

## **AmCham Corporate Social Responsibility (CSR) Working Group – Action Plan 2013**

The CSR Working Group consists of the following work teams: Events Group (Community Development Events), AmCham Scholarship Group, Grants (to small VN NGOs) Allocation Team, Assessment (Audit) Team, PR Team. The Leadership Team consists of the leaders of each of the component work teams/groups, and includes:

### **Leadership Team**

Board Liaison	Christopher Twomey, ACE
Board Liaison/Chair	Ly Le, Coca-Cola Beverages Vietnam
Scholarship Group Leaders	Nguyen Thi Huyen Anh (ASA 2011) HR Executive, Avery Dennison
Grants Allocation Team	Phuc Le, Head of HR, Samsung Electronics
Assessment (Audit) Team	Hong Dinh, Intel Vietnam Risk Management
Event team	Each campaign will have Project Leader(s)
PR Team	Quynh Nguyen, Event Manager, AmCham Thuy Nguyen, PR Support, AmCham
Secretary	Thuy Nguyen, Program Assistant, AmCham
AmCham Leaders & Coordinator(s):	Amy Nguyen, Vince Vo, Nga Nguyen

### **Core Members of the CSR Working Group**

Ms. Ho Uyen	Corporate Affairs Manager, Intel Products Vietnam
Ms. Quyen Nguyen	Community Affairs Manager, Intel Products Vietnam
Ms. Trang Nguyen	Higher Education Program Manager, Intel Product Vietnam
Ms. Cao Thi Huong Giang	Head of Communications, HSBC
Ms. Thu Tran	Corporate Sustainability Manager, HSBC
Ms. Bui Thi Ninh	Bureau for Employers Affairs, VCCI
Ms. Khanh Nguyen	PR & Social Contributions Executive, Perenco
Ms. Huong Dinh	PAC Manager, Coca-Cola Beverages Vietnam
Ms. Bui Thi Ngoc Diem	CSR Executive, Coca-Cola Southeast Asia, Inc.
Ms. Lan Anh Tran	HR Executive, TRG
Ms. Hien Le	Dupont Vietnam
Ms. Do Minh Trang	ACE
Ms. Van Anh	Hoa Sen University
Ms. Huong Nguyen	Office Manager, Avery Dennison
Mr. Nguyen Van Buu	CSR Director, VBL
Mr. Vu Duc Trung	CSR Manage (External), VBL
Ms. Bui Thi Loan	CSR Executive, VBL
Ms. Chau Nguyen	UPS Vietnam
Ms. Khanh Duong	Maersk Vietnam Ltd.
Mr. Son Le	E&Y
Ms. Thu Cu	HR Manager, 3M
Ms. Nhan Nguyen	HR Manager, Sandhill Scientific Vietnam
Ms. Le Thi Thu Tram	Corporate Relations Asst Manager, Unilever Vietnam

**Mission:** Networking, Information-Sharing, Problem Solving

The CSR WG Mission is to (1) provide networking opportunities for AmCham company executives/staff with responsibility for CSR, Community Development, Community Relations, etc. to get to know each other through informal networking events; (2) information-sharing opportunities for these same executives/staff, so that they can share “best practices” in organizing their company CSR/CD/CR activities (for example, how to organize a company tree-planting outing); (3) Direct Action / Problem Solving, that is, joining together in organizing events and activities to raise awareness of and to address social problems in sectors such as education, environment, health care, etc.

**Meetings**

The CSR WG meets monthly on the (day) of the ... week in the AmCham office or at hotel function rooms, or company locations depending on the topic, speaker, and availability.

