



Your weapon of precision
in the market jungle

PROPOSAL FOR A CSR CAMPAIGN

“SWITCH FROM PLASTIC TO PAPER BAGS”



March 2011



Contents

“Help save the environment by a simple action!”

1 Why make this campaign?

2 What is this campaign about?

3 How can you get involved?

4 Contact us





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Why do we need CSR* projects?

Vietnamese people are more and more **aware of their environment** as well as **concerned about pollution** issues, such as the hot stories of VEDAN and the Thị Vải river...



LAO ĐỘNG

in bài này

Vedan cần giải quyết dứt điểm bồi thường trong năm 2010

Lao Động số 24 Ngày 29/01/2010 Cập nhật: Thứ Sáu, 29/01/2010 - 9:10 AM

(LĐ) - Ngày 28.1 tại Công ty Vedan, Bộ trưởng Bộ TNMT Phạm Khải Ninh Bà Rịa - Vũng Tàu, TPHCM và Đồng Nai làm việc với Công ty Vedan về việc gây ô nhiễm môi trường của công ty này và xây dựng...

Tại cuộc họp, Vedan cho biết đã giảm công suất và ngừng một số công trình xây dựng, công ty này cũng đã nộp 127 tỉ đồng phí bồi thường và xin phạt số 131 của Thanh tra BTNMT.

Ông Phạm Khải Ninh đã quyết dứt điểm bồi thường cho người dân.

Bộ trưởng Bộ TNMT Phạm Khải Nguyên (thứ hai, bên trái) và Bộ trưởng Bà Rịa - Vũng Tàu Trần Hồng Hà (thứ ba từ trái) kiểm tra nước thải của Vedan, Việt Nam. Ảnh: Ngô Nguyễn.

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Thứ Hai, ngày 01 tháng 02 năm 2010 | 17:33 (GMT+7) Đăng Tin: 08/11/2009 trong 08/11

TuanVietnam.net
http://tuanvietnam.net

SỰ KIỆN HIGHLIGHTS: HẠNH VIẾT TRỌNG HẠNH | THÔNG TIN BÀ O GIỮU | TƯ LIỆU & SỰ NGHIỆP | THẾ GIỚI TRUYỀN THÔNG | NGHỆ SĨ NHỎ CỐC | HARRISONS | TRỰC TUYẾN | KINH DOANH QUẢN LÝ

Vedan được vinh danh: Đũa dài!

Tên giả: PHƯƠNG LOAN, MIỀN ANH
Bài đã được xuất bản: 27/10/2009 12:01 GMT+7

ĐBQH Nguyễn Đình Xuân xem chuyện Vedan được vinh danh sản phẩm vì sức khỏe cộng đồng là câu chuyện đũa dài ngày cả tháng tư, trong khi Bộ trưởng TN-MT từ chối bình luận về việc này.

ĐBQH Nguyễn Đình Xuân: "Đũa dài!"

Nghệ tin Vedan đoạt giải "Sản phẩm chất lượng an toàn vì sức khỏe cộng đồng năm 2009" lại tưởng là tin đáng tửng tửng vì xưa qua. Ai lại đùa dài thế bao giờ.

Vedan đã giết chết một dòng sông, tâu be ngoại quốc không dám vào, làm nóng dân thiệt hại nhiều tỷ đồng đến nay vẫn chưa chịu bồi thường... thế mà chỉ với 30 triệu đồng, họ đã mua ngay được một danh hiệu liên quan đến sức khỏe cộng đồng! "Sản phẩm chất lượng an toàn".

Hầu một trung tâm radio có thể cấp một danh hiệu vô lương tâm như vậy đã là điều đáng trách, sao lại định dăng đến các cơ quan nhà nước vào đây.

www.tuanvietnam.net
TUYÊN BỐ
TOP 100 SẢN PHẨM AN TOÀN VÌ SỨC KHỎE CỘNG ĐỒNG NĂM 2009
Công ty Cổ phần hữu hạn Vedan Việt Nam
Số 41, Phố Thái Hưng Thành, Vũng Tàu
Bột ngọt Vedan

(* **CSR** is the acronym for **Corporate Social Responsibility**)

Why do we need CSR projects?

... showing more and more **eco-friendly consuming** tendencies, as revealed in a survey about the Top-10 consumption trends in 2010:

...anything in a product that makes it safe for the environment or "greener"... making the consumer feel involved in environment protection and his purchase more appropriate...

