or Vung Tau City in the southern province of Ba Ria-Vung Tau. This year’s destination has been changed. More than 500 sight-impaired students and their teachers enjoyed themselves at Dai Nam Tourist Complex in the neighboring province of Binh Duong.

First launched in 2004, “Lighting Hopes” has been the biggest annual social program of Saigontourist Travel Service Company, a member of Saigon-tourist Holding Company, with many activities, including beach trips, donation of scholarships, travel audiobooks, stationery and stuff for daily activities to the sight-impaired students.



Sight-impaired students take part in a tug of war in a program annually organized by Saigontourist Travel Service Company
PHOTO: COURTESY OF SAIGONTOURIST

“People with visual impairment have a strong desire for learning about and experiencing the surrounding nature, but they have few chances to make it. Therefore, we decided to roll out the ‘Lighting Hopes’ as a way to bring more travelling opportunities to the students,” said Tran Quoc Bao, vice general director of Saigontourist.

After 16 years of the launch, the annual trip not only delights the students but also is a festive day for the schools and shelters to meet each other. For employees of the tour firm, this is an occasion for them to connect and gain deeper insight into the life of partially-sighted people, Bao said.

The “Lighting Hopes” initially was available at HCMC-based schools and shelters for sight-impaired kids, but now the organizer has expanded it to the neighboring southern provinces of Dong Nai, Binh Duong, and Ba Ria-Vung Tau.

With the companion of thousands of volunteers and Saigontourist tour guides, 16 trips of the “Lighting Hopes” program have been joined by over 8,000 disadvantaged kids.

It is also noted that the event has sowed the seeds of love among the kids and participants, nurturing the “Sharing is caring” spirit in them. There are some students who joined the event when they were still two-year-old kids, and have now grown up and continued to join the trips to take care of other kids. And there are lots of tour guides who have spent their weekends catering to the kids for many consecutive years. They are now professionals in serving such little tourists.

The journey “Lighting Hopes” is still taking place annually, bringing the light of hopes and the fire of love to unfortunate children who can no longer see the sunshine so that they can explore the world and have their dreams come true.

BY DAO LOAN



People, especially children, in remote areas are more disadvantaged than those in urban areas. Aware of this, An Cuong Wood Working JSC, a leading company in woodworking and furnishing materials in Vietnam, has opened its arms to help these children.



Delegates cut the ribbon to inaugurate two new classrooms and other facilities in a kindergarten in Thuong An Village of Ha Giang Province's Bac Quang District
PHOTOS: AN CUONG

AN CUONG *Bringing love* to upland areas

The HCMC-based company has organized many trips to northern mountainous areas to implement its corporate social responsibility (CSR) activities, as part of its motto to bring love to others.

The company's Smile of Hope Foundation has done multiple charity activities over the last seven years, with a remarkable activity being the "Bring Love-Help Children to School" program.

Over the last two years, employees of An Cuong have come to the northern mountainous provinces of Ha Giang, Yen Bai and Cao Bang to renovate schools and offer gifts to poor students there.

In September, for example, employees of An Cuong from many localities where the company does business gathered in Hanoi. They later traveled to Ha Giang and Yen Bai to continue the journey to bring love to children, says Nguy Thanh Vi, An Cuong's PR marketing manager.

Specifically, An Cuong built and upgraded a kindergarten in Thuong An Village of Ha Giang Province's Bac Quang District. The company spent VND550 million building two new classrooms, a kitchen, restrooms, a fence and a yard, upgrading three classrooms and buying shelves, tables, chairs and toys for students.

Moreover, the firm offered 150 gifts, including backpacks, books, notebooks, blankets and instant noodles, worth VND150 million, to poor students and residents in Minh Luan Commune of Yen Bai Province's Luc Yen District.

The gifts may not carry high value, but what An Cuong has done is valuable, and the company has found itself rewarded with those CSR activities.

"Happiness may come from the simplest and smallest things in life. The purpose of sharing love is like to give, and then we receive the joy and happiness from our contributions to the community," Vi remarks.

The company is proud that leaders' view has inspired their staff. The 4,000-strong company has conducted CSR activities with the participation of all employees.

"We have always striven to accomplish our mission, which is to make greater contributions to the community by helping more disadvantaged children and

old people, contributing to social development," says Le Duc Nghia, founder and general director of An Cuong.

Besides the "Bring Love-Help Children to School" program, An Cuong has got involved in many other charity activities for years.

In all its CSR activities, An Cuong pays more attention to disadvantaged children and students. The company has accompanied the Vietnam Child Protection Fund to support children, the future of the country, especially in remote areas.

Specifically, the company has participated in the "Giving wings to dreams" program organized annually by the 2030 Business Club under the Saigon Times Club. Under the program, libraries with furniture, books, computers and Internet transmission lines are developed for students. The program boasts high humanity as it helps bring knowledge to poor students in multiple areas.

An Cuong has also joined with the Vietnam Heartbeat Program of the Vina-Capital Foundation with an aim to save the most possible children with heart diseases. In addition, the company has sponsored the "Winter nights' dreams" program to raise nearly VND1.4 billion for child cancer patients. **BY DO LAN**



THỰC PHẨM DÙNG CHO CHẾ ĐỘ ĂN ĐẶC BIỆT

HỖN HỢP DINH DƯỠNG CÔNG THỨC 1 HƯƠNG BẠC HÀ SÔ CÔ LA

(FOOD FOR SPECIAL DIETARY USES: FORMULA 1 NUTRITIONAL SHAKE MIX
- MINT CHOCOLATE)

HỖN HỢP DINH DƯỠNG CÔNG THỨC 1 (SHAKE)

**Cung cấp sự cân bằng protein và dinh dưỡng,
giúp sức khỏe tốt và kiểm soát cân nặng hiệu quả**

- Mỗi khẩu phần 26g (2 thìa) Hỗn Hợp Công Thức 1 - Hương Bạc Hà Sô cô la cung cấp 9,3g protein
- Cung cấp 3,25g chất xơ
- Cung cấp 21 vitamin và khoáng chất
- Chứa các chất chống oxy hóa (Vitamin A, C và E)
- Mỗi khẩu phần ăn khi pha với 240ml sữa không béo thì hỗn hợp có 170 kcal

90
CALORIES*

9,3G
PROTEIN*

3,25G
CHẤT XƠ*

21
VITAMIN &
KHOÁNG CHẤT*

LƯU Ý: Trước khi bắt đầu chương trình giảm cân, bạn nên tham khảo ý kiến tư vấn của bác sĩ. Một chương trình giảm cân lành mạnh nên bao gồm lượng calo vừa phải đưa vào cơ thể, chế độ dinh dưỡng cân bằng và thể dục đều đặn.

* Hàm lượng được tính trên 1 khẩu phần 26g (2 thìa)

** Hộp chứa 22 khẩu phần

CÔNG TY TNHH MTV HERBALIFE VIỆT NAM

Trụ sở chính: 26 Trần Cao Vân, Phường 6, Quận 3, Tp. Hồ Chí Minh

Chi nhánh Công ty TNHH MTV Herbalife Việt Nam

Địa chỉ: Tầng 3, Tòa nhà Artemis, số 3 Lê Trọng Tấn, Phường Khương Mai,
Quận Thanh Xuân, Tp. Hà Nội

**Thực phẩm này không phải là thuốc
và không có tác dụng thay thế thuốc chữa bệnh**

22
KHẨU PHẦN**

CHỈ SỐ
ĐƯỜNG HUYẾT
THẤP

9,3G
PROTEIN*

90 KCAL



Wholehearted

supporters of the country's education

Nguyen Thanh Trung realizes the broken eye in the education chain when many graduates from universities find it tough to adapt themselves to the working environment. They are equipped with knowledge at school, but not the skills required by enterprises, and in many cases, their applications are turned down by recruiters for the lack of previous experiences. So, the CEO cum chairman of Ton Dong A Corporation has decided to do something helpful for students: giving students an insight into how enterprises operate through study tours.

Trung is just one among many generous entrepreneurs who have extended their helping hands to tertiary students in particular and the country's education in general. Numerous enterprises in the country have laboriously worked out special corporate social responsibility (CSR) programs to fill in blanks in the education sector. For such benevolent enterprises, helping underprivileged students to pursue their education, and equipping them with real-life skills are of paramount importance that will change their life for the better.

PRECIOUS REAL-LIFE SKILLS FOR STUDENTS

Numerous students have benefited from free internship or training programs run by enterprises, acquiring necessary skills they never have a chance to approach while at school.

At Bosch Vietnam, for example, hundreds of students have been able to master industrial skills owing to the company's internship program, allowing them to easily adapt themselves to the working environment at enterprises.

In the past five years from 2015 to 2019, Bosch has trained nearly 400 interns who are students and fresh graduates, and after the internship, all could become high-skilled employees to join the local workforce, says Guru Mallikarjuna, managing director of the German-invested technology and services supply firm.

"At Bosch, we help to enhance education standards and impart lifelong skills to the local workforce by providing learning tools, awarding scholarships and developing curriculums with vocational and tertiary institutions," says Mallikarjuna.

At Ton Dong A, meanwhile, training field trips are regularly organized so that students can learn first-hand how enterprises operate. CEO Nguyen Thanh Trung says the field trip to Ton Dong A's factory, an activity under the framework of Study Tour, is expected to help students gain practical experiences and understand how a business is run. The Study Tour program, says Trung, is meant to connect the young generation with business to prepare them for entering the real-life world in the future.

In a similar way, Home Credit as a consumer finance firm chooses to disseminate financial knowledge to students, no matter what their majors could be, so that they can improve their financial management skills when entering the real life in the future. The company has organized such workshops at many universities in the country, such as Nong Lam University, the University of Finance-Marketing, Saigon University, Cao Thang Technical College and HCMC Open University.

"Broadening financial knowledge for customers and the community has been high on our list of priorities," says Home Credit General Director Dmitry Mosolov, adding "I strongly believe that knowledge-sharing sessions will help students make right decisions as-



A representative of a company gives scholarships to students in rural country through the bridge of the Saigon Times Foundation
PHOTO: THANH HOA



Young students feel happy when receiving scholarships from companies which collaborate with the Saigon Times Foundation to carry out their scholarship programs PHOTO: THANH HOA

sociated with money and financial issues for their future."

WHOLE-HEARTED SUPPORT

While many enterprises choose to prepare tertiary students for the real world, others have managed to support younger buds, digging deep in their pocket to ensure that young students, especially poor ones, can continue their education and pursue their dreams.

Kim Oanh Group regardless of ups and downs in business has over the years always earmarked a sizeable amount of money to minimize the number of school drop-outs and improve facilities for schools. Since the real estate company established its Kim Oanh Foundation in 2016, the enterprise has launched large-scale programs to extend its support to more disadvantaged pupils. Between 2016 and 2018, Kim Oanh Group donated VND18 billion to build schools and their amenities in three different provinces, and this year alone, the company has spent over VND5.5 billion on similar activities.

Dang Thi Kim Oanh, general director of Kim Oanh Real Estate Company as a unit of Kim Oanh Group, says that corporate social responsibility has become a culture and an indispensable part of the group, and so far, Kim Oanh has set

Numerous students have benefited from free internship or training programs run by enterprises, acquiring necessary skills they never have a chance to approach while at school.

aside over VND127 billion for community activities, with the bulk of it going to education sponsorship.

At Ton Dong A, CEO Nguyen Thanh Trung says that since its establishment 21 years ago, the company has set aside more than VND26 billion for its CSR activities, with education sponsorship being a focal beneficiary.

No data are available regarding financial support for education, but it is estimated that tens of thousands of students have benefited from enterprises' CSR programs each year.

Nam A Bank, for example, has this year donated 120 scholarships worth VND1 million each to students in the southern province of Long An, and 150 others to those in the northern province of Quang Ninh. In addition, the bank has offered nearly 600 scholarships to ethnic minority students in the provinces of Cao Bang, Quang Ninh, Daklak and Dong Nai, and Danang City. Through the program, the bank hopes to improve the motivation for students to attend school and pursue their dreams.

Similarly, ABBank has managed to help children from disadvantaged families to attend schools, and its corporate social responsibility programs have benefited tens of thousands of students across the country. This year alone, many primary students around the country have received scholarships worth a combined VND1.2 billion from the bank.

Commenting on their generous support for education, many enterprises say to The Saigon Times that such activities are part of their culture and their target for sustainable growth, and they will continue to do so in the long term to improve the manpower quality for the country.

"We believe that education can be life-changing to students. As they still foster their study dreams, ABBank will also try its hardest to nurture and enable theirs," says the bank's deputy general director Nguyen Thi Huong. BY

HOANG KHANG

KIM OANH GROUP

11 years of sharing love with community

With a high determination and a strong community spirit, Kim Oanh Group has launched numerous charitable programs over the past 11 years, lending a helping hand to disadvantaged people across the country. Regardless of ups and downs in business, the company has over the years always opened its coffer to ease difficulties encountered by underprivileged people, with hundreds of billions of dong having been disbursed.



Dang Thi Kim Oanh, general director of Kim Oanh Real Estate Company, poses for a group photo with students in a charity program

ENCOURAGING THOUSANDS OF POOR PUPILS

Kim Oanh Group has carried out diversified charitable activities throughout Vietnam, focusing on the education sector to bring up the future generation for the country.

Either at the beginning of a new school year, the International Children's Day or the Mid-Autumn Festival, the group always sets aside a substantial part of its budget to build schools, grant scholarships, donate bicycles and study equipment to needy and hard-working pupils in many localities such as Dien Bien, Hung Yen, Thua Thien-Hue, Daklak, Kon Tum, Binh Duong, Binh Phuoc, Dong Nai, Ben Tre and Bac Lieu.

Especially, since the establishment of the Kim Oanh Foundation in 2016, the enterprise has launched large-scale programs to extend its support to more disadvantaged pupils. Between 2016 and 2018, Kim Oanh Group provided lunches, 700 scholarships, 735 warm coats and backpacks and 20 bicycles for pupils of Be Van Dan high school in Ea Sup District, Daklak Province.

During the period, the company also donated VND18 billion to build a kindergarten for children of workers in Ben Cat Township (Binh Duong Province), a dining room for Phu Da 3 primary school in Thua Thien-Hue Province and a school in Ha Giang Province. Kim Oanh also gave full scholarships to five children of minority ethnic groups from grades 6th to 12th.

Between January and September this year, Kim Oanh Group spent over VND5.5 billion on many large programs, including VND1 billion for a national football tournament for poor children, VND750 million for startup projects of



Members of Kim Oanh Foundation join a journey of love to support poor children

young people in Hue City and VND500 million for a heart surgery program in Dong Nai Province. Recently, Kim Oanh has handed over Vinh Phu high school project in Thua Thien-Hue Province, worth over VND5 billion, to local government.

Notably, Kim Oanh has coordinated with renowned organizations such as the Vietnam Children Support Fund, chaired by Vice State President Dang Thi Ngoc Thinh, and Vu A Dinh Scholarship Fund, which was founded by former Vice State President Truong My Hoa, and local youth unions. Therefore, its programs have become more popular, giving strength to thousands of poor pupils and encouraging them to become helpful citizens for the society and their families.

SHARING BURDEN WITH THE POOR

Aside from support for the education sector, Kim Oanh Group has launched many meaningful programs such as donating houses to the poor, supporting Vietnamese heroic mothers and soldiers in border and island areas, Agent Orange/dioxin victims and people in flood-hit areas.

During important festive occasions such as the Buddhist holiday and the traditional Lunar New Year holiday, or Tet, the enterprise gives gifts to elderly people, homeless children, disabled people and poor patients. It also arranges

free buses to take workers to their hometowns at the Tet holiday.

So far, Kim Oanh has set aside over VND127 billion for community activities, sourced from its profits and donations from its staff and partners. Notably, the enterprise has also organized charitable programs in Laos, Cambodia and India.

Dang Thi Kim Oanh, general director of Kim Oanh Real Estate Company (a unit of Kim Oanh Group), says that corporate social responsibility has become a culture and an indispensable part of the group. Even during in difficult times, the enterprise always spends billions of dong each year to share the burden with needy people.