**2013 Goals and Objectives**

**1. Increase Group Membership/Participation**

There are about 25 AmCham companies with designated executives/staff with responsibility for “Corporate Social Responsibility,” “Community Development,” “Community Affairs,” “Public Affairs,” “Corporate Affairs,” “Corporate Communications,” etc. The CSR Working Group will increase membership participation to include all of these designated executives/staff so that they are aware of the Working Group and its Mission of “Networking, Information-Sharing, and Direct Action / Problem Solving”

In addition, the CSR WG will reach out to those (usually smaller) AmCham companies that don’t have a designated executive/staff person for CSR activities, so that the WG can help them identify and achieve their CSR priorities in cooperation with the AmCham CSR WG.

**2. Speakers**

Identify and invite relevant and interesting speakers from the CSR field to make presentations at committee meetings and for the AmCham general membership, keeping in mind that the principle goal/objective of the WG is “action oriented” and not “discussion oriented.”

**3. Events and Activities**

**Grants to Small Vietnamese NGOs**

Grants Allocation Team Leader: Mr. Phuc Le, Head of HR, Samsung  
Timeline: Apr – July (Apr: Plan; May-Jun: Execution)  
Organize the program of the “Grants to Local Organizations, with the cooperation and support of the “Assessment (Audit) Team.”

**AmCham Scholarship**

Scholarship Group Leader Ms. Nguyen Thi Huyen Anh, ASA 11, Avery Denison  
Timeline: March – Dec (Mar-Aug: Plan, Meeting with sponsors; Sep-Dec: Execute)  
Organize the annual AmCham Scholarship Program, in cooperation with the HR Committee and the AmCham Scholarship Alumni/ae Club.

## **AmCham Women Engineering Scholarship Program**

Leaders:

Trang Nguyen, Intel Products Vietnam  
Huong Dinh, Coca-Cola Vietnam

Timeline: Jan-June

Initiated from 2011 with the name “AmCham-Intel Women in Engineering Scholarship”, the program aims to provide financial support and to encourage more students, especially female students, studying technical fields and pursuing technical careers. In 2011-2012, AmCham-Intel Women in Engineering Scholarship awarded 50 excellent female students were awarded the scholarship each worth VND 8 million.

From 2013, Coca-Cola also joins the program with 25 more scholars. In total, the program will have 50 scholars.

## **Organize Events to Address Social Problems**

Community Development (Events) Team

### **Jun 26, Aug 1-2 World’s Blood Donor Day (WBDD)**

**Leaders:**

1- Intel: Quyen Nguyen

2- Metropolitant: Hao Nguyen (Nike), Thu Tran (HSBC)

3-Victoria Healthcare: Vu Pham

4-Avery Dennison: Chau Pham

5-Dai Minh Tower: Duong Tran (3M), Ms. Son (Dai Minh Convention)

6-Hoa Sen Univeristy: Van Anh

<http://www.amchamvietnam.com/event/1395/detail>

The World Health Organization (WHO) has called on all Vietnamese to become **regular**, voluntary blood donors. Viet Nam still only collects about 40% of its total need for blood. That 60% shortfall costs lives. It is important to increase the total number of voluntary, unpaid blood donations collected across the whole country and from all sectors of society. Around 80% of blood donors in this country are under 35 years old. ALL sectors of society NEED blood– so all sectors should GIVE blood. The safest source of blood is from regular and repeat voluntary unpaid blood donors. Paid, family and replacement donors are all higher risk groups than voluntary unpaid blood donors.

Acknowledge the essentials of voluntary blood donation in the current context of Vietnam in particular, AmCham Vietnam starts holding the AmCham’s World Blood Donor Day in HCMC from 2011 as part of AmCham’s community development activities in Vietnam. The event aims to call for positive participation in blood donation activities from AmCham’s member companies in particular, and entrepreneurs in all sectors in general.

Simultaneously, this is also an occasion to honor precious dedication of blood donors to our community

**2011:** “More blood, more life” was the theme of first AmCham’s World Blood Donor Day on June 14, 2011. 422 volunteers donated 545 blood units (114,750 ml)

**2012:** With the theme “Every Blood Donor is a Hero”, 659 volunteers from 24 companies donated 939,5 blood units (220,850ml) at AmCham’s World Blood Donor Day on 12, 14 & 15, 2013 at 5 locations in HCMC and Binh Duong province.