Eco-friendly

2010

Consumers want their purchase to contribute to the collective welfare and companies to share the wealth by supporting positive initiatives or charity, in the modern spirit of corporate citizenship

CSR

..is a vital part in the modern spirit... helps consumers donate and give out team work decisions

Source: 10 consumption trends in 2010, Marketing Magazine No. 65, dated 25.1.2010



Why do we need CSR projects?

...SAVING THE ENVIRONMENT is becoming a very hot topic, attracting the attention both from the Government and the People....

...“ [We need to] consider that the task of saving the environment is the responsibility of the whole Party, the People and the Army; it is an integral part of the socioeconomic development strategy and plan at all levels and in all sectors; it is an important foundation for a stable development and for the success of the modernization and industrialization process in Vietnam.”

Direction No. 36-CT/TW of the Politburo

“[We need to] prevent pollution, and in the mean time, improve the preservation of the environment and nature. We need to utilize both domestic and foreign resources to protect the environment and generate a stable development.”

Agenda 21 of the Government of Vietnam

Source: Strategy for National Environment Protection, 2001-2010

Why do we need CSR projects?

...and companies strive to become ECO-FRIENDLY in order to **increase sales, grasp market shares, and enhance their brand image**

HỘI MARKETING VIỆT NAM
MARKETING
VIETNAM
58-65 - 25.1.2010

Giá trị xanh là nền tảng cho tập đoàn bền vững

9 CHIẾN DỊCH TIẾP THỊ "HOT" 2009
10 XU HƯỚNG TIẾP THỊ & TIÊU DÙNG 2010

GIỚI HẠN CHI PHÍ QUẢNG CÁO
Cuộc tranh luận chưa dứt

Kinh tế Saigon Online
TRANG CHỦ | TIN TỨC | E-PAPER | BLOGS | THÔNG TIN DỊCH VỤ | QUẢNG CÁO | ĐIỀU KHOẢN | TRỢ GIÚP

Thứ Ba, 9/2/2010, 15:18 (GMT+7)

Saigon Times Top 40 Award – Green value 2009

Thời sự

Tôn vinh giá trị xanh


Quốc Hùng
Thứ Năm, 29/10/2009, 20:31 (GMT+7)

Đã vinh danh

(TBKTSG) - Khác với mọi năm chỉ dành cho doanh nghiệp có vốn đầu tư nước ngoài (FDI) tại TPHCM, Bình Dương, Đồng Nai và Bà Rịa-Vũng Tàu, Giải thưởng Saigon Times Top 40 lần thứ 7 năm 2009 đã chính thức được khởi động với quy mô lớn hơn, mở rộng cho tất cả các doanh nghiệp FDI trên toàn quốc.

>> Danh sách các doanh nghiệp đoạt giải thưởng Saigon Times Top 40 từ năm 2003 đến 2008

Đánh dấu một giai đoạn mới của giải thưởng, Ban tổ chức - gồm hai ấn phẩm tiếng Anh thuộc nhóm Thời báo Kinh tế Sài Gòn là The Saigon Times Daily và The Saigon Times Weekly - với sự bảo trợ của Tổng cục Môi trường thuộc Bộ Tài nguyên và Môi trường, và Cục Đầu tư nước ngoài thuộc Bộ Kế hoạch và Đầu tư, đã chọn chủ đề giải thưởng năm nay là **Giải thưởng Saigon Times Top 40 - Giá trị xanh 2009 (The Saigon Times Top 40 Award - Green Values 2009)** nhằm kêu gọi cộng đồng doanh nghiệp



Why do we need CSR projects*?

“If your marketing strategy and campaigns are not as effective as they should be, think differently...”

Organizations have become more environmentally aware in response to customers becoming more discerning. The possible effects of marketing activities and of the provision of goods and services towards society and the environment are also key differentiators in the mind of more and more customers.”

(*) Source: Chartered Institute of Marketing



Why do we need a CSR campaign about plastic bags?



The issue of using plastic bags is a hot topic because of how serious and negative the impacts are on the environment...



“Everyday, HCMC generates 6,000-6,500 tons of solid waste, among which dirty plastic bags account for 1%, from 50 to 60 tons...”