Regarding charity plans in the coming time, Oanh says the company will maintain current activities and build more programs on a larger scale, aiming at supporting more people. From now to the end of this year, Kim Oanh plans to hand over 50 houses to poor people in Yen Bai Province, five houses in Gia Lai Province and 50 houses in Ha Giang Province. It will also cooperate with the Vietnam Red Cross Society to give Tet gifts to poor patients.

"We believe that the practical programs will help share the difficulties with disadvantaged people and send a message to the society – Let's join hands with Kim Oanh Group to build a better life," Oanh remarks.

BY HAI NAM





Bà Đặng Thị Kim Oanh trong một chuyến đi thăm và tặng quà cho trẻ em nghèo ở vùng sâu vùng xa

KIM OANH GROUP

Lan tỏa hành trình san sẻ yêu thương

Với mục tiêu mang đến những giá trị tốt đẹp cho cộng đồng, trong hơn 11 năm qua, Kim Oanh Group luôn miệt mài với hành trình chia sẻ khó khăn cùng những người bất hạnh. Đặc biệt, hành trình đó đã và đang có sức lan tỏa mạnh mẽ không chỉ có tập thể cán bộ nhân viên trong công ty mà còn khơi dậy lòng nhân ái của đông đảo mạnh thường quân.

TỪ TẤM LÒNG SẺ CHIA

Là doanh nghiệp phát triển và phân phối bất động sản, bên cạnh hoạt động kinh doanh sôi nổi với những dự án giàu tiềm năng, Kim Oanh Group còn được nhiều người biết đến qua những chương trình thiện nguyện, hướng đến cộng đồng. Với tấm lòng sẻ chia, sự quan tâm sâu sắc đối với những cảnh đời bất hạnh, mỗi năm Kim Oanh Group luôn trích ra một phần lợi nhuận từ hoạt động kinh doanh để tặng học bổng cho học sinh nghèo, tặng nhà tình nghĩa/nhà tình thương, phụng dưỡng mẹ Việt Nam anh hùng, giúp đỡ các chiến sĩ ở biên giới/hải đảo, hỗ trợ nạn nhân chất độc da cam/dioxin, giúp đỡ bệnh nhân nghèo, cứu trợ đồng bào bị thiên tai/lũ lụt,...

Mỗi khi có thông tin về hoàn cảnh cơ nhỡ hay nơi đâu cần sự giúp đỡ, Kim Oanh Group đều đến khảo sát, tìm hiểu thông tin và trao trực tiếp những phần

quà hỗ trợ. Như trường hợp của các em học sinh dân tộc thiểu số trường THCS Bế Văn Đàn, huyện Ea Súp, Đắk Lắk. Khi biết được hoàn cảnh của các em học sinh nơi đây thường xuyên nghỉ trưa tại trường với cái bụng đói, nhiều em còn ngất xỉu trong lớp nên liên tiếp ba năm qua Kim Oanh Group đã đến thăm và tài trợ một năm suất ăn trưa cho các em, cùng nhiều phần học bổng, xe đạp và dụng cụ học tập. Sự hỗ trợ kịp thời đó đã tiếp thêm ý chí, nghị lực giúp các em học sinh nơi

Tính đến nay, tổng số tiền Kim Oanh Group dành cho hoạt động thiện nguyện đã lên đến hơn 127 tỉ đồng.

Với những đóng góp tích cực trong hành trình san sẻ yêu thương, Kim Oanh Group đã nhận được nhiều bằng khen, danh hiệu cao quý của cơ quan Nhà nước, các ban ngành. Trong đó, vinh dự nhất là Huân chương Lao động hạng Nhì do Chủ tịch nước trao tặng vào tháng 1-2019, Huân chương Lao động hạng Ba và bằng khen của Thủ tướng Chính phủ. Tất cả những ghi nhận này như một sự động viên và khích lệ để Kim Oanh Group vững bước trên hành trình nối dài thêm mãi những yêu thương của lòng nhân ái.



Tất cả lãnh đạo, nhân viên Kim Oanh Group đều tự nguyện đóng góp cho các chương trình thiện nguyện như một sự sẻ chia và thể hiện trách nhiệm với cộng đồng

đây vượt qua thử thách, chuyên tâm học hành. Đến nay, tỉ lệ các em học sinh nghỉ học giữa chừng giảm hẳn, tỉ lệ các em đạt thành tích khá giỏi cũng tăng lên.

Hay vào tháng 10-2017, Kim Oanh Group là một trong những đơn vị đầu tiên tổ chức cứu trợ cho bà con nghèo ở vùng lũ Quảng Bình với tổng số tiền hơn 800 triệu đồng ngay sau khi thiên tai ập đến. Những phần quà được trao tặng từ Kim Oanh Group đã phần nào giúp bà con vượt qua cơn khốn khó, sớm ổn định cuộc sống.

Không chỉ quan tâm công tác xã hội bên ngoài, Kim Oanh Group còn chú trọng chăm lo tới đời sống của các cán bộ nhân viên đang làm việc trên toàn hệ thống. Khi có cán bộ nhân viên hoặc người thân không may mắc bệnh hiểm nghèo, thương tật do tai nạn,...ban lãnh đạo công ty luôn có mặt để động viên, thăm hỏi và trao chi phí hỗ trợ kịp thời nhằm phần nào giúp họ giảm bớt những khó khăn khi điều trị bệnh tật, ổn định cuộc sống để yên tâm công tác.

Bà Đặng Thị Kim Oanh, Tổng giám đốc Kim Oanh Real (thành viên Kim Oanh Group), kiêm chủ tịch Hội đồng quản lý Quỹ Từ thiện Kim Oanh, cho biết: "Xuyên suốt hành trình 11 năm phát triển Kim Oanh Group luôn lấy kinh doanh gắn với trách nhiệm xã hội. Đây là điều mà Kim Oanh Group đã duy trì và xây dựng thành một nét văn hóa doanh nghiệp ngay từ những ngày đầu thành lập. Dù hiện tại tình hình kinh doanh vẫn còn nhiều khó khăn nhưng chúng tôi vẫn cố gắng tổ chức nhiều chương trình thiết thực để san sẻ với bà con nghèo".

THẮP NGỌN LỬA NHÂN ÁI

Trần trở trước nhiều hoàn cảnh bất hạnh, những năm gần đây, Kim Oanh Group còn gia tăng kết nối cộng đồng, khơi dậy tinh thần tương thân tương ái trong hệ thống công ty và những người xung quanh. "Càng đi tôi càng thấy vẫn còn rất nhiều cảnh đời hẩm hiu, bất hạnh đang cần sự giúp đỡ. Chính điều này đã thôi thúc tôi thành lập Quỹ Từ thiện Kim Oanh vào năm 2016 với hy vọng là nhịp cầu nối những tấm lòng nhân ái đến với người nghèo", bà Oanh chia sẻ.

Với cách thức hoạt động bài bản, minh bạch và có đội ngũ nhân sự chuyên trách nên các chương trình thiện nguyện của Kim Oanh Group được tổ chức dài hơi và mang lại hiệu quả cao. Sau hơn ba năm kể từ khi Quỹ Từ thiện Kim Oanh đi vào hoạt động đã có 5.961 suất học bổng được trao cho các em học sinh, sinh viên vượt khó học giỏi trên khắp cả nước; tài trợ 1,6 tỉ đồng cho năm học sinh dân tộc thiểu số ở tỉnh Thừa Thiên – Huế, Điện Biên và Bình Dương học từ lớp 6 đến lớp 12; tài trợ 5 tỉ đồng kinh phí xây trường THCS Vinh Phú (Thừa Thiên - Huế), 18 tỉ trường mầm non 28-7 giai đoạn 2 (Bình Dương); 1 tỉ đồng cho các dự án khởi nghiệp của thanh niên và phụ nữ ở tỉnh Thừa Thiên - Huế; tài trợ 1 tỉ đồng cho Giải Bóng đá quốc gia dành cho trẻ em có hoàn cảnh đặc biệt năm 2019,...

Bên cạnh chăm lo cho ngành giáo dục, Kim Oanh Group còn quan tâm công tác "đền ơn đáp nghĩa" thông qua việc hỗ trợ xây tặng 409 căn nhà tình nghĩa, nhà tình thương. Ngoài ra, còn có hàng chục ngàn phần quà cũng được trao đến các gia đình có hoàn cảnh khó khăn, trẻ em lang thang cơ nhỡ, người khuyết tật, bệnh nhân nghèo đang điều trị tại các bệnh viện và các chiến sĩ ở vùng biên giới, hải đảo.

Nhờ những chương trình thiết thực đó, hạt mầm nhân ái "Kim Oanh" ngày càng lan tỏa và đã thu hút sự ủng hộ của đông đảo mọi người. Nhiều chương trình công ty phát động trong thời gian qua như Trung thu yêu thương cùng Kim Oanh Group 2016, Giọt hồng yêu thương, Nghĩa tình Kim Oanh,...luôn nhận được sự hưởng ứng tích cực của tập thể cán bộ nhân viên và các mạnh thường quân gần xa. Đặc biệt, nhiều cán bộ nhân viên sau khi tham gia tình nguyện trở về còn tự nguyện trích 1-4 ngày lương, đồng thời vận động những người xung quanh cùng đóng góp tiền, sách vở, quần áo ấm...để giúp đỡ các hoàn cảnh đáng thương.

Bên cạnh các hoạt động riêng lẻ, thời gian qua Kim Oanh Group cũng dành nhiều ưu tiên cho việc phối hợp với các tổ chức thiện nguyện khác như Quỹ Học bổng Vừ A Dính, Hội Bảo trợ trẻ em Việt Nam, Hội Bảo trợ nạn nhân chất độc da cam tỉnh Bình Dương, Học bổng Nguyễn Thái Bình của báo Thanh Niên...để nâng cao tính hiệu quả.

HẢI NAM

NAM LONG *Social responsibility* on each and every step

Nam Long Investment Corporation, throughout its development history of 27 years, has built a prestigious and strong brandname via numerous real estate projects across many cities and provinces. Alongside the business success, the company has shown its attentiveness to the community by exercising its social corporate responsibility in a vast swathe of areas. Besides focusing on large-scale charitable programs, the company has managed to embrace social responsibility on each and every step.



Children are seen playing at a Nam Long residence in HCMC

CHARITABLE ACTIVITIES FOR COMMUNITY

Each year, Nam Long always extracts part of its profit to give back to the community, with a special focus on education.

The realty developer in the past several years has accompanied the charity golf tournament "Swing for Life" to collect funds for the "Clean water for schools" benefiting 130 schools in Binh Thuan Province. It also regularly presents books, notebooks and stationery items to poor students.

At the same time, Nam Long has also maintained the scholarship program Swing for Dreams to financially support poor students with

outstanding academic records from different high-education institutes, such as the HCMC Architecture University, the University of Economics HCMC, the HCMC University of Technology, and the University of Transport.

Poor and underprivileged people are also on the company's radar. Each year, Nam Long will offer gifts for poor families on the occasion of the Lunar New Year. The company has also donated breeding cows for poor farmers in Quang Binh Province, and houses for poor families.

SOCIAL RESPONSIBILITY IN BUSINESS

Whenever planning a new real estate project, Nam Long always prioritizes environmental protection, and a development project will only get going if it poses no risks to the environment. The company's management says Nam Long real estate projects, especially apartment buildings, are always



Nam Long representative gives scholarships to students of the HCMC University of Architecture



equipped with modern waste treatment facilities to ensure that the wastewater after being treated meets standards specified in prevailing regulations.

In addition, Nam Long projects boast low construction density to leave more space for greenery, entertainment and other facilities for residents. The developer is also a pioneer in using unbaked bricks in its real estate projects to better protect the environment.

Acquiring a house is a huge challenge for low-income people, and many home buyers have become heavily indebted due to failures to foresee financial hardships.

Aware of such a challenge facing low-income homebuyers, Nam Long besides developing affordable apartment projects have regularly organized seminars to address problems homebuyers often endure.

Its periodical seminars titled "Easy home buying" gather many real estate experts and representatives of banks and law firms to help homebuyers anticipate all issues that may arise when acquiring a home. Potential homebuyers are also advised how to use financial leverage – or bank loans – to buy homes, as well as how to afford a home with a certain level of income.

BY HOAI AN

NAM LONG

Thực hành trách nhiệm xã hội từ những việc cụ thể

Hơn 27 năm qua, Công ty cổ phần Đầu tư Nam Long không chỉ chứng minh uy tín và tiềm lực thương hiệu với một loạt dự án bất động sản với không gian sống tiện nghi, an toàn và thân thiện môi trường, mà còn thể hiện trách nhiệm xã hội qua các chương trình thiện nguyện lan tỏa mạnh mẽ trong cộng đồng.



Cán bộ, nhân viên Nam Long trao quà cho các bệnh nhi mắc bệnh hiểm nghèo tại Bệnh viện Nhi đồng TPHCM

LAN TỎA TINH THẦN TƯƠNG THÂN, TƯƠNG ÁI

Không chỉ chú trọng phát triển kinh doanh, mỗi năm Nam Long đều trích một phần lợi nhuận để đóng góp vào các hoạt động cộng đồng. Với vai trò là thành viên Hiệp hội Bất động sản TPHCM, những năm qua Nam Long là doanh nghiệp khá tích cực tham gia đóng góp ý kiến, đưa ra các giải pháp chống ngập cho các khu dân cư, xây dựng nhà trên nền đất yếu...

Với mục tiêu giúp cho những người có thu nhập thấp có thể tiếp cận và sở hữu những căn hộ phù hợp với thu nhập, Nam Long còn tổ chức chuỗi sự kiện thường niên "Mua nhà không khó" có sự tham gia của nhiều chuyên gia bất động sản, ngân hàng, luật... nhằm giúp giải đáp và tháo gỡ những thắc mắc của người dân về các thủ tục pháp lý khi mua căn hộ, hướng dẫn cách sử dụng đòn bẩy tài chính hiệu quả cũng như cách tính toán các phương án mua nhà dựa trên thu nhập thực tế.

Bên cạnh đó, Nam Long còn thường xuyên đồng hành cùng các cơ quan chính quyền ở địa phương như TPHCM, Long An... hỗ trợ quà tết cho các hộ nghèo; tặng tập vở cho học sinh; trao nhà tình nghĩa; ủng hộ Quỹ "Vì biển đảo quê hương – Vì tuyến đầu Tổ quốc" nhằm chăm sóc đời sống vật chất, tinh thần cho các lực lượng bảo vệ biên giới, biển đảo đất nước.

Không chỉ ở khu vực TPHCM, Nam Long còn đồng hành cùng báo điện tử Vietnamnet, báo Dân Trí tặng quà cho trẻ em nghèo vùng sâu vùng xa; tặng bò cho các gia đình nghèo tại tỉnh Quảng Bình; đồng hành cùng giải golf từ thiện Swing for Life gây quỹ ủng hộ Chương trình "Nước sạch học đường" cho 130 trường và điểm trường tại huyện Bắc Bình, tỉnh Bình Thuận...

Đặc biệt, Nam Long rất xem trọng việc hỗ trợ cho ngành giáo dục nhằm góp phần mang lại lợi ích lâu dài cho cộng đồng. Trong những năm vừa qua, Nam Long tiếp tục duy trì quỹ học bổng "Swing For Dreams" nhằm hỗ trợ các sinh viên nghèo vượt khó tại các trường Đại học Kiến trúc TPHCM, Đại học Kinh tế TPHCM, Đại học Giao thông Vận tải, Đại học Bách Khoa TPHCM...

Các chương trình hướng về cộng đồng của Nam Long ghi nhận sự hưởng ứng tích cực của đông đảo cán bộ, nhân viên công ty. Thậm chí, nhiều nhân viên còn vận động cả gia đình cùng đóng góp để chia sẻ với những phận đời kém may mắn trong xã hội. Điều này thể hiện tinh thần tương thân tương ái, lá lành đùm lá rách đang lan tỏa rộng rãi từ lãnh đạo đến từng thành viên của Nam Long trong suốt quá trình hình thành và phát triển. Đó cũng là một trong những giá trị cốt lõi góp phần vào sự phát triển bền vững của Nam Long như hôm nay.