### **Sept 15 International Coastal Cleanup Day (ICC)**

**Leader:**

Quyen Nguyen, Intel Products Vietnam & Huong Dinh, Coca-Cola Beverages Vietnam

<http://www.amchamvietnam.com/event/1378/detail>

In 2010, three AmCham companies (Intel, adidas, Coca-Cola) and about 250 AmCham company staff participated in a coastal cleanup in Vung Tau with two months advance preparation. This year, starting earlier with preparations, we can increase the number of locations, companies, and individual participants.

On September 17, 2011: With the theme “Trash Free Seas”, almost 500 volunteers from 10 AmCham member companies and ASA joined AmCham’s International Coastal Cleanup co-organized by AmCham and Intel Products Vietnam, in co-operation with Victoria Healthcare (Medical Supporter), Center for Marineline Conservation and Community Development (Technical Adviser). **1,742** kg of trash were collected at Phuoc Tinh Commune, Long Dien, Ba Ria Vung Tau Province. This year, AmCham organized the first ICC Photo Contest for the volunteers. 25 candidates joined this Contest, 100 photos were sent to the Organizer. See 6 best photo of the winners:

<http://www.amchamvietnam.com/4774>

On 15 September 2012, the AmCham Vietnam coordinated with Intel Products Vietnam, Long Dien People’s Committee to organize the “International Coastal Cleanup” for the third time. With the theme “I’ll stand by you, my Ocean” the event took place at the beach in Phuoc Tinh Commune, Long Dien District, Ba Ria – Vung Tau Province. With the great effort of Organizers and Local Authority, the International Coastal Cleanup 2012 created a meaningful event for both local people and AmCham companies’ staff. And thanks to the effort of 1,100 volunteers from AmCham member companies and Long Dien province, 3,807.6 kg of trash was collected.

Whether you live near the coast or thousands of miles inland, we are all connected to the ocean. It drives and moderates our climate, it helps provide the rain and the water we drink, the air we breathe, and much of the food we eat. The ocean also absorbs much of the pollution we generate. And trash that falls from our hands is one of the most pervasive pollution problems facing our world's ocean. But it doesn't have to be !! Keeping our ocean free from trash is one of the easiest things we can do to help protect it.

**Planting Tree:**

**Leader(s): Quyen Nguyen (Intel); Van Anh (Hoa Sen University)**

Time: October

Potential Partner: TBC

Local Partner (TBC)

Location: (TBC)

**Note: AmCham Hanoi is welcome to arrange similar events, just as they have replicated the “AmCham Scholarship Program.”**

**CSR Workshop: TBC after the meeting with CSR Committee in April 26**

**Liaison and Support**

HR Committee and AmCham Scholarship Work Team

The HR Committee in general, and the AmCham Scholarship Work Team in particular, have responsibility for organizing the annual AmCham Scholarship Program. About 20 members of the AmCham Scholarship Work Team, supported in the final English Interview stage by about

20 members of the HR Committee, manage this program, which extends over six months: Jul-Aug: Planning, Sep – Nov: Selection Process, and Dec: Award Ceremony. During this time the AmCham Scholarship Work Team plans and executes a five-stage process (1) Information Session for about 400 VN college seniors; (2) Application and paper check of qualifications (for about 600); (3) English Language Test (for about 450); (4) Profiles (Abilities and Interests) Assessment (for about 150); (5) English-language Interview (for about 60) with native speakers from HR Committee; and (6) Awards Ceremony.

#### PR Team

The PR Team supports other AmCham Work Groups/Work Teams. See, for example, the AmCham Scholarship Program 10<sup>th</sup> Anniversary Directory, and Media Clippings Book, both produced by the PR Team. The Publications Manager will help make sure that the English language PR is included in the regular AmCham publication(s) and web site.