From Live in “plastic bag epidemic”, Labor Newspaper, dated 11.9.2009



“Everyday, Hanoi produces 4,000 – 5,000 tons of solid waste, among which plastic bags represent 7-8%”

From Limit the usage of plastic bags to save the environment, Labor Newspaper, dated 1.2.2010



Why do we need a CSR campaign about plastic bags?



Each Vietnamese person uses 25-30 kg plastic/year and it is forecasted to increase to 40kg/person/year in the next 2 years. By then, the plastic packaging industry will also reach an output of 1.4 million tons.

*From **Use plastic bags: "We'll pay the price"**, Việt Báo, dated 24.3.2008*

A plastic bag, in normal conditions, needs 400 years to completely decompose. With a huge waste output such as in Vietnam today (about 80 tons/day), plastic bags are a serious problem to our environment

*From **Say no to plastic bags: What should we use instead?**, Common Science Newspaper, dated 30.9.2009*





Why do we need a CSR campaign about plastic bags?

And here are activities to prevent the invasion of plastic bags into the environment in Vietnam:

“Restrict the use of plastic bag for a better environment” campaign: Warning about the harm of plastic bags and recommending to use eco-friendly cloth bags in all Hapro’s mini-marts and retail stores

Hanoi Trade Corporation (Hapro) in cooperation with Hanoi Environment Fund

“No plastic bag day 9.9” initiative: during the first “No Plastic Bag Day” (9th September 2009) launched in Hoi An, it received 10,000 supporting signatures from companies, families, tourists...

Center for Climate Change, Science and Life Newspaper

“ Ride for the environment – say no to plastic bags”: organized in 11 provinces, including Hanoi, Thai Nguyen, Thai Binh, Hai Phong, Hue, Binh Dinh, Khanh Hoa, Ninh Thuan, Lam Dong and HCMC. The launching event was a bicycle parade with the participation of the famous singer named Minh Quan

ABBank and C4E volunteers



Why do we need a CSR campaign about plastic bags?

And here's the result:

... Tân Hiệp commune (Cù Lao Chàm, Hội An).... holds the record of being the **only place** in Vietnam to have “won” the fight against plastic bags

*From Knights fight over ...plastic bags!
Labor Newspaper, No. 154 dated 11/07/2009*



Why do we need a CSR campaign about plastic bags?

It means many cities, provinces in Vietnam still need helps to succeed in winning the fight against plastic bags. And one of the lessons drawn from the Tan Hiep case is:

“...it’s important to educate the children since their young age. By doing that, we also educate their father, mother and grand parents: when their children spend a lot of efforts to collect wasted plastic bags on the shore, parents can’t continue to use plastic bags irresponsibly. They have to review their own habits”.

Mr. Nguyễn Sự, Secretary of Hội An’s Communist Party, speech during the communication campaign and the wasted plastic bags collection campaign accomplished by Tan Hiep students

*From **Knights fight over ...plastic bags!**
Labor Newspaper, No. 154 dated 11/07/2009*



Why do we need a CSR campaign on plastic bags?

A CSR campaign about plastic bags will surely get huge attention from the mass public because of its importance...

The campaign “Switch from plastic to paper bags” can be a different approach towards your target customers and/or the mass public





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1 Why make this campaign?