CÁCH LÀM BỀN VỮNG

Hơn 27 năm thành lập và phát triển, Nam Long được đánh giá là nhà phát triển bất động sản có chiến lược và cách làm bền vững. Khi nghiên cứu bất cứ một dự án nào, bảo vệ và gìn giữ môi trường sống luôn là mục tiêu hàng đầu của Nam Long để đánh giá và quyết định có tiến hành triển khai hay không.

Các dự án của Nam Long thường có mật độ xây dựng khá thấp so với mật độ chung. Điều này đồng nghĩa công ty chấp nhận hy sinh một phần lợi nhuận để kiến tạo hệ thống tiện ích, công viên cây xanh, hồ cảnh quan, lối đi bộ, cầu lạc bộ cộng đồng... nhằm nâng cao chất lượng sống của cư dân sinh sống trong dự án.

Các dự án trước khi tiến hành đầu tư đều được Nam Long tổ chức đánh giá tác động môi trường thể hiện rất rõ ý thức bảo vệ môi trường của lãnh đạo tập đoàn. Trong quá trình thi công, Nam Long yêu



Khu đô thị Waterpoint được định hình là một khu đô thị xanh, hiện đại theo tiêu chí "all in one"

cầu các nhà thầu phải che chắn bảo vệ kỹ càng để tránh bụi bẩn và tiếng ồn ảnh hưởng đến khu vực lân cận.

Ở mỗi dự án, tùy vào thiết kế cụ thể, Nam Long yêu cầu nhà thầu ứng dụng những kỹ thuật thi công mới, hiện đại để giảm thiểu tác hại đến môi trường. Để giảm thiểu việc sử dụng các vật liệu truyền thống ảnh hưởng đến môi trường, Nam Long cũng là một trong những đơn vị tiên phong áp dụng quy chế của Bộ Xây dựng, đưa gạch không nung vào sử dụng ở các dự án của mình. Việc sử dụng gạch không nung đã góp phần rất lớn vào việc xóa dần các lò đốt đang gây ô nhiễm và hướng đến việc quen dần với các sản phẩm thân thiện với môi trường. Mặc dù việc sử dụng gạch không nung cũng gây ra một số khó khăn, tăng chi phí cho chủ đầu tư từ giá thành vật liệu đến việc đào tạo các công nhân có trình độ tay nghề tốt hơn để đảm bảo chất lượng sản phẩm, nhưng Nam Long vẫn kiên định với mục tiêu bảo vệ và gìn giữ môi trường chung.

Ngoài ra, Nam Long cũng đã sử dụng phụ gia Miclayco để cải tạo sét, muối trong cát vật liệu đá tại chỗ thành vữa và bê tông xi măng, dùng cho các hạng mục giao thông, kè... để giảm thiểu việc sử dụng các cốt liệu xây dựng quý hiếm cần được bảo tồn. Điển hình như tại dự án khu đô thị Waterpoint, nhằm bảo tồn thiên nhiên cho sông Vàm Cỏ Đông, một hành lang thực vật ven bờ rộng 50m sẽ được giữ lại nguyên vẹn. Với những hạng mục phù hợp, Nam Long khuyến khích sử dụng ván khuôn đổ bê tông bằng nhựa để có thể tái sử

MỘT SỐ GIẢI THƯỞNG CỦA NAM LONG NĂM 2018-2019

- Giải thiết kế tiêu biểu Việt Nam – VOPA 2018 cho hạng mục "Nhà thiết kế bất động sản tiêu biểu Việt Nam 2018" đối với dự án Akari City và "Dự án có phong thủy tiêu biểu Việt Nam 2018" đối với khu đô thị Waterpoint
- Danh hiệu "Chủ đầu tư của năm" trong khuôn khổ giải thưởng Ashui Awards 2018
- Top 500 doanh nghiệp lớn nhất Việt Nam và Top 500 doanh nghiệp tăng trưởng nhanh nhất Việt Nam
- Top 50 doanh nghiệp tăng trưởng xuất sắc nhất Việt Nam năm 2019 và Top 10 chủ đầu tư bất động sản uy tín năm 2018-2019
- Top 50 công ty kinh doanh hiệu quả nhất Việt Nam 2018-2019
- Được vinh danh cùng lúc 4 hạng mục tại Giải thưởng Bất động sản Châu Á - Thái Bình Dương - Asia Pacific Property Awards 2019-2020 gồm "Khu phức hợp tốt nhất" (Best Mixed use Development for Vietnam) cho khu đô thị Waterpoint, "Căn hộ biệt lập tốt nhất" (Best Condominium for Vietnam) cho sản phẩm Flora thuộc khu đô thị Akari City, hai giải 5 sao "Chiến lược phát triển marketing tốt nhất" (Best Development Marketing for Vietnam) cho khu đô thị Mizuki Park và "Sàn giao dịch bất động sản tốt nhất" (Best Commercial Real Estate Agency Vietnam) dành cho Sàn Giao dịch bất động sản Nam Long.

dụng thay cho ván gỗ, tiết kiệm tối đa việc sử dụng tài nguyên thiên nhiên.

Hiện nay, việc xử lý nguồn nước thải sinh hoạt của các khu đô thị và các dự án là một thách thức lớn với các chủ đầu tư. Để giải bài toán này, Nam Long đã đầu tư xây dựng trạm xử lý nước thải với công nghệ đáp ứng yêu cầu của Luật Môi trường và được Sở Tài nguyên Môi trường kiểm tra và nghiệm thu cấp giấy phép xả thải. Nước thải sau khi xử lý đều đạt quy định.

Mới đây, các công trình Flora Bridgeview, Flora Fuji, Flora Kikyo của Nam Long đã được tổ chức IFC (thuộc Worldbank) trao chứng chỉ EDGE. Đây là hệ thống đánh giá công trình sử dụng tài nguyên hiệu quả, giúp tiết kiệm năng lượng, nước và năng lượng dùng để sản xuất vật liệu xây dựng công trình, qua đó giúp giảm phát thải khí nhà kính.

Với điều kiện thực tế tại Việt Nam, việc xây dựng và vận hành các tòa nhà chiếm tới hơn 36% tổng diện năng tiêu thụ của cả nước, góp phần đáng kể vào tốc độ tăng trưởng phát thải khí gây hiệu ứng nhà kính trung bình 12% hàng năm – mức tăng thuộc hàng cao nhất thế giới - thì việc Nam Long lần thứ hai được cấp chứng chỉ EDGE là một sự nỗ lực lớn của tập đoàn trong việc góp phần bảo vệ môi trường thông qua các thiết kế thông minh của mình.

HOÀI AN



For most students from poor families, education is a life-changing pathway to escape poverty, but pursuing their dreams has never been easy but for the philanthropist programs from economic entities. An Binh Commercial Joint Stock Bank (ABBank), aware of such a pivotal need among underprivileged children, has opened its arms to help them continue their schooling.



ABBank has partnered with the U.S.-based Room to Read to develop user-friendly libraries for 24 primary schools in the Central Highlands province of Lam Dong and the northern port city of Haiphong

PHOTO: ABBANK

ABBank *Bringing* life - changing opportunities to poor children

For the past several years, ABBank has dedicated itself to several community programs to help children from disadvantaged families to attend schools. And its corporate social responsibility programs have benefited tens of thousands of students across the country.

In 2018, ABBank became a sponsor of the “Cap la yeu thuong” (A Beloved Couple of Leaves) program, which supports studious yet disadvantaged children in continuing their schooling. As a result, many scholarships, together with numerous gifts, have been awarded to students from the northwestern upland province of Son La to the Mekong Delta province of An Giang with the aim of motivating them to pursue their dreams. So far this year, many primary students around the country have received scholarships worth a combined VND1.2 billion (US\$51,500) from the bank.

Earlier this year, ABBank collaborated with the U.S.-based non-governmental organization Room to Read and the Department of Education and Training of Lam Dong Province to organize user-friendly library programs for 14 primary schools in the Central Highlands province. Around 51,000 books were thus donated to around 10,000 local students, enabling them to improve their literacy and learning competency. Similarly, more than 10,600 students from 10 primary schools in the northern port city of Haiphong also received over 53,000 books, and other educational items.

“ABBank is ready to stand side by side with students on the journey to enhance their knowledge, culture and life skills,” says the bank’s deputy general director Nguyen Thi Huong, adding that the bank helps students get greater chance of having access to many informative books and joins hands to “nurture Vietnam’s future generations.”

Explaining the reason for choosing educational projects, Huong says, helping a disadvantaged student overcome his or her difficulties is not only a good deed but also a little contribution to the sustainable development of the country’s future generations. Achievements cannot be materialized in the short run, but there would be successes in the long run.

“We believe that education can be life-changing to them. As they still foster their study dreams, ABBank will also try its hardest to nurture and enable theirs,” she says.

In addition to scholarships for students, the bank offers financial support for schools to repair their facilities, or even to rebuild them.

Aside from educational projects, with its motto to uphold family values, ABBank has since last year launched “ABBank Family Day” under the theme of “Happy families” to bring moments of happiness to the community via social gatherings or artistic performances.

In this year’s “ABBank Family Day” program, comprising a music performance and exchange with artists, was organized at Dong Kinh Nghia Thuc Square in Hanoi on September 7, attracting some 10,000 people.

The aim is that family members forge closer relationships with each other and their communities, and to share and preserve Vietnamese values. Within the framework of the event, the bank has also held other activities, such as blood donation and waste collection, which receive tremendous support from its own staff and community.

In addition, since 2010, the bank has embarked on a Lunar New Year, or Tet, program, called “Xuan An Binh” (Peaceful Spring), which is aimed at providing necessities and household appliances for impoverished families in northern mountainous areas and central provinces which are prone to many natural disasters.

BY MINH TAM



BASF employees turn used bottles into tree pots for Song Ray Kindergarten – Photo: Courtesy of BASF

The world's biggest chemical company in terms of revenues, R&D investment, and number of employees, BASF is celebrating 25 years of its presence in Vietnam in a distinct way: organizing a series of corporate social responsibility (CSR) programs across the country.

BASF Celebrates *25 years* in Vietnam with series of **CSR** programs

In late September, BASF, in collaboration with 10 customers and partners from Vietnam and Thailand, inaugurated two new classrooms with a total area of over 170 square meters that were built for Song Ray Kindergarten in a remote area of Cam My District in Dong Nai Province.

Before the renovation, around 70 school children aged two and three attended their classes in makeshift facilities that were built six years ago with all-metal walls and ceilings, an uncomfortable environment during high temperatures and in rainy weather.

Facilitated by Saigon Children's Charity CIO, the project now offers them brand-new classrooms, including hygiene amenities and a storeroom, built with environmentally friendly materials, therefore improving their learning conditions.

A total of approximately VND1 billion (about US\$43,000), in both money and materials to renovate the school, was donated by BASF, customers and partners in Vietnam and Thailand.

Along with funding for the renovation, BASF donated its advanced waterproofing products to help the building resist rainwater. The roof panels were donated by Phu-ong Nam Insulation to keep the school from heat and noise. Nippon Paint Vietnam also donated low-odor products made with BASF ingredients that reduce impacts on health and the environment.

This year, BASF also has coordinated with social enterprise Think Playgrounds to build four public playgrounds in different locations to provide over 12,000 children with a more appealing and safe learning environment.

The four high-quality playground facilities are designed to promote a sense of exploration, inspire creativity and develop different skills among kids.

Three playgrounds have been complete in Yen Bai Province, and HCMC's Nha Be and Go Vap districts. The remaining playground, located at Binh Minh School in Hanoi, which is home to autistic and hearing impaired children, is about to be finished soon.

The two sites in Go Vap and Nha Be districts in HCMC are both located in outlying areas of the city, where access to high-quality playgrounds and entertainment facilities proves difficult for many families, especially those migrants working at nearby industrial parks. The two sites will be transformed into facilities that help the children learn through play, hence improving their development as well as living conditions.

The other two facilities in Hanoi's Binh Minh School for children with special needs and Yen Bai Provincial Pediatric Hospital will provide outdoor toys and play areas to help children recover from illness and develop physical and cognitive skills.

In early November, in partnership with the HCMC Department of Education and

Training, BASF organized the ninth annual BASF Kids' Lab for around 500 primary students.

Guided by BASF employees and university student volunteers, the children conducted two fun experiments on classifying and recycling paper and plastic products.

The program helped the children not only learn about the fascinating world of chemistry but also contributed to reducing waste and protecting the environment.

In addition, BASF has raised funds to award four-year scholarships to 20 university students, and cooperated with Nippon Paint to renovate schools in the Mekong Delta.

What enables BASF to successfully carry out a great number of CSR programs is the great support from its employees, partners, and customers.

Speaking to The Saigon Times, Erick Contreras, managing director of BASF Vietnam, said each of the company's CSR program draws 30-40 employees. In addition to contributing their time and money, they also invite their family and friends to join.

"Vietnam is an important market for BASF and we are committed to long term investments focused on sustainability. This year marks our 25th anniversary in Vietnam and we want to celebrate it with something that could make an impact on the community," Erick Contreras said.

BY MINH TUAN

BOSCH Laying foundation for *tomorrow*

For enterprises that pursue sustainable growth, contributing to the society is among their top priorities, because a prosperous community can help them run a healthy and long-term business. Since setting its foot in Vietnam in 1994, aside from business goals, German-invested technology and services supply firm Bosch has strived to launch many charitable programs in various fields like education, society and environment.

BUILDING A SKILLED WORKFORCE

"At Bosch, we help to enhance education standards and impart lifelong skills to local workforce by providing learning tools, awarding scholarships and developing curriculums with vocational and tertiary institutions. By doing so, talents are able to develop potential to their fullest, realize their career aspiration and in turn, be the driving forces in making a positive difference to the community and country," says Guru Mallikarjuna, managing director of Bosch Vietnam.

Bosch has been investing in talent development in Vietnam right from the start of its operations. The company's commitment to continuously train and promote the development of local talent places Bosch as one of the top employers in Vietnam to work with.

In the past five years from 2015 to 2019, Bosch has trained nearly 400 interns who are students and fresh graduates in the professional working environment at Bosch. After the internship, all could become high-skilled employees to join the local workforce.

In addition, the company is working with partners towards developing a highly-skilled technical workforce in Vietnam, especially in adopting and leveraging on digital technologies for increased productivity and sustainability.

According to Mallikarjuna, the demand for high-tech human resources in Vietnam is increasing rapidly. Therefore, the technical and vocational education and training sector will be an important step forward to support workers to create competitive advantages.



Bosch signs a public-private partnership to enable highly skilled workforce move towards the 4th Industrial Revolution

SUPPORTING NEEDY PEOPLE, PROTECTING THE ENVIRONMENT

Like other businesses, Bosch strives to lend a helping hand to underprivileged people, even in localities it has not established operations. After years of promoting the community spirit, all staff of the company are eager to join hands for charitable projects across the country.

In 2017, Bosch Vietnam collaborated with Primavera, an organization of Bosch employees, to provide orphans at the Dieu Phap Shelter with computer facilities and educational support through the "Computer Room" project. Led by Bosch associates, the project aimed to increase learning standards through interactivity and connectivity.

The Bosch "Book Donation" campaign on the other hand aims to provide new or used books in good condition to orphanages in HCMC Youth Vocational Education Center, where Bosch volunteers are on-site to teach young readers to sharpen their reading and comprehension skills. To date, more than 800 books have been donated.

"At Bosch, our CSR initiatives not only focus on education development, but also enhancing the quality of life and protecting the environment. Those three key pillars will balance our corporate social responsibilities and contribute positively to create a better life for the community and a greener environment for our next generations," Mallikarjuna adds.

Bosch is intensifying its efforts to reduce its carbon dioxide output and aims to be fully climate-neutral as early as next year. In Vietnam, Bosch is ramping up its efforts towards realizing this mission.

Sustainability continues in Bosch's local corporate responsibility efforts through a tree-planting project covering around five hectares of forest. The company is working closely with local authorities in Dong Nai Province to plant 2,750 trees over 2.26 hectares of land in 2018 and five more hectares by 2020.

