AGENDA

1. Unilever Vietnam CSR Strategy

2. Unilever Vietnam Foundation Annual Grant

3. Key learnings
OUR PHILOSOPHY ON CSR

• It is NOT about writing a cheque
• It is about deploying one’s core competencies to help address the key concerns of communities and societies
• It is about long-term impacts and sustainability
OUR APPROACH TOWARDS CSR

Strategic partnerships with Government (1)

UVF Annual Grants (2)

Employee Involvement (3)

Health & hygiene
Children development
Women empowerment

Health & hygiene projects initiated and executed by local communities

Our people’s engagement and charity
UVF Friends
UNILEVER VIETNAM FOUNDATION (UVF)
ANNUAL GRANTS ON HEALTH & HYGIENE
OBJECTIVES

• To support community-initiated CSR projects through provision of funding and management

• To help improve living conditions, especially health and hygiene conditions and education for children and women

• To focus on 3 areas: health and hygiene; education on health and hygiene; clean water supply and environment
UVF’S ANNUAL GRANTS

• Starting in 2004, nation-wide
• Total amount: >VND 17 billion (from 2004 – 09)
• Benefiting > 450,000 people in 6 years
  – In 2004: 4 winning projects
  – In 2005: 10 winning projects
  – In 2006: 14 winning projects
  – In 2007: 20 winning projects
  – In 2008: 25 winning projects
  – In 2009: 20 winning projects
UVF Grant 2009

- Total applications: 175
- From 25 provinces
- Projects classified in:
  - Health & Hygiene: 81
  - Clean water: 50
  - Waste treatment and environment: 44

- 45 projects short listed
- 20 selected – Total amount is 4.77 bio vnd
- 5 health and hygiene projects
- 9 clean water projects
- 6 waste and environment projects
- nation-wide coverage
WHY IT WORKS

• Community proposed

• Community participation

• Collective commitments and resources
Lễ trao tài trợ cho các dự án
Chăm Sóc Sức Khỏe và Vệ Sinh
Quỹ Unilever Việt Nam - 2006
Hà Nội, ngày 21/12/2006
Good example on sustainable and relevant UVF Grant project at low cost but highly effective:

**Clean water supply**

**for P’Re’& K’Nai village, Duc Trong District**

- Duc Trong Red Cross
- 2 wells
- 300 households: 217 old people, 800 women and children, 27 disables
- 280 mio vnd:
  - 155 mio dong from UVF
  - 38 mio dong from local people

- Strong commitment from project owner
- Management “board” and fee
- Cost is shared between UVF Grant and local authority or local people
- Involvement and contribution of local people
- Investment per capita: 155 mio/1200 = 7.5 usd => cost effectiveness
Key learning and challenges
UVF Grant
Key learnings and Challenges

• At recruitment phase:
  – Communications

• At screening and selection phase:
  – Criteria
  – Community real benefit vs admin fee
  – Site check, verification

• Monitoring phase:
  – Changes
  – Scale down

• Rolling model
Conclusion and recommendation

• The private sector plays a critical role in advocating health, hygiene and nutrition with the support and cooperation of the Government and the community

• Need to have a common place/database in VN:
  – to share info on who are beneficiaries among grantmakers so that they can make more informed decisions
  – To share best practices
  – For projects and grantmakers have full info from both sides so that demand and grant can meet faster and more efficiently
Video clip
UVF Grant - Jan 2010