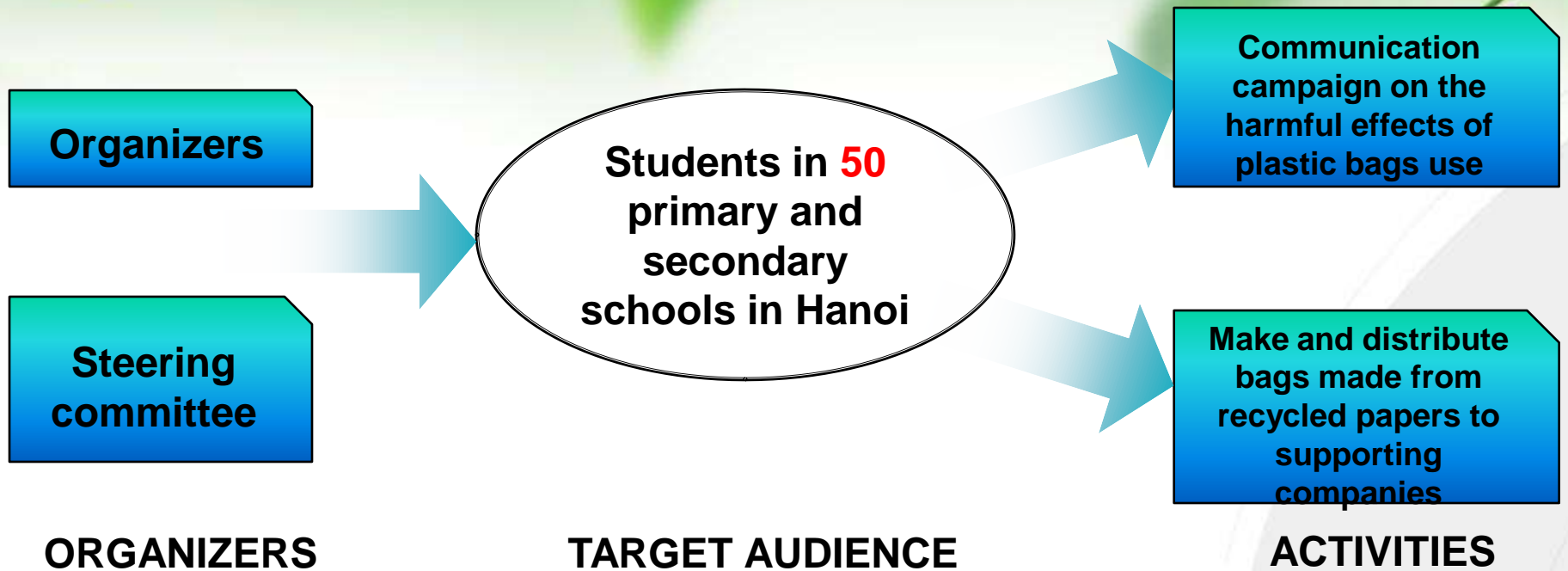
2 What is this campaign about?

3 How can you get involved?

4 Contact us



Campaign overview



*“Switch from plastic to paper bags” is an education program to enhance the perception and motivate for action, designed for pupils in primary and secondary schools in Hanoi. Under the support of the **Central Friendship Association and the General Department for Environment**, the campaign will alert the pupils about the harmful effects of plastic bags and show them solutions to this issue. Moreover, the campaign will also **ignite a competition** of ideas among pupils on how to save the environment through simple, small but effective actions.*

Tentative organizers



Technical assistant: General Department for Environment – Ministry of Natural Resources and Environment

1. Campaign planning, implementing and assessing
2. Participating to the steering committee
3. Participating to training/speaking sessions in 50 primary and secondary schools in Hanoi
4. Participating to launching, closing events, etc.



Human resource: Central Friendship Association – Ho Chi Minh Youth Union

1. Campaign planning, implementing and assessing
2. Creating movement/competition in schools, ensuring the active participation of schools/pupils
3. Allocating personnel for the movement: implementation, supervision, execution, evaluation, etc.
4. Taking part to the launching, closing events, etc.

Tentative organizers



Logistics: MILDOT Marketing & Communications

1. Campaign planning, implementing and assessing
2. Logistics services: coordinating with partners, risk management, etc.
3. Fund raising
4. Communication services: media campaign execution, communication items production

**YOUR
LOGO IS
HERE**

Finance: private company or institution

1. Campaign planning, implementing and assessing
2. Sponsoring the campaign
3. Taking part to the launching, closing events, etc.
4. And all the other benefits detailed in the sponsor proposal

Target audience

Primary target audience: **Pupils in primary and secondary schools in Hanoi**


Items	Primary school	Secondary school
Number of schools	677	581
Number of teachers	20,545	20,614
Number of pupils	440,843	325,360

Secondary target audience: **Parents, teachers, educators, environment activists, retainers, shop owners, housewives, mass media, etc.**


City	Populations
Hà nội	6,472,200

Source: General Statistics Office, 2009

Activities - overview



Paper bag campaign



No plastic bag campaign

ACTIVITIES

“Paper bag” campaign is an action campaign, where the primary target audience (pupils) is encouraged to make paper bags, in an attempt to say no to plastic bags, including these activities:

1. **“One paper bag every week”**: Every week, each pupil in 50 schools is encouraged to make at least 1 paper bag, which carries out the message “*say no to plastic bags*” written by himself. There will be prizes for the best message and the best school of the week.
2. **“No plastic but paper bags”**: The paper bags will be collected by the organizer and sold/distributed to the companies/individuals who voluntarily participate to the campaign.