"I hope our actions will raise a voice to inspire all individuals and organizations joining hands towards sustainable development," Mallikarjuna shares. BY PHUONG THAO



Home Credit CEO Dmitry Mosolov awards scholarships to students in Daklak Province

Photo: Home Credit

HOME CREDIT Preparing students for *the real-life world*

Having accompanied Vietnamese people for 11 years, apart from business goals, the consumer finance company Home Credit Vietnam always enlists corporate social responsibility (CSR) as one of its first priorities. Among different activities to support the community, the company has targeted students with many useful programs to prepare them for entering the real-life world with knowledge and skills necessary for their future success.

A program called “New university students – Get into new gear” aimed at equipping over 1,500 university students in HCMC with financial management knowledge and skills has just been launched by Home Credit Vietnam. The program included a slew of sessions to spread the financial knowledge to new university students at Nong Lam University – HCMC, the University of Finance-Marketing, Saigon University, Cao Thang Technical College and HCMC Open University.

“As a consumer finance firm from Europe, in addition to business operations, we also focus on community activities. Broadening financial knowledge for customers and the community has been high on our list of priorities; as a result, the firm has launched the program “New university students – Get into new gear” at universities and colleges citywide,” said Home Credit General Director Dmitry Mosolov.

“I strongly believe that knowledge-sharing sessions will help students make right decisions associated with money and financial issues for their future,” he added.

At such sessions, the firm’s speakers provided knowledge via a variety of methods, including minigames. Participating students had a chance to directly ask the speakers any questions to enrich their knowledge. In addition, new students were instructed how to draw up a personal financial plan and allocate their budget for each month properly at the sessions.

The program is also aimed at helping new students realize risks associated with loan sharks and how to accumulate an appropriate amount of money to start their independent life, the organizer said.

Apart from the main purpose of spreading the knowledge of financial management, through the program, Home Credit awarded 25 scholarships to excellent university students with difficult family backgrounds.

Earlier in August, within the framework of the program “New university students – Get into new gear,” Home Credit handed over thousands of gifts to students through promotional programs in Hanoi City and HCMC.

The knowledge gained from the sessions has lifted students’ confidence and got them ready for their independent life, Van said.

Having gone hand in hand with schools in poverty-stricken areas across Vietnam, Home Credit has also offered educational presents and scholarships to poor yet hard-working students over the past time.

Under its program called “Path to the Future,” Home Credit General Director Dmitry Mosolov has recently awarded eight scholarships and presents such as books and school tools to students at Dinh Nup Elementary and Secondary School in Ea Blang Commune, Buon Ho Town in the Central Highlands province of Daklak.

Launched in 2018, the program has received great support from many executives and employees at Home Credit and sponsors who are willing to contribute to the common goal of enhancing the country’s social development.

“I regularly lent a helping hand to community activities when living in Russia. The social activities towards community and education are always my priorities,” said the company’s CEO.

Earlier on May 24, Home Credit also gave 75 bicycles and 100 gifts, including school tools, to hard-working students in Hoang Hoa District of Thanh Hoa Province. The donations came from the management and employees of Home Credit on the occasion of the firm’s 11th birthday.

“Through the corporate social responsibility programs, Home Credit hopes to contribute its part to improving Vietnamese people’s life,” Mosolov said.

BY NHU PHU



NAM A BANK

Helping poor students to pursue *their dreams*

Supporting students and promoting the green lifestyle are popular choices among corporate citizens who wish to contribute to the sustainable development of the society. That is also the pathway taken by Nam A Bank, whose primary aim in its corporate social responsibility (CSR) activities is to help the young to pursue their dreams through education.

This year, 120 scholarships worth VND1 million each have been awarded to students in the southern province of Long An, and 150 others to those in the northern province of Quang Ninh, as part of the program “Nang buoc den truong – Thap sang tuong lai,” or “Clearing Path to School – Brightening up the Future.”

NURTURING YOUNGER GENERATION

The scholarship program has been implemented by Nam A Bank in coordination with the Vu A Dinh Scholarship Fund and the VinaCapital Foundation since 2018. Together with the companion of the Compassionate Ambassador of Nam A Commercial Joint Stock Bank – Miss Universe Vietnam 2017 H'Hen Niê – and the support of its clients, nearly 600 scholarships have been offered to ethnic minority students in the provinces of Cao Bang, Quang Ninh, Daklak and Dong Nai, and Danang City. Through the program, the bank hopes to improve the motivation for students to attend school and pursue their dreams.

Recognizing the importance of education for the young generation, Nam A Bank has been actively working with many universities to invest in education development, build facilities, and give scholarships to disadvantaged students all over the country.

For example, Nam A Bank recently teamed up with the Banking University of HCMC to launch a VND1-billion laboratory which is equipped with modern banking technology 4.0, and simulates the real-life working environment, thereby offering useful experiences to students.

LIVING GREEN FROM THE OUTSET

Nam A Bank has set its community activity targets of both short- and long-term effects. As a result, the scholarship program “Clearing Path to School – Brightening up the future” is one of the two major projects which the bank has been implementing for several years, and “Toi chon song xanh,” or “I choose to live green” is the second project.

Currently, climate change and environmental pollution are global problems. This is why the trend toward the use of green materials to protect the environment and save energy has been receiving tremendous encouragement.

Therefore, the bank has embarked on the “I choose to live green” project since early this year. The project towards environmental protection is being accompanied by the Environmental Ambassador Hoang Thuy, the first runner-up of Miss Universe Vietnam 2017, with the aim to raise public awareness about the use of green and renewable energy, environmentally friendly technology and equipment, and energy saving.

Within the framework of the project, the bank has carried out some notable activities, such as organizing the “Ngày hoi xanh,” or “Green Day” program, cleaning up streets and promoting environmental protection to locals and tourists in Dalat City.

The program has also reached out to students in other provinces and cities, such as Quang Ninh and Long An.

In addition, the bank is a regular companion of the Green Summer Campaign and other useful and effective annual community activities. **BY NHAN TAM**



The Compassionate Ambassador for the Environment, the first runner up of Miss Universe Vietnam 2017 Hoang Thuy joins hands to promote environmental protection activities by Nam A Bank

PHOTO: NAM A BANK



A group of volunteers of the "Adding Strength in the Exam Season" pose for a photo

An eighteen-year journey **of love with students**

It is called generosity when a certain enterprise makes a big donation to benefit the society. When such generosity is repeated on and on, for years or decades, it has turned love.

For 18 years now, Thien Long Corporation has sustained its sympathy with students, accompanying them from their very early footsteps on their path of learning. The company's history of corporate social responsibility (CSR) practices, widely known in the society as the "Adding Strength in the Exam Season" campaign, is full of heart and humanity.

Nearly two decades ago, when the university/college entrance exam and the high school graduation exam had yet to be merged into one national exam, many places across the country were always overwhelmed by hundreds of thousands of students and their parents, especially those from the countryside, who flocked to major cities to attend the entrance exam annually.

Alongside the mixed feeling of delight and nervousness when students were about to step into the threshold of university life, they, and their parents as well, had to face many obstacles in strange cities, such as the fear for getting lost, difficulties to find safe and convenient accommodations, or the risk of being overcharged for renting hostel rooms. To some students who had to travel alone to take the exam, such difficulties put them under huge pressure.

And a generous helping hand was extended to the worried students by Thien Long. The corporation launched the "Adding Strength in the Exam Season" campaign, undertaking a noble mission to support students and encourage them to overcome barriers on the path towards the university entrance.

The campaign features a wide range of activities. Among them, examinees will receive support from volunteers in terms of admission consulting, traveling to and from exam venues, and seeking accommodations with reasonable prices, and be instructed to conduct exam procedures.

With this annual CSR activity, the nation's leading stationery group expects to convey the message of "Power of Knowledge" to the community and to encourage the culture of sharing to be well-established throughout the society.

Thien Long and other co-organizers have been collecting constructive feed-

back and adopting innovation to adjust and refresh the campaign over the years, aiming to meet various demands of students and to serve the expansion of the program. To date, the campaign has become familiar among generations of Vietnamese students.

Looking back on the journey of almost two decades, it is hard to believe that a company has been so persistent with a CSR program to support local students for such a long time.

Apart from that, the campaign has also presented a slew of meaningful gifts to students nationwide that are poor and have excellent academic performance.

As of 2019, the campaign has made its presence in all 63 provinces and cities nationwide, with the participation of over 900,000 volunteers. More than 13 million examinees and their parents have received support from the campaign. Particularly, the campaign has provided aid to over 53,000 underprivileged examinees this year.

Aside from these impressive achievements, the most rewarding result that the group has reaped is that examinees have followed in the footsteps of volunteer students to join the campaign in the subsequent years. They continue to take on the mission to support examinees.

The campaign has been going for 18 years now. The journey is on, and the love is on.

BY HONG NGAN



TON DONG A *Connecting* the people

Nguyen Thanh Trung is consistent in his aim when it comes to corporate social responsibility (CSR) activities that his business has been actively conducting since its establishment two decades ago: connecting the people.

Guiding a group of high-school students in a factory tour organized in early August by the Saigon Times Foundation, the CEO and chairman of Ton Dong A Corporation said it was not merely a pleasure trip. The field trip to Ton Dong A's factory, an activity under the framework of Study Tour, is expected to help students gain practical experiences and understand how a business is running.

"We always encourage educational programs with real and practical values," he explains to The Saigon Times during the Study Tour scholarship program, adding it is meant to connect the young generation with business to prepare them for entering the real-life world in the future.

Trung says Ton Dong A wishes to deepen its participation in the connection between schools and enterprises to help students integrate themselves into the real world with businesses and the community. Therefore, they will be able to create products and added value for themselves and the community. Many students may have a desire to own a business and contribute to the country through their products in the future, Trung said.

"I have a dream that after graduation, those students can build a decent life for themselves, and then join hands with units granting them scholarships to support more needy students. Therefore, we may sustain a long-term benefit chain for the society," Trung says.

The company has in fact contributed generously to education via scholarships for students or sponsorships for educational institutions.

Ton Dong A, which manufactures roofing sheets and various types of stainless steel products, has granted scholarships through many foundations, Red Cross associations, and sports competitions. Specifically, it has offered scholarships worth over VND1 billion to Hue Hieu Education Foundation



A view of Khang An in Lam Dong Province, one of the two cable-stayed bridges Ton Dong A Corporation has offered financial support to build

PHOTO: TON DONG A



Representatives of Ton Dong A Corporation cut the ribbon to inaugurate a rural road in the Mekong Delta province of Ben Tre

PHOTO: TON DONG A

from 2006 to 2019, and over VND3 billion to a child sponsorship fund in Binh Duong Province between 2007 and 2019.

Since its establishment 21 years ago, Ton Dong A Corporation has set aside more than VND26 billion for its CSR activities, aiming at building a better community. Those activities include donating houses and building materials, and developing roads and bridges, which in a sense is also meant to connect the people.

The company has joined the Green Summer campaign of the HCMC University of Technology for the past 13 years, and has helped constructed six bridges and 11 roads while granting steel sheets and financial support to many needy families, with the total sponsorship of nearly VND3 billion. It has granted VND2 billion to build two cable-stayed bridges – Khang Nhat in Tien Giang Province and Khang An in Lam Dong Province.

"We provide money, students take part in construction, and local residents give them food and arrange accommodations. This is not only a charity project but also noble connection between people and people," Trung says.

The chairman and CEO of the stainless steel group said he is well aware that Vietnam is a developing country, so it is necessary to support underprivileged people so that they would have a strong belief to strive for a happier life. Ton Dong A has also established a fund to help the nation mitigate natural disaster consequences and people affected by floods and storms.

"We think what we are doing is to help build a foundation for a developed and harmonized society," says the company's top executive.

BY NGO KIEM

Offering support *the creative way*

Instead of making one-off contributions to the community as often practiced by many companies when running a corporate social responsibility (CSR) program, Aviva Vietnam Life Insurance Company Limited chooses a more daunting and challenging way to offer a helping hand. The aim, says the company's management, is to make the contribution more sustainable, and thus to build a more sustainable society.



The kick-off ceremony of Aviva Community Fund 2019

PHOTOS: AVIVA VIETNAM

The life insurer just launched Aviva Community Fund two years ago, but its positive impacts on the society are far-reaching owing to its creative way of encouraging a sense of creativity among the beneficiary community. Its goal is also overarching: building a better community in the three main societal pillar, namely environment, education, and community health.

According to the life insurer, economic growth should be accompanied by an improvement in the quality of life for locals alongside the protection of the environment.

The fund aims to encourage all Vietnamese people to care for and offer solutions to their existing and pressing issues in localities where they live, which makes the program different from the traditional approach of CSR. Aviva has pledged to provide financial support for the most creative initiatives that can come into reality, with the expectation that individuals' small actions can create great changes to the whole community.

"Aviva believes that the local people in each community are the ones who can make real impacts to that region. And that's what the Aviva Community Fund is all about - helping communities make a big difference through small changes," says CEO of Aviva Vietnam Paul George Nguyen.

And real impacts are being created.

Take, for example, the "Trafficking and Forced Labor Prevention Class" project, which received financial support worth US\$3,000 from the program in 2018. The project was launched with an aim to reduce the number of people victimized by cross-border human trafficking to China, as well as child labor exploitation and abuse in regions where ethnic minority people are living.

The project runs weekly classes to provide knowledge in terms of human trafficking and gender education for women and children residing in mountainous areas. Besides this, the students have learnt martial arts for self-defense and improving health conditions.

And there are various other creative projects beneficial to communities being supported by Aviva Community Fund since 2017 when the fund debuted in Vietnam. It should also be noted that Aviva Community Fund is an important CSR program of the Aviva Group that has achieved remarkable success in the UK, France, Italy, Poland, Hong Kong and Canada, and Vietnam was the first country in Southeast Asia to implement the Aviva Community Fund in 2017. This is also the first CSR pro-

gram based on the digital platform in the country, executed in collaboration with Aviva's strategic partner, the Vietnam Red Cross Society.

Since the fund kickstarted its program in Vietnam two years ago, it has proven to be a useful platform for creative ideas contributing to a better community, as it recorded the participation of 345 projects in that first year. Upon voting from the community and evaluation and screening by the Panel Judge, the program managed to offer funding worth a total VND1.5 billion, equivalent to US\$65,000 to the best 33 projects.

This year, the Aviva Community Fund continues to offer total funding of up to VND3 billion, equivalent to US\$129,000, for 50 winning projects in three levels of funding: US\$1,500, US\$3,000 and US\$5,000 for each of the projects. Aviva is looking for more opportunities to offer long-term funding to develop the local community.

Supporting the community in a more meaningful, effective way has, in fact, been a long tradition of the global insurance group. On the global scale, the UK-based life insurer has been backing nearly US\$2.3 billion for projects of developing clean and renewable energy, aiming to help cut down the volume of carbon dioxide in the world.

INSEE Prize Playground for students'

sustainable construction projects

Since its entry into the local market as a cement manufacturer, INSEE Vietnam has pursued a major mission to lend a helping hand to the country's sustainable development. The company has fleshed out its mission by – among other activities – creating IN-SEE Prize, which primarily targets training talent for the country's construction industry. The aim, says the company's management, is to share experiences and understanding of sustainable construction to help create a sustainable community in Vietnam.



Some people look at a biological waste basket that is put into service in Binh Thuan Province. The project won the first prize at INSEE-Prize 2013

Ten years ago, the board of directors at the firm concretized the mission by launching a competition called Holcim Prize, the precursor of INSEE Prize, as the firm was aware that sustainable development stemmed from creativity associated with education. Today, a helpful playground has been established for students from across the country.

By the time the project was conceived, not many playgrounds were available for the young with the desire of pursuing scientific research in Vietnam. INSEE Prize, therefore, has been wholeheartedly welcomed by students.

INSEE Prize annually organized by the company is aimed at awarding university students for their ideas and projects that are meaningful in terms of sustainable construction and beneficial for the society. Among key criteria is the project's commercial viability.

During the 10 years of operation, INSEE Prize, with the purpose of raising awareness among students about sustainable construction, is dedicated to sustainable construction, social contribution, economic efficiency, environmental protection, and practicality.

Throughout its 10-year journey, the organizer has received as many as 3,156 entries from students of 43 universities nationwide. Entries are sent to the organizer in November each year and the final results are announced in April the following year.