Activities - Overview

Paper bag campaign

No plastic bag
campaign

ACTIVITIES

“No plastic bag” campaign is a communication campaign on the harmful effects of plastic bags, including the following activities:

1. Establishing a steering committee for overall supervision and implementation
2. Speaking sessions in each 50 schools, in which an environment expert will talk about the harmful effects of plastic bags, facts and figures about plastic bags in Vietnam, etc.
3. Trigger the movement “*Say no to plastic bags*” in these 50 schools: pupils are encouraged to write a message on the harmful effects of plastic bags on their paper bags. Interesting messages will be communicated through all campaign channels
4. A wide spread media campaign: estimated 300 news released during the campaign
5. “*Say no to plastic bags*” message will also be communicated in 20 5-minutes programs on VTV2/6, 20 double-page featured articles on Thieu Nien Tien Phong Newspaper, campaign’s website and app. 200 street banners
6. Launching and closing events will engrave the message further in audience’s mind

Activities – more details

Phase 1: Pre-event activities

Activities	Description
Steering committee establishment	The Campaign steering committee will consist of organizers' representatives, such as General Department for Environment, Youth Union, sponsors, MILDOT, schools, etc. There will be several meetings of the steering committee to agree with the activities and timeline.
Meeting with 50 schools representatives	A meeting with the persons in charge of the campaign will be held to provide a well and clear understanding of the campaign's objectives, goals, activities, timeline, etc.
Launching press conference	A Press conference with the participations of app. 70 reporters. Estimate result: 50 news/article coverage
Logistics jobs	Other logistics services for the campaign, such as preparation of campaign logo and identity, communication products, etc.

Activities – more details

Phase 2: Campaign activities – mass public communication tools

Activities	Description
Weekly program on VTV2/6	20 five-minute weekly programs updating campaign's activities, communicating key message(s), announcing prizes and awards, etc
Weekly featured article on "Thieu Nien Tien Phong" (Youth Pioneer) newspaper	20 double-page articles weekly featuring campaign's activities, communicating key message(s), announcing prizes and awards, etc.
Website www.tuigiaymoitruong.com.vn	Official website for the campaign, containing all information related to it
Street banner	200 vertical street banners to inform about "No plastic bag" day and the campaign
Media campaign	Focused media campaign with app. 300 news/articles
Internet Social Networks	Facebook, Twitter, Youtube, Flickr & forums will be exploited and animated to relay and promote the whole campaign as well as punctual activities/events

Activities – more details

Phase 2: Campaign activities – interactive communication tools

Activities	Description
Speaking sessions in 50 schools (activation)	<p>Contents:</p> <ul style="list-style-type: none">- Environment experts speak about plastic bags facts and figures in Vietnam, harmful effects to the environment, simple ways to save the environment, etc.- Teachers (campaign PIC at school) show pupils the way to make a paper bag from recycled papers- Engagement of pupils in the campaign (speech, performance, etc.) <p>Participants: all schools pupils and teachers</p>
One paper bag every week	<p>Pupils make paper bags on their own: 1 bag per week, made from recycled papers (self provided), tape (provided by organizers) and stickers (provided by organizers – to write their message about plastic bags).</p> <p>There will be 1 prize for the best bag of the week (best message), and 1 prize for the best school of the week (highest number of paper bags)</p>

Activities – more details

Phase 2: Campaign activities – interactive communication tools (cont.)

Activities	Description
No plastic but paper bag	<p>Organizers collect paper bags from schools and sell them to companies or individuals who want to support the campaign. Companies or individuals buying these bags will either:</p> <ul style="list-style-type: none">- Keep them for their own use; or- Organizers will help to distribute these purchased bags (with buyer's logo) in big supermarkets or shopping centers for their visibility

Activities – more details

Phase 2: Campaign activities - events

Activities	Description
Launching ceremony	An official launching ceremony will be organized in one of the 50 schools in Hanoi with the participation of VIP in environment, and education sectors, youth unions, media, etc.
Closing ceremony	A closing ceremony will be organized in one of 50 schools in Hanoi with the participation of VIPs in environment, and education sectors, youth unions, media, etc. to sum up the campaign