"With the strategy of building sustainable life, INSEE believes that the world will get much better if everything we produce contributes to raising life quality. We will fulfill the target if green and smart construction is applied," says Philippe Richart,

general director of INSEE Vietnam.

Over the past 10 years, the organizer has awarded 11 INSEE Prize winners with a slew of projects for sustainable development, including Floating Restroom, Sea Water Purifier, Biological Waste Basket, Green Library, Seen House, and Mountainous School among others. These projects worked towards improving the environment and boosting sustainable construction, says the organizer.

In April, the Security House project by a student from HCMC University of Technology-National University won the first prize at INSEE Prize.

Judges of INSEE Prize consist of experts from the Ministry of Construction, the Vietnam Association for Building Materials, the Green Building Council of Vietnam, and INSEE Vietnam.

INSEE Vietnam spends some VND1.5 billion organizing the competition each year, at which the first prize is valued at VND200 million.

In the coming months, the organizer will offer more interesting prizes to incentivize students to come up with more ideas for sustainable construction.

"INSEE is proud to create a meaningful playground for students who wish to contribute to the country's sustainable development. INSEE will continue to support students with the first steps of their dreams in improving life for the community," says a representative of the organizer of INSEE Prize.

Ten years is just a short span of time, but it is enough for award-winning students in the beginning years of the prize to establish a path for themselves and to contribute more to the society.

"INSEE is proud to have created a solid foundation for those young talent on their path to new heights in science and technology and business... This is a firm commitment and is a mission INSEE is pursuing," the representative stresses.

BY DO LAN

Sustainable business goes **HSBC** hand in hand with *sustainable community*

Sustainability is not the trend, that's the key priority when doing business. At HSBC Vietnam, the goal of sustainability is not merely limited to business, as the bank has made great efforts to contribute to a sustainable community where it operates.



We recognize our wider commitments to the communities in which we operate and understand that economic growth must also be sustainable," according to HSBC Vietnam, the first foreign bank to incorporate in Vietnam.

Inspired by the saying "Give a man a rod, not a fish," the bank has so far supported environmental conservation activities through several projects.

Take the Water Program project as an example. The two-year project aims to conserve freshwater in the Tram Chim National Park in the Mekong Delta province of Dong Thap, and along the Vu Gia-Thu Bon river basin in the central coastal province of Quang Nam.

With this project, HSBC has not only supported conservation works, but also helped improve understanding of local children about natural reservation through educational tours to the national park and community events at their schools. Its volunteers and their families joined hands to green up two national parks – Tram Chim and Xuan Thuy, conserving local trees as well as preventing erosion.

HSBC also supports the local community to create long-term results and sustainable livelihoods through the Water Program, with a series of activities to promote ecotourism and preservation.

Apart from conserving freshwater, the Water Program also provides alternative livelihoods to local people. Around 60 tour guides, tour operators and homestay owners have been trained on hospitality and tourism skills.

The program also provides training on best farming practice models for more than 400 households in both project areas. Households applying these models have experienced an increase in their income, ranging from 20% on safety vegetable farms to 150% on freshwater shrimp farms.

The bank's Outreach Clinic project, meanwhile, provides free heart-screening to children in a number of Vietnam's rural areas. In 2017-2018, the project benefited 4,800 children, including financial support for 57 of them with congenital heart defects. Around 3,600 kids are expected to benefit from this project in 2019. Once diagnosed with heart defects, children will be supported to have further treatment and surgery.

HSBC also calls on its staff to contribute their expertise and physical support to these projects. Until late August 2019, as many as 530 HSBC volunteers have donated 22,500 volunteering hours to a variety of community events, from installing solar lighting poles to planting trees, from teaching science, technology, engineering, arts and mathematics to orphan children to running heart screening events for disadvantaged kids.

The bank says it has "Staff Working Group" scheme where the staff stands up to lead volunteering events. Some of its departments run their own volunteering days or even organize charity campaigns.

The Bright Sight, Bright Life project, for instance, was initiated by its finance team in 2016. The team has raised funds by selling homemade products, running mini music shows and silent auctions to provide free eye cataract operations to disadvantaged old people across Vietnam. Since then, then have brought light to 1,635 people with the total fund of VND1.4 billion.

"Sustainability is an integral part of HSBC's strategy. We have never stopped doing our best to extend sustainability pillar beyond HSBC, beyond this generation and into the future," says the bank.

BY THANH THOM



A doctor listens to a kid's heartbeat in the Outreach Clinic project

PHOTO: HSBC

Voluntary protectors of the environment

Environmental protection – as it were – should be the mandate of the Government and its entrusted bodies, while enterprises' duty in this respect should be to comply with regulations set out by authorities. However, many corporate citizens have proactively indulged themselves in the noble cause of safeguarding the environment from being harmed, aligning it to their business goals to achieve sustainable development for themselves and the economy.



Mr. Axel Harmand, Cluster General Manager of Premier Village Phu Quoc Resort & Premier Residences Phu Quoc Emerald Bay, at the workshop for launching the Soap-For-Hope program
PHOTO: COURTESY OF PREMIER VILLAGE PHU QUOC RESORT

“Sustainability is put at the forefront of our strategic thinking as the defining character of our business,” says Leo Evers, managing director of Heineken Vietnam Brewery, in a statement to introduce the company's Sustainability Report 2018.

TOWARDS ZERO-LANDFILL STANDARDS

In July this year, an alliance named PRO Vietnam was established, gathering together nine companies in the consumer goods and packaging industries with a pledge to recycle all materials used in their production. The nine members – comprising Coca-Cola Vietnam, FrieslandCampina Vietnam, La Vie, Nestle Vietnam, NutiFood, Suntory PepsiCo Vietnam, Tetra Pak Vietnam, TH Group and URC Vietnam – signed a covenant on July 21 to collect plastic bags, glass and paper, and recycle them, with an aim to ensure that all packaging materials used by participating members will be recycled by 2030.

Pham Phu Ngoc Trai, who serves as chairman of PRO Vietnam, said upon the establishment: “We believe that to sustain business growth we have to be committed to the society and the environment, contributing towards a clean, green and beautiful Vietnam.”

Nestlé Vietnam, a founding member of the alliance, says the company will strive to achieve the zero-landfill target in its business operation to keep the environment green and clean.

“Nestlé Vietnam has committed that 100% of waste would be collected and all of the company's plants would not bury solid waste,” says Ganesan Amalavanar, managing director of Nestlé Vietnam.

The zero-landfill policy, in fact, is also embraced by many other enterprises.

Suntory PepsiCo Vietnam, the leading beverage maker, has also set an ambitious target to recycle all waste from its production. The company has in fact made long strides towards the goal, and between 2006 and 2018, it is reported the company managed to reduce 70%

of the water use, 42% of energy and 34% of waste per unit of product.

At Heineken Vietnam, meanwhile, nearly 99% of waste and byproducts have been reused and recycled, according to CEO Leo Evers, who asserts that "all of our breweries create virtually zero waste to landfills [...] and our newest brewery in Vung Tau will become the first carbon neutral brewery in Heineken Asia Pacific region."

A similar policy is also executed at Toyota Motor Vietnam. The biggest automaker in the country, according to the company's management, has invested millions of dollars to develop a concentrated wastewater treatment facility. TMV also complies with the zero-landfill policy to strengthen protection of soil and water, as well as the ecosystem in general.

The company says that since 2013, it has set up the Energy Committee and issued Energy Policy to further promote energy efficiency, and between March 2017 and February 2019, the company effectively cut out 2,020 tons of CO₂ emissions. Such efforts are aimed to leave no production footprint on the environment and thus not to pollute it, says the company.

BETTER THAN THE BEST

The best way to protect the environment is simply not to pollute it. While striving for this goal to minimize the impacts of their business on the environment, many enterprises have reached beyond the requirements.

At HSBC Vietnam, for example, several environmental protection programs have been launched for the community's benefits, though the bank's business is said not to have much impact on the environment.

Take the Water Programme project as an example. The two-year project aims to conserve freshwater in the Tram Chim National Park in the Mekong Delta province of Dong Thap, and along the Vu Gia-Thu Bon river basin in the central coastal province of Quang Nam.

Apart from conserving freshwater, the Water Programme also provides training on best farming practice mod-

Protecting the environment is no longer solely limited to the Government, and the business community needs to get on the bandwagon to promote this noble cause so as to ensure sustainable development for all stakeholders.

els for more than 400 households in both project areas. Households applying these models have experienced an increase in their income, ranging from 20% on safe vegetable farms to 150% on freshwater shrimp farms.

"We recognize our wider commitments to the communities in which we operate and understand that economic growth must also be sustainable," according to HSBC Vietnam.

TMV, meanwhile, has managed to stir up action programs beyond its organizational structure, engaging suppliers and dealers in the noble cause. In order to assess environmental activities at dealers in a more comprehensive way, this year TMV has launched the Eco-Dealership Assessment program that helps the dealers set up an environmental management system. Those who fulfill the criteria therein will be issued an Eco-Dealership certificate, while implementation of activities by all dealers will be checked and evaluated periodically by TMV.

Environmental protection is also conducted in a creative way by Diversey Vietnam, which operates as a representative office of the U.S.-based Diversey. Recycling "wastes of others" by Diversey Vietnam carries even higher values: benefiting the community and improving the poor's wellbeing.

Take the Soap-For-Hope program by Diversey for example. Under the program, Diversey's partner hotels will collect used soap, which should otherwise be discarded after just one or two days' use, and transfer the batch to Diversey Vietnam. The used soap is then categorized, sterilized, sun-dried and pressed into new bars of soap. Through this process, the local people are able to learn a new skill and make a small livelihood from recycling soap, while at the same time their communities have free access to soap.

The Soap-For-Hope program was launched in Vietnam in 2015, says Phuc W. Pham, chief representative of Diversey Vietnam. "We have collaborated with some 30 hotels in Vietnam to run this program," he says, adding the hotels have diverted 80 tons of soap waste from landfills, and have converted these into 660,600 bars of soap distributed to ethnic villages in numerous mountainous provinces.

"We have also launched the Linens-For-Life program under a similar mode," Phuc says.

He explains that bed sheets or towels in a hotel are often disqualified after being washed 150 to 200 times. Under the program, partner hotels will hand over such items to Diversey, which will have them made into clothes or blankets for poor people, or into bags and other souvenirs. In this program, poor tailors, especially crippled ones, will be hired to make such items.

"We also have other initiatives, such as collecting coffee dregs, mixing them with waste paper and processing them into fuels to replace firewood. This product will also be supplied to the poor to help reduce logging to protect the environment," confides Phuc.

Protecting the environment is no longer solely limited to the Government, and the business community needs to get on the bandwagon to promote this noble cause so as to ensure sustainable development for all stakeholders. Given examples of those businesses launching CSR activities to keep the environment clean and green, enterprises should be the voluntary protectors of the environment.

BY HOANG SON



FICO-YTL CEMENT

Sustainable development is

the right investment for the future

At Fico-YTL, sustainable development is the long-term investment that benefits the company itself, the economy, and the community. Such a point is clarified in the cement manufacturer's "Sustainable Development Goal 2025" that was just unveiled in September.



Fico-YTL and HUTECH University build concrete road in rural area of Ben Tre province in 2019.

By launching "Sustainable Development Goal 2025", Fico-YTL targets to save on natural resources, control greenhouse gas emissions, and make positive contribution to the community, says Tran Minh Duc, a senior executive in charge of sustainable development management at the company.

The combined goal is challenging, as it requires efforts and money while the returns do not come easy, but Duc says the company's management has committed to pursuing the sustainable growth strategy for the long-term benefits for all stakeholders.

The new development concept was just introduced early this year when the cement maker was transformed from a State-owned firm under the name TAFICO into Fico-YTL following the involvement of the foreign investor in December 2018.

The board of directors then determined that the company's business goal must be aligned with sustainable development, a strategy that has been advocated by the multinational YTL. Duc explains that the "Sustainable Development Goal 2025" will not only help Fico-YTL realise its development vision but also contribute to a prosperous economy for Vietnam.

Cement production, needless to say, relies heavily on natural resources



Fico-YTL has set the target to cut the proportion of clinker on a product unit by 5%, reduce thermal energy for clinker processing by another 5%, and boost the amount of alternative materials and fuels to 20%. It also aims to cut CO2 emissions in cement production by 20%, while all wastes during internal production and business activities will be incinerated in clinker tunnels

and has adverse impacts on the environment, and what Fico-YTL is trying to do is to make sharp turnarounds in those aspects by consistently applying long-term solutions to create positive changes.

Specifically, Fico-YTL has set the target to cut the proportion of clinker on a product unit by 5%, reduce thermal energy for clinker processing by another 5%, and boost the amount of alternative materials and fuels to 20%. It also aims to cut CO2 emissions in cement production by 20%, while all wastes during internal production and business activities will be incinerated in clinker tunnels.

According to Duc, the treatment of wastes in clinker tunnels will not only help create revenue but also minimize impacts on the environment as no landfill is required.

To further ease the carbon footprint in cement production, Fico-YTL is developing a solar power plant with an



Mr. Tran Minh Duc, Sustainable Development Management at Fico-YTL Cement

output of 24MW near the company's cement factory in Tay Ninh Province, with the target to supply sufficient energy for its cement production. "This is a strategic step, as the solar power project helps the company cut cost in cement production on one hand, and ease the overload pressure at the local power grid," Duc said.

Commenting on the specific outcomes expected from its "Sustainable Development Goal 2025", Duc says the company consumes up to 1.5 million tons of clinker a year, and if this consumption can be reduced by 5%, some 75,000 tons of limestone will be saved, while emissions will also be cut by 75,000 tons. In addition, the reduction of thermal energy by 5% will also help the company cut coal consumption by 9,000 tons a year.

"If over 80 cement factories countrywide are committed to apply such solutions, the total contributions to environment protection will be tremendous," the senior executive observes.

While embracing sustainable development may make inroads into cement makers' profitability, Fico-YTL is determined to pursue the goal, since "we consider it to be a long-term investment that will not only help the company win customers' confidence but also help raise the public awareness on environmental protection," Duc says.

BY HUNG LE



Phát triển bền vững

là khoản đầu tư dài hạn của doanh nghiệp

Tháng 9 vừa qua, Công ty Xi măng Fico-YTL đã công bố “Mục tiêu phát triển bền vững 2025” với nhiều hành động để áp dụng những sáng kiến mới nhằm sản xuất tiết kiệm tài nguyên, kiểm soát phát thải và đóng góp tích cực cho cộng đồng địa phương. Ông Trần Minh Đức, Quản lý Phát triển bền vững của công ty, đã có cuộc trao đổi với Saigon Times xung quanh mục tiêu này.



Fico-YTL bàn giao công trình “Tháp sáng đường quê” tại xã Tân Hòa, huyện Tân Châu, tỉnh Tây Ninh năm 2019.

Saigon Times: Xi măng Fico-YTL muốn truyền tải thông điệp gì qua việc công bố “Mục tiêu phát triển bền vững 2025”, thưa ông?

- Ông Trần Minh Đức: công ty chúng tôi trước đây là doanh nghiệp có vốn nhà nước chi phối với tên gọi cũ là TAFICO. Từ khi có Tập đoàn YTL tham gia làm cổ đông chiến lược và cùng điều hành từ tháng 12-2018 đến nay, Xi măng Fico-YTL đã hoàn toàn lột xác. Điểm đáng chú ý trong định hướng của ban lãnh đạo công ty là hoạt động kinh doanh phải gắn liền với công tác phát triển bền vững theo quan điểm đầu tư và kinh doanh đa quốc gia của Tập đoàn YTL.

Xi măng Fico-YTL có tầm nhìn trở thành công ty xi măng hàng đầu Việt Nam, được đánh giá cao nhất về con người, uy tín, và hiệu quả hoạt động. Việc công bố “Mục tiêu phát triển bền vững 2025” không những là một phần trong chiến lược tổng thể giúp chúng tôi đạt được tầm nhìn trên mà còn là con đường nhằm góp phần kiến tạo một đất nước Việt Nam thịnh vượng trong tương lai. Qua bản công bố này, Xi măng Fico-YTL thể hiện cam kết cũng như tầm nhìn dài hạn cho vấn đề phát triển bền vững tại địa phương.