Activities – more details

Phase 3: Post event activities

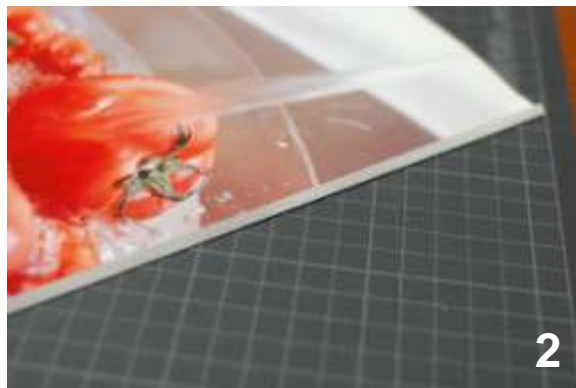
Activities	Description
Final meeting of steering committee	A final meeting of the steering committee will be organized to sum up the campaign, review and analyze the impact of the activities and draw lessons for the future .
Final press conference	Final press conference with the participations of app. 70 reporters. Estimate result: 50 news/article coverage.



How to make a paper bag?



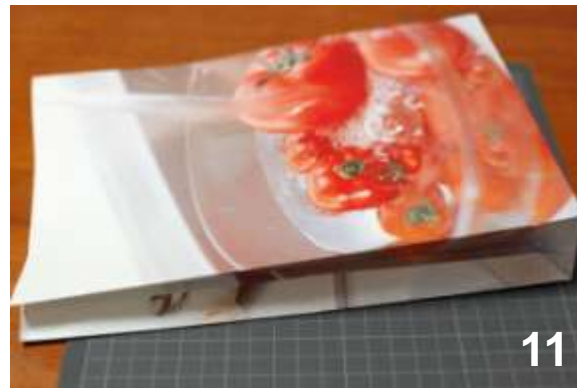
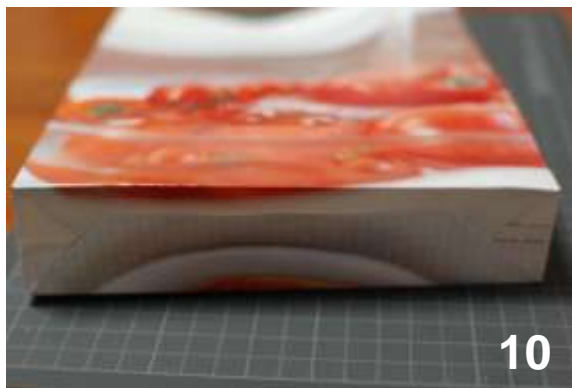
From an old newspaper or magazine, it's very easy to make...





How to make a paper bag?

From an old newspaper or magazine, it's very easy to make...





Timeline



18 weeks

2011

JULY						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31





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What do you get if participate?

You will not be a sponsor, which the target public often sees as *“just providing money but no efforts”*.

You will participate to the “Switch from plastic to paper bags” campaign as **an organizer**.



How can you participate?





Tentative budget

Option 1: Be one of our FIVE organization partners

VND 400,000,000 (*)
(Four hundred Vietnam dong only)

Option 2: Be our supporters by buying paper bags

VND 1,000/bag
(One thousand Vietnam dong)

Note: For more details on the budget and benefits, please see Sponsor package file attached





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About MILDOT

MILDOT Marketing & Communications is a young agency fueled with energy and determination, a **strike force** made of the best elements extracted from notorious communications companies in Vietnam.

We provide a wide range of communications and marketing services, **tailor-made** to your present needs and requests, as well as trainings to share with you the know-how and best practices to be **more efficient** in your communication activities.

- *Oriented towards **customer's satisfaction**, we value quality above anything else and view our relation with a client as an **exclusive partnership**.*
- *Acting as your unique retainer, Mildot Marketing & Communications is your "**one stop-shop**" agency to design, organize and implement your marketing and communications operations.*
- *Whether the objective is to manage your reputation or sell your products, we will provide the relevant services to get those who matter to notice you the way they should, **with sharpshooter's accuracy**.*