Ngành xi măng có đặc thù thâm dụng tài nguyên và tác động đến môi trường. Chúng tôi nhận thức được



Ông Trần Minh Đức, Quản lý Phát triển bền vững tại Xi măng Fico - YTL

rằng Fico-YTL nói riêng cũng như ngành xi măng nói chung cần có thái độ quan tâm đúng mực và có chiến lược dài hạn với các hành động cụ thể để đảm bảo sự phát triển bền vững của doanh nghiệp, của ngành, và của tất cả các bên liên quan.

Fico-YTL có những hành động cụ thể gì để triển khai mục tiêu nói trên?

- Mục tiêu của Fico-YTL được xây dựng xoay quanh ba cột trụ chính là Kinh tế - Môi trường - Xã hội. Trên nguyên tắc kết hợp hài hòa việc phát triển kinh tế, bảo vệ môi trường và đóng góp cho xã hội, chúng tôi đề ra sáu mục tiêu để tạo ra sự cộng hưởng mạnh mẽ nhất giúp thúc đẩy sự phát triển vững chắc của công ty. Ban lãnh đạo Fico-YTL quyết liệt triển khai sáu mục tiêu này sâu và rộng trong hầu hết các hoạt động của công ty, với hàng chục chỉ tiêu cụ thể được lượng hóa và có thời hạn thực hiện trong hơn sáu năm.

Với định hướng giảm thiểu thâm dụng tài nguyên, chúng tôi đặt ra mục tiêu giảm 5% hệ số sử dụng clinker và giảm 5% định mức tiêu thụ nhiệt năng nung clinker, và tăng tỷ lệ sử dụng nguyên-nhiên liệu thay thế lên mức 20%. Hay như việc kiểm soát phát thải, bên cạnh đảm bảo tuân thủ pháp luật bảo vệ môi trường, Xi măng Fico-YTL còn tự đặt ra mục tiêu cắt giảm 20% lượng phát thải CO₂ từ hoạt động sản xuất, 100% chất thải phát sinh nội bộ được đồng xử lý an toàn trong lò nung xi măng. Với mục tiêu góp phần xây dựng cộng đồng

thịnh vượng, chúng tôi nỗ lực không có tai nạn lao động gây thương tích và tích cực thực hiện trách nhiệm xã hội tại các địa phương có nhà máy của công ty, đặc biệt là tại tỉnh Tây Ninh.

Chúng tôi rất chú trọng triển khai công tác đồng xử lý chất thải trong lò nung xi măng. Công tác này đặc biệt ở chỗ vừa thúc đẩy phát triển kinh tế (tạo nguồn doanh thu mới từ dịch vụ xử lý chất thải), vừa bảo vệ môi trường (xử lý chất thải an toàn, triệt để, không chôn lấp), và có ý nghĩa cho xã hội to lớn (giải phóng quỹ đất dùng cho việc chôn lấp, góp phần cải thiện không gian sống). Đây là hoạt động không chỉ mang lại lợi ích cho Xi măng Fico-YTL, mà còn có tầm ảnh hưởng rộng lớn đến lợi ích chung của cộng đồng và các doanh nghiệp khác trong việc đảm bảo tuân thủ chính sách bảo vệ môi trường, đồng thời góp phần gia tăng lợi thế thu hút đầu tư của tỉnh Tây Ninh.

Mới đây nhất, chúng tôi đang triển khai dự án điện mặt trời công suất 24MW tại vị trí gần nhà máy xi măng Tây Ninh với mục tiêu tự cung toàn bộ nhu cầu sử dụng điện của nhà máy. Đây là bước đi chiến lược, góp phần cắt giảm chi phí sản xuất xi măng và giảm áp lực tiêu thụ cho lưới điện quốc gia đang đối mặt với nguy cơ thiếu điện từ năm 2020.

Ông có thể nói rõ hơn vai trò “đồng xử lý chất thải trong lò nung xi măng” trong việc bảo vệ môi trường?

- Đó là việc kết hợp xử lý các loại chất thải trong dây chuyền sản xuất xi măng, mà tâm điểm là lò nung clinker (lò quay). Với nhiệt độ lên đến 1.800 độ C, môi trường kiềm cao (do nguyên liệu chủ yếu là đá vôi) và kích thước lò rất lớn (dài khoảng 70 mét), lò nung clinker đảm bảo khả năng xử lý an toàn rất nhiều loại chất thải với công suất lớn. Xuất phát từ châu Âu, công nghệ đồng xử lý chất thải trong lò nung xi măng đã được nghiên cứu, triển khai ứng dụng từ những năm 1970 trên thế giới với hơn 72 quốc gia và vùng lãnh thổ ứng dụng an toàn và hiệu quả. Tuy nhiên, việc ứng dụng công nghệ này hiện còn rất hạn chế so với năng lực sản xuất hiện đang trong nhóm đầu thế giới của ngành xi măng Việt Nam. Hy vọng Chính phủ và các địa phương đẩy mạnh việc ứng dụng công nghệ này, tạo điều kiện thuận lợi cho các doanh nghiệp xi măng vừa góp phần bảo vệ môi trường, vừa nâng cao hiệu quả kinh doanh và đóng góp cho xã hội.

Với thời gian hơn sáu năm thực hiện, những mục tiêu đưa ra là khá cao và như vậy liệu có khả thi không, thưa ông?

- Các chỉ tiêu kỹ thuật của chúng tôi đặt ra dựa trên dữ liệu tiêu chuẩn của Hiệp hội Xi măng và Bộ tổng toàn cầu (GCCA, trước đây là CSI) dành cho ngành xi măng. Hiệp hội này đưa ra đường chuẩn trung bình của từng chỉ tiêu ▶

► dựa trên kết quả thực hiện thực tế của 879 nhà máy xi măng của 48 công ty trên toàn thế giới (số liệu năm 2017). Xi măng Fico-YTL đảm bảo các chỉ tiêu của mình tối thiểu luôn đạt được đường chuẩn này, và hướng đến các mức cao nhất để đặt ra mục tiêu phát triển bền vững. Lấy ví dụ một chỉ tiêu quan trọng nhất là mức phát thải CO₂, chúng tôi đặt mục tiêu năm 2019 phải dưới ngưỡng 540kg/tấn xi măng (đường chuẩn trung bình), và đến năm 2025 phải giảm xuống dưới ngưỡng 417kg/tấn xi măng (mức thực tế năm 2014 của một công ty xi măng đa quốc gia ở Việt Nam).

Về tính khả thi, chúng tôi tin rằng sẽ thực hiện được, trước hết là vì quyết tâm cao của ban lãnh đạo Xi măng Fico-YTL, bên cạnh đó là sự đồng thuận và cam kết thực hiện các mục tiêu phát triển bền vững theo lộ trình hàng năm của quản lý các nhà máy và các phòng ban có liên quan. Tôi tin rằng khi hoàn thành các mục tiêu này sẽ cải thiện đáng kể về môi trường và tiết kiệm về nguồn tài nguyên thiên nhiên.

Đơn cử về clinker, hiện nay, mỗi năm Xi măng Fico-YTL cần 1,5 triệu tấn, nếu giảm được 5% thì hàng năm sẽ tiết kiệm được 75.000 tấn đá vôi và đất sét, giảm phát thải khoảng 75.000 tấn CO₂. Hay như việc giảm 5% định mức tiêu thụ nhiệt năng nung clinker sẽ giúp cắt giảm tiêu thụ khoảng 9.000 tấn than mỗi năm. Nói rộng ra, nếu hơn 80 nhà máy xi măng trên cả nước cùng hành động thì chắc chắn những con số trên sẽ lớn hơn bội lần, và tác động đến môi trường sẽ được cải thiện tích cực hơn đáng kể.

Sau khi kết thúc giai đoạn 2025, Fico-YTL sẽ đưa ra mục tiêu phát triển cho giai đoạn tiếp theo đến năm 2030.

Ông nghĩ sao nhiều doanh nghiệp ngại theo đuổi các mục tiêu phát triển bền vững vì lo sẽ ảnh hưởng đến chỉ tiêu lợi nhuận hàng năm?

- Chúng tôi đưa công tác phát triển bền vững thành một phần trong chiến lược dài hạn của công ty, với mục tiêu nhất quán là xây dựng và nâng cao uy tín của Xi măng Fico-YTL. Để có được uy tín tốt, chúng tôi phải đảm bảo kinh doanh hiệu quả, tuân thủ nghiêm chỉnh pháp luật, và tích cực đóng góp cho sự thịnh vượng chung của xã hội. Đó cũng chính là ba cột trụ phát triển bền vững mà tôi đã đề cập ở trên.

Với tư duy đó, chúng tôi xem ngân sách cho công tác phát triển bền vững là một khoản đầu tư dài hạn của Fico-YTL, không chỉ đối với khách hàng và đối tác, mà còn trong nhận thức của xã hội và chính quyền. Khoản đầu tư này sẽ mang lại cho Fico-YTL điều kiện cần thiết để duy trì hoạt động và có nhiều cơ hội phát triển hơn trong tương lai.

Fico-YTL hoạt động như thế nào kể từ khi tập đoàn YTL trở thành cổ đông chiến lược?

- Có thể nói việc tập đoàn YTL làm cổ đông chiến lược là lựa chọn đúng đắn. Nhờ tập đoàn có hoạt động trải



Fico-YTL và Đại học HUTECH xây dựng và bàn giao 2 tuyến đường giao thông nông thôn tại Mỏ Cày Nam, Bến Tre năm 2019

khắp chuỗi giá trị của ngành xây dựng, với vai trò là chủ đầu tư, xây dựng cũng như sản xuất vật liệu xây dựng, nên Fico-YTL được thừa hưởng sự thấu hiểu sâu sắc về nhu cầu khách hàng. Tập đoàn YTL đánh giá cao và tin tưởng sử dụng đội ngũ nhân sự bản địa giàu năng lực, có tâm huyết, và trung thực. Đây là điểm khác biệt rất lớn so với các công ty xi măng có vốn nước ngoài tại Việt Nam, thường chỉ sử dụng nhân sự cấp quản lý là người nước ngoài.

Chỉ trong vòng gần một năm sau khi chuyển đổi, hoạt động sản xuất kinh doanh của Xi măng Fico-YTL đã có những kết quả tốt. Dự kiến EBITDA của năm 2019 sẽ cao hơn 10% so với năm ngoái, mặc dù sức tiêu thụ của thị trường xi măng năm nay có xu hướng chững lại. Bên cạnh đó, sức mạnh tài chính của chúng tôi cũng được củng cố thông qua việc tăng vốn điều lệ, kiểm soát dòng tiền chặt chẽ. Với nền tảng tài chính vững mạnh, Xi măng Fico-YTL sẵn sàng cho việc đầu tư mở rộng sản xuất cũng như nắm bắt các cơ hội mua bán sáp nhập.

HÙNG LÊ thực hiện

of Vietnam's business development

When it comes to corporate social responsibility, Shinhan Bank chooses the rougher path: helping develop new startups for the local economy. Over the past three years, many Vietnamese startups have emerged and gained initial success owing to the support from the South Korean bank.



The startups joining in "Shinhan Future's Lab Open Innovation Acceleration Program" are coached by experienced mentors

The initiative to support Vietnamese startups stemmed from the success of Shinhan Future's Lab (SFL), a subsidiary of Shinhan Financial Group known as the leading start-up acceleration program in South Korea.

SFL Korea was founded in 2015 and has since supported a lot of successful startups. Some 93.4% of startups coming out from SFL have not only developed a strong business model but also expanded their scales, according to the bank.

Just one year later, SFL Vietnam was established in 2016, and after nearly three years of operation, SFL Vietnam has introduced highly-potential business models to Vietnamese startups in a wide range of fields with high practical applicability and therefore, contributed to the growth of Vietnam's economy.

"It can be said that SFL is a prominent activity of corporate social responsibility by Shinhan Bank, that bring significant values to the economy in general and the start-up community in Vietnam in particular," says the bank's management.

SFL Vietnam has worked closely with Shinhan Bank to synergize support to startups in the country. The bank gives its support by providing a team of highly competent mentors who bring valuable advice to young businesses in the first step of building their business model.

Besides, Shinhan Bank also sets up connections and supports startups to experiment the idea of developing a business cooperation model on the bank's system. This support from Shinhan Bank has helped startups to access their potential customers, expand the network of partners and track their actual business results.

"Shinhan Bank is proud to accompany SFL for nearly three years to share our experiences and financial capacity with young businesses, helping them to have a solid start," says Shin Dong Min, CEO of Shinhan Bank in Vietnam.

The bank's top executive further states that through the cooperation and main sponsorship to Shinhan Future's Lab Open Innovation Acceleration program, "Shinhan Bank

would work with SFL to build a sustainable startup ecosystem and expand support activities to global scale, providing more opportunities for startups."

One of the most prominent activities of SFL and Shinhan Bank on the journey of nurturing potential Vietnamese startups is "Shinhan Future's Lab Acceleration Program". This is an annual program hosted by SFL since 2017 and Batch 3 of this program with "Open Innovation" concept was just kicked off on October 30, 2019.

The program works toward the aims of looking for potential startups, advising startup experiences and screening for the best startups to accelerate them to create synergy with Shinhan subsidiaries and other corporate partners.

In order to attend Shinhan Future's Lab Open Innovation Acceleration Program, startups will submit their applications, and once selected they will have the chance to participate in mentoring sessions, including those hosted by internal mentors of Shinhan Bank as well as and mentors from external businesses.

Since its launch, Shinhan Future's Lab Acceleration Program has made a lot of successes in supporting the startups to grow. Some young businesses from Shinhan Future's Lab Acceleration Program such as Trustcard, Moneylover, Citipass, Manhthuongquan.vn, Bitcoinvietnam, Upupapp, and Bepos among others have reached the initial break-even goal and are in the process of expanding business.

With the motto "Bringing a better world with financial power", Shinhan Bank is on a journey to bring good values to the community through meaningful activities and SFL is one of them. Support to startups also contribute to practical values and promote economic growth in Vietnam, as the country's leaders are pinning high hopes on startups.

Shinhan Bank, with its efforts and commitment to the local economy, is a strong advocator of the country's goal to develop startups.

BY SON HOANG



Nestlé Vietnam

Nestlé

VISION TO 2030: NO NEGATIVE IMPACT ON THE ENVIRONMENT IN ALL PRODUCTION AND BUSINESS STAGES

- All coffee beans from the Central Highlands are produced under the sustainable farming chain
- Coffee processing plants
- Boiler
- Managing, treating and processing wastes
- Unbaked bricks and organic fertilizer

BIOMASS ENERGY FROM POST-COFFEE PROCESSING WASTES

- 100% of waste in coffee processing is recycled for biomass energy
- Biomass energy helps replace 73% of fuel for the boiler (*)
- Reduction of 22,600 tons of CO₂ a year (*)

(*) Results from internal environment management system as measured from 2015 to May 2019

Pursues circular economy

Over the past years, Nestlé Vietnam has actively developed a circular economy approach to sustain its green business, reducing the amount of waste discharged into the environment and contributing to the sustainable growth of the country.

In October 2019, Nestlé Vietnam and general director Ganesan Ampalavanar were honored as among excellent companies and entrepreneurs by Dong Nai Province's authorities for their outstanding achievements in three roles – production and business, environment protection, and social responsibility. The enterprise has been listed in the top 100 sustainable businesses in Vietnam twice, as voted by the Vietnam Business Council for Sustainable Development in collaboration with the Vietnam Chamber of Commerce and Industry. Nestlé was also applauded for its active participation in the United States Global Compact.

Speaking at the award ceremony, Ampalavanar said that Nestlé's long-term commitments to sustainable development cover both socioeconomic and environmental issues. "Swiss-based Nestlé Group is operating in Vietnam with the target of no production waste discharge. A lot of ideas of circular economy application have been made with a commitment to realize sustainable development goals," he said.

Entering the local market in 1992, Nestlé is now running six factories with nearly 2,300 staff nationwide. Given a total capital of over US\$600 million, Nestlé Vietnam hopes to raise life quality and contribute to a healthier future for Vietnam families.