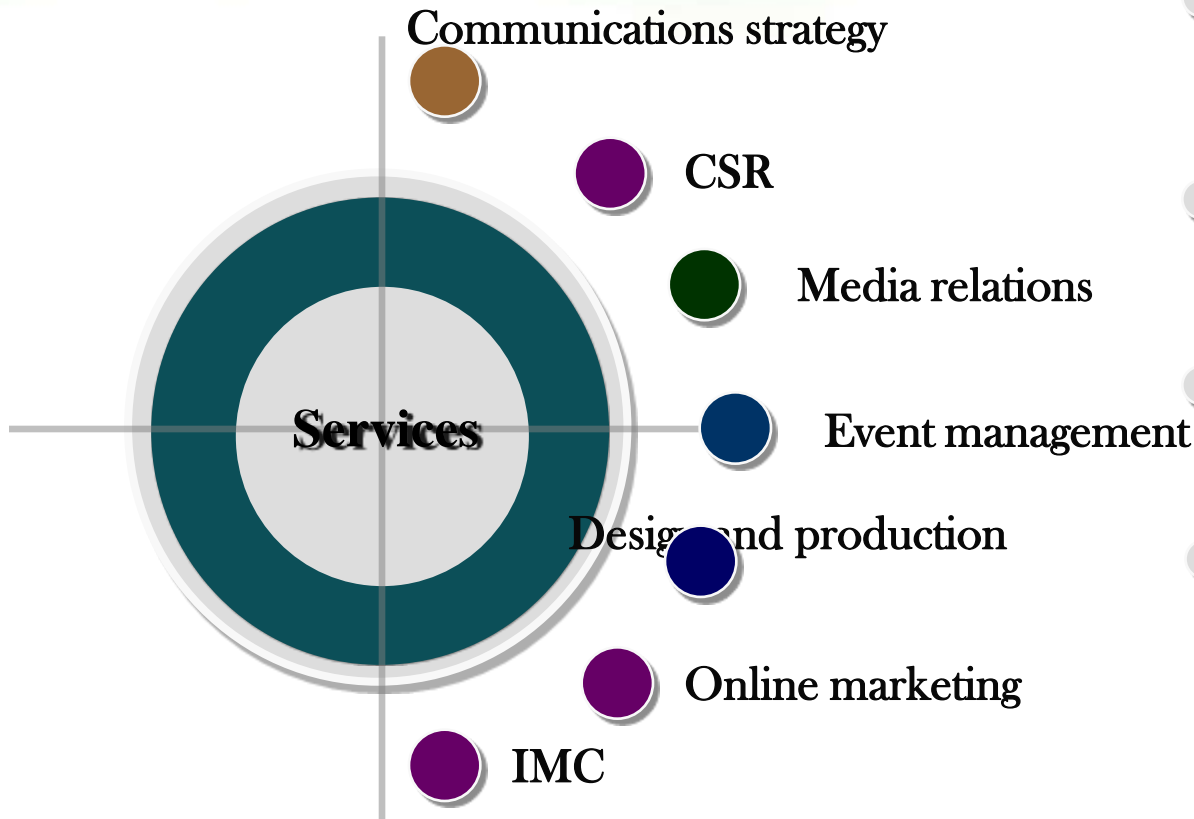
Our founders

As a sniper team articulates around a primary pair, the spotter and the marksman, **MILDOT Marketing & Communications'** core foundation is a complementary duo of **highly experienced** communications and marketing professionals:

- **Ms. Nguyen Phuong Thao** has over 10 years of public relations practice, ranging from fast moving consumers goods to automobile industry. Graduated from RMIT International University (Masters in Business Administration), she brings a diverse array of knowledge, experience and skills in issue management, corporate communications, and relations with employees to the agency.
- Former journalist **Mr. William Denjoy** cumulates nearly 20 years of professional experience in various communications fields such as Press relations, media planning, institutional communications, project and product promotion, event organization,.. in the private and public sectors, both in Europe and Vietnam.

Realizing our field tested collaboration, combined skills and cumulated experience were our strongest assets to best serve our clients, we decided it was time to **regroup our forces** and set up our own agency.

Our services



Communications strategy

Strategic and tactical planning, research and auditing data, communications strategy training, etc.

Media relations

Press relations, media campaign, press conference, media handling during crisis, etc.

Event management

Conference, launching, activation campaign, company event, etc.

Design and production

Creative design, printing and production, filming, multimedia, etc.



Contact us

MILDOT MARKETING & COMMUNICATIONS

Address: 7th floor, 112 Nguyen Ngoc Nai, Hanoi, Vietnam

Telephone: 84.4. 35667502/03

Fax: 84.4. 35667504

Hand phone: 0983.01.06.05

Email: thao.nguyen@mildot.com.vn/ prthaonp@gmail.com





Your weapon of precision
in the market jungle

THANK YOU VERY MUCH