NESCAFÉ PLAN PROMOTES VIETNAMESE HIGH-QUALITY COFFEE

With the philosophy that brand development must go alongside prosperity of related sides and common values for the community, Nestlé has closely coordinated with farmers in the Central Highlands in the past nine years via the NESCAFÉ Plan program.

The Central Highlands, comprising five provinces of Daklak, Dak Nong, Gia Lai, Kon Tum and Lam Dong, is considered as the key coffee growing area in the country as it accounts for 575,000 out of 600,000 hectares of coffee in the country, in which Robusta makes up the majority.

Despite high output, Nestlé is aware that local farmers may fail to secure coffee quantity and quality in the long term and compete in the international market as they still stick to traditional growing techniques. Therefore, its agricultural experts have joined hands with farmers and the Western Highlands Agro-Forestry Scientific and Technical Institute as a key partner to apply advanced coffee farming technologies such as cell growing, multiplication, watering, harvest and post-harvest storage.

In addition, Nestlé Vietnam also helps replace old coffee trees by distributing high-productivity and pest-resistant seedlings, as well as instructing farmers to grow proper crops. Its support has enabled farmers to upgrade production and coffee bean quality, earn higher incomes, access water resources effectively and maintain a sustainable farming environment to cope with climate change.

So far, the NESCAFÉ Plan has given sustainable farming training to 230,000 farmers, distributed 36 million seedlings, improved 36,000 hectares of old trees, reduce water demand by 40% and chemical fertilizer and pesticide by 20%. Through the global program, Nestlé Vietnam pledges to contribute to the local coffee industry, raise Vietnamese coffee value and realize goals the group brings to farmers, the community and the planet.

FROM COFFEE BEAN TO ENVIRONMENTAL-FRIENDLY BRICK

Aside from responsibilities towards the community, Nestlé Vietnam spares no effort in protecting the environment in material exploitation, during and after production. The enterprise has applied the circular economy model with 100% of factories not discharging solid wastes into the environment.

Owning Nescafé brand as one of the biggest instant coffee brands in Vietnam and the world, Nestlé Vietnam uses up to 25% of the total coffee output of the country to serve its production and export activities.

Bearing the sustainable development mindset, Nestlé has recycled solid waste sources, turning coffee husk into fuel, ash into fertilizer and sand discharged during coffee processing into bricks. So far, the enterprise has turned out millions of unbaked bricks meeting national standards to serve civil and industrial construction projects.

Further, between 2015 and May 2019, thanks to such activities, Nestlé Vietnam treated 34,145 tons of coffee husk, replaced 73% of fuel for furnace burning, and cut CO2 emission by around 22% compared with that before 2015. In addition, Nestlé Vietnam has used treated mud to produce fertilizer and milk boxes to make roofing sheets. All the schemes prove that the enterprise is determined to not discharge wastes into the environment.

According to experts, Nestlé Vietnam's pioneering in renewable energy use in production can help reduce greenhouse gas emission and facilitate green development strategies to cope with climate change.

GREATER EFFORT FOR A GREENER VIETNAM

Running many popular brands such as Nescafé, Maggi and Milo, Nestlé Vietnam not only offers circular economy solutions in production but also considers plastic waste fighting an urgent and serious task. In 2018, Nestlé pledged to use 100% of recyclable and reusable packages for its products by 2025 and it is now still keen on the target.

As one of nine founding members of the alliance Packaging Recycling Organization Vietnam (PRO Vietnam), Nestlé Vietnam has launched numerous initiatives and activities to reduce plastic waste and protect the environment, ensuring that 100% of factory garbage is collected and classified and 100% of solid waste does not end up in the landfill.



Nestlé Việt Nam

Tiên phong trong mô hình kinh tế tuần hoàn

Hướng tới sản xuất xanh, không xả thải ra môi trường, góp phần vào việc thực hiện mục tiêu phát triển bền vững của Việt Nam, trong những năm qua, Nestlé Việt Nam đã tích cực chuyển đổi từ mô hình sản xuất tuyến tính sang nền kinh tế tuần hoàn.

Trung tuần tháng 10 vừa qua, Nestlé Việt Nam cùng vị tổng giám đốc Ganesan Ampalavanar của mình đã được UBND tỉnh Đồng Nai tôn vinh tại lễ trao giải Doanh nghiệp xuất sắc, Doanh nhân xuất sắc tỉnh Đồng Nai vì đã làm tốt cả ba vai trò: sản xuất kinh doanh, bảo vệ môi trường và phúc lợi xã hội. Đây không phải lần đầu tiên Nestlé Việt Nam được vinh danh vì những đóng góp tích cực của mình. Trước đó, đơn vị này cũng đã hai lần lọt Top 100 Doanh nghiệp bền vững trong Lĩnh vực sản xuất do Hội đồng Doanh nghiệp vì sự phát triển bền vững Việt Nam - VBCSD thuộc Phòng Thương mại và Công nghiệp Việt Nam – VCCI bình chọn, hay doanh nghiệp tham gia tích cực nhất vào Hiệp ước Toàn cầu Liên Hiệp Quốc (UN Global Compact).

“Cam kết lâu dài vào phát triển bền vững không chỉ trong lĩnh vực kinh tế xã hội mà còn về mặt môi trường, tất cả các nhà máy do Tập đoàn Nestlé Thụy Sĩ đầu tư và đang vận hành tại Việt Nam đã hoàn thành mục tiêu không chất thải ra môi trường trong sản xuất. Rất nhiều sáng kiến tiêu biểu áp dụng mô hình kinh tế tuần hoàn (KTTH) đã được đưa ra và cam kết để



Ông Ganesan Ampalavanar, Tổng giám đốc Nestlé Việt Nam

hiện thực hóa các mục tiêu phát triển bền vững," ông Ampalavanar phát biểu tại buổi lễ.

Thâm nhập vào thị trường Việt Nam từ năm 1992, đến nay, Nestlé đang điều hành 6 nhà máy và gần 2.300 nhân viên trên toàn quốc. Với tổng vốn đầu tư hơn 600 triệu đô la Mỹ, Nestlé Việt Nam mong muốn nâng cao chất lượng cuộc sống và góp phần vào một tương lai khỏe mạnh hơn cho các thế hệ gia đình Việt.

NESCAFÉ PLAN GẮN VỚI HẠT CÀ PHÊ VIỆT NAM CHẤT LƯỢNG CAO

Xác định sự phát triển của thương hiệu phải gắn với sự thịnh vượng của các bên liên quan, đem lại những giá trị chung cho cộng đồng, trong suốt chín năm qua, Nestlé đã gắn kết chặt chẽ với người nông dân ở khu vực Tây Nguyên thông qua chương trình NESCAFÉ Plan.

Với diện tích 575.000 ha cà phê (trên tổng số hơn 600.000 ha trên toàn quốc) cùng sản lượng khoảng hơn 1,4 triệu tấn cà phê mỗi năm, khu vực Tây Nguyên bao gồm năm tỉnh: Đắk Lắk, Đắk Nông, Gia Lai, Kon Tum, Lâm Đồng được xem là khu vực trồng cà phê trọng điểm của Việt Nam, chủ yếu với giống cà phê vối (Robusta).

Nhận thấy, sản lượng cà phê tại Tây Nguyên là tương đối lớn nhưng cách chăm sóc, vun trồng theo phương thức truyền thống của người dân nơi đây về lâu dài sẽ không thể đảm bảo được số lượng cũng như chất lượng của hạt cà phê, không tạo được tính cạnh tranh trên thị trường quốc tế, đội ngũ các chuyên gia nông nghiệp của Nestlé đã gắn kết chặt chẽ với người nông dân và sát cánh cùng đối tác quan trọng là Viện Khoa Học Kỹ Thuật Nông Lâm Nghiệp Tây Nguyên, giúp người dân ứng dụng những kỹ thuật tiên tiến trong canh tác cà phê như kỹ thuật nuôi cấy mô tế bào, nhân giống, kỹ thuật tưới nhỏ giọt, tỉa cành, kỹ thuật thu hoạch cà phê chín và bảo quản sau thu hoạch.

Cho đến nay, với dự án NESCAFÉ Plan, 230.000 nông dân đã được tập huấn kỹ thuật canh tác bền vững, 36 triệu cây giống kháng bệnh năng suất cao đã được phân phối tới người nông dân, cải tạo 36.000 ha diện tích cà phê già cỗi, tiết kiệm 40% lượng nước tưới và giảm 20% lượng phân bón hóa học và thuốc trừ sâu.

Thông qua NESCAFÉ Plan, Nestlé Việt Nam cam kết góp phần tích cực phát

triển ngành cà phê Việt Nam, nâng cao giá trị hạt cà phê Việt, hiện thực hóa những mục tiêu và giá trị mà dự án toàn cầu này mang tới cho người nông dân, cộng đồng và hành tinh.

TỪ HẠT CÀ PHÊ ĐẾN VIÊN GẠCH THÂN THIỆN MÔI TRƯỜNG

Không chỉ thể hiện trách nhiệm với môi trường, với cộng đồng ngay từ khâu khai thác nguyên liệu, Nestlé Việt Nam còn nỗ lực bảo vệ môi trường trong và sau sản xuất. Với 100% các nhà máy không chất thải rắn ra môi trường, mô hình kinh tế tuần hoàn được tập đoàn sử dụng triệt để.

Sở hữu thương hiệu Nescafé, một trong những thương hiệu cà phê hòa tan lớn nhất Việt Nam và trên thế giới, mỗi năm Nestlé Việt Nam sử dụng đến 25% tổng sản lượng cà phê của Việt Nam, để phục vụ cho hoạt động sản xuất và xuất khẩu.

Với tư duy phát triển bền vững, Nestlé đã đưa lại cuộc đời mới cho các nguồn chất thải rắn sau sản xuất như sử dụng vỏ cà phê làm chất đốt, sử dụng tro làm phân bón, và cát thải từ nồi hơi trong quá trình sản xuất cà phê để làm gạch xây dựng. Hàng triệu viên gạch không nung đạt tiêu chuẩn quốc gia trong ngành xây dựng đã được sản xuất, và phục vụ cho công trình dân dụng lẫn công nghiệp.



Mô hình kinh tế tuần hoàn Từ hạt cà phê chất lượng cao đến Viên gạch thân thiện môi trường



Sustainability counts

A fish pond using treated wastewater inside the campus of HEINEKEN brewery in District 12

Corporate social responsibility, for HEINEKEN Vietnam, is not just a certain amount of money spent on a charity program to benefit the poor or the underprivileged people, although the company has spent quite a lot of money on this purpose.

The leading brewery company in the country has managed to contribute to the society in a much more far-reaching, effective manner, instead of simply pursuing the common path of profitability. It is sustainability.

"Sustainability is put at the forefront of our strategic thinking as the defining character of our business," says Leo Evers, Managing Director of Heineken Vietnam Brewery, in a statement to introduce the company's Sustainability Report 2018.

Sustainability is integrated into all production processes at all the HEINEKEN breweries in the country, so that all its business activities have the least impact on the community and the environment. Take, for example, the use of water and water treatment.

For any brewery, water is an integral part of all production processes, while treating wastewater and other residues is always a challenge. HEINEKEN Vietnam, aware of the need for water conservation, has optimized production processes to save on water, and applied modern technologies to ensure the highest quality of wastewater treatment.

Water efficiency at HEINEKEN Vietnam, according to the report, is at a ratio of 2.93 liters of water per liter of beer, substantially lower than the overall ratio at 3.5 liters of water at all HEINEKEN breweries worldwide. HEINEKEN Vietnam has set an ambitious target to lower this ratio to just 2.48 liters of water by 2021 by further optimizing production processes and enhancing water recycling.

Meanwhile, wastewater is treated to the highest standard in the country, and according to the company's management, all water used is treated and reused – such as for landscaping – or safely returned to the environment. The process of wastewater treatment also produces biogas that is collected for the company's own energy use, and "value from this goes beyond simply mitigating pollution."

In fact, conserving water is just part of a wider business concept successfully deployed at HEINEKEN Vietnam: the circular economy. At a conference organized by VCCI in HCMC on July 24, HEINEKEN Vietnam in its presentation showed how its circular-economy practices have helped reduce the amount of waste and create value from waste.

For instance, after the processing of wastewater, brewer's grains, surplus yeast and sediment are reused as feed and fertilizer. Other materials, such as glass bottles, cardboard, aluminum, plastics and paper, are also reused and recycled.

In addition, four out of the company's six breweries are using thermal energy from renewable energy and biomass fuels, leading to some 2,500 tons of carbon dioxide emission reductions in logistics just last year, by optimizing transport operations, said the company at the conference.

As such, nearly 99% of waste and by-products have been reused and recycled. Says CEO Leo Evers: "All of our breweries create virtually zero waste to landfills [...] and our newest brewery in Vung Tau will become the first carbon neutral brewery in HEINEKEN Asia Pacific region and will run on 100% renewable energy for its energy needs."

While HEINEKEN Vietnam's sustainability drive and its circular-economy practices can be seen a valuable contribution to the national economy and environmental protection, the company has also engaged in several CSR initiatives to directly benefit underprivileged people, a highlight being to help bring clean water to the poor.

From the salinity-intruded Tan Phu Dong District in the Mekong Delta province of Tien Giang to the poverty-stricken district of Thuong Tin in Hanoi City, many poor people have now been supplied clean water owing to the brewery's financial support.

"Sustainability is our over-arching business purpose (which is) a mandate for our employees to think about and apply sustainability in their everyday decision-making," says CEO Leo Evers

BY HOANG KHANG

Making the *best of wastes*

Wastes can be recycled for the sake of making the most of materials to optimize profits for an enterprise, and – in a more noble sense – to protect the environment. At Diversey Vietnam, recycling wastes carries even higher values: benefiting the community and improving the poor's wellbeing. Several initiatives have been launched, and all stakeholders are happy.

Take used soap at hotels as a prominent example. Attendees at a workshop hosted by Premier Village Phu Quoc Resort and Premier Residences Phu Quoc Emerald Bay months ago found the solution to used soap highly satisfactory, as the waste brings hope for the poor. It is re-processed rather than discarded, and distributed to poverty-stricken communities across the country, under the Soap-For-Hope program by Diversey.

The program pursues a three-fold approach: to save lives by giving free soap to communities that have no or limited access to soap; to provide livelihoods to the local community through soap-recycling; and to help hotels reduce waste and protect the environment.

A typical 400-room hotel generates some 3.5 tons of solid soap waste per annum, according to Premier Village Phu Quoc Resort. And just imagine the amount of soap waste discharged a year from all hotels around the country. This is also the starting point for the resort and other hotels to join forces with Diversey Vietnam.

The Soap-For-Hope program is a global initiative by the U.S.-based Diversey which was first introduced into Vietnam in 2015, says Phuc W. Pham, chief representative of Diversey Vietnam. "We have collaborated with some 30 hotels in Vietnam to run this program," he says.

Under the program, hotels will collect used soap, which should otherwise be discarded after just one or two days' use, and transfer the batch to Diversey Vietnam. The used soap is then categorized, sterilized, sun-dried and pressed into new bars of soap, using manual tools. During the process, the material can also



Premier Village Phu Quoc Resort and Premier Residences Phu Quoc Emerald Bay collaborate with Diversey Vietnam in Phu Quoc to hold a joint workshop to mark the launch of the Soap For Hope™ program
PHOTO: COURTESY OF PREMIER VILLAGE PHU QUOC RESORT

be added with natural flavors extracted from tea or orange skin to turn out final products with new features before they are distributed to the poor.

Through this process, the local people are able to learn a new skill and make a small livelihood from recycling soap, while at the same time their communities have free access to soap. Diversey as a provider of hygiene solutions offers all the equipment including tools and machine, as well as disinfectant required for re-processing soap. It also covers the logistic costs associated with delivery of the equipment and provides training to local communities and NGOs.

In total, the hotels have diverted 80 tons of soap waste from landfills, and have converted these into 660,600 bars of soap distributed to ethnic villages in Lao Cai, Yen Bai, Ha Giang, Dien Bien, Son La, Binh Dinh, Khanh Hoa, and Hoa Binh among others.

Phuc relates how "I have witnessed happy faces upon being given soap, some of them even have never had a bar of soap."

Asked if Diversey has plans to expand the Soap-For-Hope program to more hotels, since there are thousands across the country, Phuc says the goal is to collaborate with the parent firm's partners in Vietnam first. The executive, a Vietnamese-American, says that in the capacity of a representative office, Diversey Vietnam has actively assisted partners in Vietnam to run corporate social responsibility (CSR) activities. However, such CSR activities are not limited to the Soap-For-Hope program alone, as Diversey is also executing other initiatives as well.

"We have also launched the Linens-For-Life program under a similar mode," Phuc says.

Diversey also has other initiatives, such as collecting coffee dregs, mixing them with waste paper and processing them into fuels to replace firewood. This product will also be supplied to the poor to help reduce logging to protect the environment.

With its prominent initiatives being executed in Vietnam, Diversey is seeking to make the best of wastes, according to Phuc.

BY HOANG SON



The signing ceremony of PRO Vietnam
PHOTO: COURTESY OF SUNTORY PEPSICO VIETNAM

Suntory PepsiCo Pursues *a healthy environment*

At Suntory PepsiCo Vietnam, the effort to protect the environment is ceaseless and tireless.

Having achieved numerous goals in nurturing sustainable growth, an important part of which is to keep the environment clean, green and beautiful, the leading beverage maker has recently strived further for a more ambitious target: recycling all wastes from its production.

Suntory PepsiCo Vietnam Beverage has lately joined PRO Vietnam, a coalition of nine leading companies in the consumer goods and packaging industries, to pursue the circular economy, specifically to make recycling of packaging more accessible and sustainable. PRO Vietnam marks the first time that competing businesses are collaborating to collectively work on improving the environment of Vietnam.

As one of the leading brands in Vietnam, Suntory PepsiCo Vietnam understands that when recycling is not done properly, the packaging becomes a wasted resource that the planet cannot sustain.

PRO Vietnam works towards its ambition through key activities including educating consumers on recycling awareness and segregation; strengthening the existing packaging collection ecosystem; and supporting recycling programs of processors and recyclers.

In addition, the coalition will also work with the government in the "Recycle" aspect of the 3R rule (Reduce – Reuse – Recycle) and through its voluntary, public-private partnership aims to improve livelihood conditions and create jobs for individuals and businesses working on post-consumer packaging. PRO Vietnam will also coordinate with research centers of universities to find out the most suitable solutions for the environment of Vietnam.

Pham Phu Ngoc Trai, who serves as chairman of PRO Vietnam, said: "We believe that to sustain business growth we have to be committed to the society and the environment, contributing towards a clean, green and beautiful Vietnam."

The founding members of PRO Vietnam unite towards a mission: "By 2030, all packaging material put into the market by its members shall be collected for recycling."

Such a goal is highly ambitious, but Suntory PepsiCo Vietnam, given its achievements in the past years, has strong confidence to realize the target.

In fact, the company always finds innovative ways to minimize its impact on the environment to the local communities where it operates as well as implementing

many environment protection projects with the community.

Between 2006 and 2018, it is reported the company managed to reduce 70% of the water use, 42% of energy and 34% of wastes per unit of product. Owing to such efforts, Suntory PepsiCo Vietnam has for three consecutive years until 2018 been rated among the top three most sustainable companies as honored by the Vietnam Chamber of Commerce and Industry in collaboration with some central ministries and agencies.

While environmental protection is widely considered a substantial contribution to the society, the beverage maker has also engaged in numerous CSR activities to directly benefit the community, especially the poor.

CSR is a part of the company's business strategy to sustain business growth. At Suntory PepsiCo Vietnam Beverage, CSR is not only a philanthropic responsibility, it also consists of an economic responsibility to be profitable, a legal responsibility to obey the law and regulations, an ethical responsibility to do what is right, and finally a responsibility to be fair, according to the company.

BY MINH TUAN

Aligning environmental *protection to business*

TOYOTA MOTOR VIETNAM

At Toyota Motor Vietnam (TMV), environmental protection plays a role, and an important one at that.



TMV opens a playground for children in Vinh Phuc Province

PHOTOS: TMV

The biggest carmaker in the country has positioned environmental protection as a priority management issue, and as such has managed to stir up action programs beyond its organizational structure, engaging suppliers and dealers in the noble cause as well. Environmental protection activities are carried out by TMV not only in the manufacturing factory, but also in its suppliers and dealers to create a business chain caring for environment, says the company's management.

At the company itself, the mission of environmental protection is spelt out into concrete activities under the umbrella of the company's Toyota Environment Month 2019. This campaign is being conducted in response to the Global Environment Day and Toyota Global Environment Month celebrated by the parent firm Toyota Motor Corporation in Japan.

This is an annual activity that has been implemented by TMV since 2008, aiming to increase environmental protection awareness of all TMV members, as well as to further contribute to environmental protection in Vietnam. Up to now, this activity has gradually been introduced and conducted in TMV's dealers and suppliers nationwide.

This year, TMV's Toyota Environment Month consists of an environmental protection commitment signing ceremony, the Toyota Environment Photo contest, the "No single-use plastic challenge" program, and the "Reduce paper usage when printing" campaign.

Joining the "No single-use plastic challenge" program, TMV's employees and dealers are committed to not using single-use plastic products such as cup, bag, straw, and water bottle and instead use environmentally friendly products. It is expected that they can reduce 36,000 water bottles, 280,000 plastic cups, and 3,400 plastic straws per year, the company says in a recent press statement.

On June 9, TMV joined the Alliance Against Plastic Waste and announced the action program for the plastic waste prevention campaign as directed by Prime Minister Nguyen Xuan Phuc.

Meanwhile, the "Reduce paper usage when printing" campaign, which started in January, encourages TMV's employees to use board, TV and projector instead of paper and reuse one-sided paper, with an aim to cut the amount of paper for printing by half.

As stated early on, the carmaker has also managed to engage its suppliers and dealers to enhance the effectiveness of its environmental protection campaign.

In order to assess environmental activities at dealers in a more comprehensive way, since this year, TMV has conducted the Eco-Dealership Assessment program that helps the dealers set up an Environmental Management System.

This program aims to minimize environmental risks, improve environmental activities, and promote contribution activities to society and community. Dealers who fulfill the above criteria will be issued an Eco-Dealership certificate, while implementation of activities by all dealers will be checked and evaluated periodically by TMV.

"With the aim of sustainable development, we always try our best to bring smile - the highest satisfaction - to customers and partners, as well as positive contribution to the economy and the society," says Toru Kinoshita, president of TMV. According to the top executive, Toyota Motor Vietnam has not only strived to achieve set business targets but also contribute to Vietnam's society and people in many areas such as education, socio-cultural development, especially environmental protection.

TMV also complies with the "Zero landfill" policy to strengthen protection of soil and water, as well as the ecosystem in general. It has implemented many activities at the plant to reduce CO2 emissions into the environment. The company says that since 2013, it has set up the Energy Committee and issued Energy Policy to further promote energy efficiency, and between March 2017 and February 2019, the company effectively cut out 2,020 tons of CO2 emissions.

BY MINH TUAN



VAS *Educating students* to protect the environment

Environmental protection is no longer solely limited to the Government, organizations and businesses. It's the common responsibility of every individual in the community. This is no exception toward all students, parents, teachers, staff and partners of the Vietnam Australia International School (VAS) since this way helps the school educate their students to share responsibility with the community.

With no balloons, no glittering confetti and no celebrations filled with plastic plates, VAS held its opening ceremony for the 2019-2020 academic year on September 5. On the occasion, the school formally launched the environmental project "Green School Year" with practical programs to support all environmental protection initiatives.

VAS says the project has received positive responses from thousands of students and their parents, as well as communities within and beyond the school after just a few days of launching. Such enthusiasm is attributable to the perception that environmental pollution has had direct impacts on our daily lives through the food we eat, the water we drink, and the air we breathe.

As a large educational institution in HCMC with nearly 9,500 students and a great place nurturing the future generation of the country, VAS says it is



VAS is striving to turn the school into a green community aligned with its strong spirit of protecting the environment

PHOTO: VAS

high time to share its responsibility with the community and foster its students to take this responsibility as Vietnamese citizens before becoming global citizens.

Since early September, VAS students have been educated about this inspirational project through "VAS Talks 2019" and other contests, including "Green Corner," "VAS Community Programme," or "VAS Green Day Run," a fund-raising event for planting trees in Can Gio mangrove forest, with the aim of spreading the message and bringing practical solutions to protect the green planet.

Sets of waste segregation trash bins have been placed in all of the VAS's seven campuses to help students develop a habit of reducing waste and sorting waste right at the school, as well as encourage them to save paper, electricity and water; minimize food waste; as well as actively reuse, recycle and plant more trees.

In a letter to students on the occasion of the new school year, VAS Executive Chairman Marcel van Miert says, "Through all these activities, VAS wants students to be able to build positive thoughts, habits and actions and from that create a green lifestyle of civilized citizens – the Green Generation of VAS!"

The school understands that it is difficult to spread the project and produce practical and long-term effects without the participation of all the school stakeholders. Therefore, VAS is trying to build a Green Community – a place that connects all VAS's teachers, staff, parents, students and partners with a high sense of environmental responsibility.

"If you are a teacher or employee, you can start saving paper, reducing waste and disposable plastic products, closely monitoring environmental protection commitment terms when working with partners and suppliers. More importantly, we all have to be the good examples and also the inspiration for the students in this project," Marcel says.

More than 2,000 Vietnamese and foreign teachers and staff working at VAS are becoming the role models and inspirations for students in this project, according to the school management.

VAS also calls for nearly 10,000 VAS parents to become the good examples for their children at home; to monitor, remind, motivate and compliment them for the effort they have made to protect the environment; to propose better solutions and to accompany the school in activities of "Green School Year" project.

BY THANH THOM

REX HOTEL SAIGON

In its journey of spreading *the message of love*

Bringing into play the nation's tradition, the Rex Hotel Saigon has carried out various corporate social responsibility (CSR) programs.

Over the past four years, the hotel has provided free meals for poor patients at the HCMC Oncology Hospital every Saturday. To prepare for the Saturday program, the hotel's cooks and volunteers spend extra time after work preparing the meals a day before. Food is cooked in the morning and kept in good condition so that the patients will have nutritious and delicious meals. Besides their time, some volunteers donate cakes, milk and fruit for the program.

The Charity Fair is one of the most practical CSR programs that the Rex Hotel Saigon implements every year, with the participation of its employees, partners and customers as well.

The fair features simple booths that sell familiar goods. Some sponsors donate money while others give away

Spreading love and happiness is a tradition of the Vietnamese, reflected through proverbs and folk sayings such as "Love other people like how you love yourself" or "When a horse is ill, the whole stable refuse to eat the grass".



Rex Hotel Saigon employees visit a Vietnamese Heroic Mother in the Mekong Delta province of Ben Tre

PHOTOS: COURTESY OF REX HOTEL SAIGON

products for the booths. All proceeds from the fair are sent to the Rex Hotel Saigon's charity fund.

The event is also a chance for participants to gather for a good cause, have fun, and deepen their relationships. According to the hotel, each fair raises some VND200 million (about US\$8,500) for charitable activities.

Since the beginning of this year, the hotel has visited and donated gifts to two Vietnamese Heroic Mothers in Thanh Hai Commune, Thanh Phu District, Ben Tre Province and children at Thien Duyen orphanage in Cu Chi District, HCMC. On the occasion of the Mid-Autumn Festival, the hotel presented schoolbags to needy children in the Mekong Delta province of Vinh Long.

These are annual CSR programs carried out by the Rex Hotel Saigon that have received great support from the hotel's employees.

Despite the long trips to remote areas, the volunteers all feel happy when spreading kindness and happiness to underprivileged people.

The long-time tradition of "The healthy leaves protect the torn ones" has always been kept as an inspiration and orientation for the Rex Hotel Saigon's staff.

CSR activities are a factor that helps the Rex Hotel Saigon develop a healthy corporate culture, give back to the community, contribute to a better society, and build a strong relationship among the staff, according to the hotel's management.

BY MINH TUAN



A representative of Rex Hotel Saigon presents a cash donation to Thien Duyen orphanage in Cu Chi District, HCMC



As a globally-oriented firm, Vietnamese tech giant FPT Corporation understands that the sustainable development of an enterprise depends on the community where it is operating. This is why over the past three decades since its establishment, FPT has been striving to achieve its economic targets in close alignment with corporate social responsibility (CSR) programs.



A kid has fun with a teeter-totter at a public playground funded by Vietnamese tech giant FPT Corporation
PHOTO: FPT

FPT Takes the initiative in *community activities*

PLAYGROUND CONSTRUCTION

As part of the FoxSteps campaign initiated by FPT Telecom, a subsidiary of FPT Corporation, three public playgrounds were inaugurated in the provinces of Bac Ninh, Vinh Phuc and Binh Duong in mid-September this year. The campaign, which took place from August 5 to 28, eight days ahead of schedule, was aimed at building free, well-equipped playgrounds for children across the country.

As many as 10,000 FPT Telecom staff ran a total length of 520,975 kilometers, equal to 13 Earth circles. For each kilometer travelled, a sum of VND10,000 is given to the community, meaning the total sum of VND7 billion has been contributed to the playground construction fund, called FoxSteps.

The three new playgrounds are the first ones financed by the FoxSteps fund. These spacious facilities, which are equipped with swings, crawl tunnels, slides and teeter-totters, are poised to be favorite destinations for local children.

Chu Thi Thanh Ha, Chairwoman of FPT Telecom, says that these are the first three among 63 playgrounds which are being built across 63 provinces and cities of the country. The entire FPT Telecom staff have made their concerted efforts to complete the month-long campaign as soon as possible.

"These efforts come from the hearts of the people who are, or will be fathers and mothers. They are aware of the best things for kids through physical exercises to develop their intelligence," she notes, adding that the playgrounds will enable children to stay away from digital devices, such as computers and smart phones, which have already driven family members to distraction.

OTHER COMMUNITY INITIATIVES

In March this year, FPT Corporation in collaboration with the Central Committee of the Ho Chi Minh Communist Youth Union organized Thang Ba Bien Gioi (The Border in March), a program to support needy people in border areas.

FPT awarded more than 6,000 national flags and 1,000 study corners with a total value of VND1.2 billion to the families of wounded soldiers and martyrs, and students in border provinces.

This program is intended to spread the spirit of action among the community, and express the gratitude of the young generation to the heroic martyrs who lost their lives to

defend the northern border four decades ago, as well as raise the patriotism and responsibility of union members during the course of the country's development.

"On the occasion of marking 40 years of the border war, FPT hopes these small gifts will turn into major strength, which warms the heart of our fellow countrymen in remote, border areas, and help small kids have peace of mind to study and join hands to build bright futures for themselves and for their own hometowns and country," says Truong Thanh Thanh, director in charge of CSR programs at FPT.

During the same month, FPT launched many community programs, such as organizing charity stalls and blood donation, in the capital city of Hanoi, the central coastal city of Danang, HCMC, and the Mekong Delta city of Can Tho.

Since 2010, FPT has chosen the annual March 13 as "The FPT Day for the Community," when its executives and employees take specific actions to support the society. For the past nine years, they have travelled to thousands of schools and households that are hit by storms and other natural disasters to lend a helping hand.

In 2018 alone, FPT and its staff in cooperation with its partners spent VND35.7 billion on CSR activities, which offered support to nearly four million people, particularly disadvantaged families.

BY VAN OANH

Dragon Village
Nơi cuộc sống nở hoa

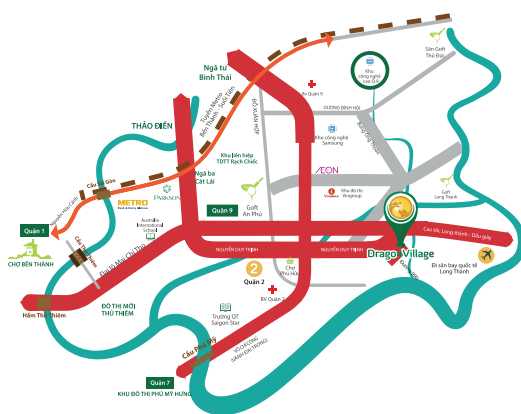


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www.dragonvillage.com.vn



Location

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Mua vé ngay: từ 8/11/2019 - 16/1/2020



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