



CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

SWITCH FROM PLASTIC TO PAPER BAGS

CHƯƠNG TRÌNH HỖ TRỢ CỘNG ĐỒNG TÚI GIẤY THAY TÚI NILON

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in Hanoi

For more detail, please visit: WWW.TUIGIAYMOITRUC.COM.VN



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CSR CAMPAIGN

SWITCH FROM PLASTIC TO PAPER BAGS

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**THERE ARE 2 WAYS TO PARTICIPATE TO THIS
CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN:**



AS A PARTNER,

involved with the organization and implementation of the campaign from start to end. There can only be 5 supporting partners.



AS A SUPPORTER,

purchasing paper bags and benefiting from privileges according to the quantity of bags purchased

1) PARTNER PACKAGE

For the purpose of the campaign “Switch from plastic to paper bags”, Hanoi city will be divided into **5 implementation zones**.

The principle is that each supporting partner will be **attributed one zone** where he will support the project’s implementation.

Therefore, there can only be up to **5 partners max**.

The partner is expected not just to provide funds, but to **participate actively** to the operations taking place in his designated zone.

He will be **associated to the project** from the very beginning, having representatives sitting at the project’s steering committee, up to the closing event in a school in his zone, where he will cooperate with other stakeholders to the **evaluation of the campaign’s** local and global achievements.

A. PARTNER’S BENEFITS

IN TERMS OF IMAGE:

- It is an **active participation**, your company will be seen as one of the **originators of the campaign** and not only as a sponsor
- This will spread the image of **a company that cares** for the environment, which is **socially active and shares the wealth** with the public: your company will be perceived as an economic actor **aware of its responsibilities**
- This will enhance **the notoriety and the appeal** for your company’s products or services, reinforcing the **efficiency of your communication** and marketing in order to motivate customers and generate **sales increase**

IN TERMS OF VISIBILITY:

The name of your company or your product/service will be displayed on all the project communication materials:

- **300 press articles** within the media communication campaign during and after the project
- **20 TV programs** of 10mn on VTV2/6 (4 programs/supporting partner once a week not counting reruns): your company name/logo near the name of the program (for example “PETRONAS 1 million paper bags to save the environment”) displayed in the studio of the show, and repeated by the MC during the show
- **20 press reports** of 1 page minimum/week in Thiếu Niên Tiền Phong (Youth Pioneer) newspaper: Your company name/logo near the name of the campaign and a information box about your company (4 articles/supporting partner)
- **Outdoor advertising campaign** with 200 vertical banners in Hanoi city: each supporting partner company name/logo displayed on the banners hanged on the main axes in the city (40 banners/each)
- **Direct marketing in 50 primary and secondary schools** in 5 Hanoi districts: public intervention of company representative during the awareness meetings in 10 schools/supporting partner (recommendations of specialists, project and results evaluation sessions): the logo of your company displayed on the backdrop and all documentation, name of the company mentioned during speeches
- **Visibility on the product** (paper bag): the name/logo of your company displayed on the bag handles/stickers, provided by the project steering committee
- **Public acknowledgment** of the status of stakeholder and originator of the project during the opening and closing events: the MC will mention and thank your company, introduce your company/products/services during the program of the event
- **Campaign dedicated website:** with a special section to present your company and its products/services
- **Online social networks:** (Facebook or similar social network, Twitter, Youtube, Flickr) regular reports and updates about the partners’ participation and inputs

B. PARTNER'S FINANCIAL SUPPORT

The financial participation package to become a supporting partner is set up at:

VND 400.000.000, VAT 10% EXCLUDED (Four hundred million Vietnam dong only).

The funds will be used to **cover the costs** of the project organization (steering committee, schools' participation, launching and closing events,...), of the awareness campaign (activation sessions in target schools, communication tools and material, website), and of the media campaign (press relations, PR, TV shows...), **during the 4 months** campaign

2) SUPPORTER PACKAGE

To support the **“Switch from plastic to paper bags”** campaign, companies and individuals can also **purchase the paper bags** made by the pupils in the 50 secondary schools from the 5 zones selected in Hanoi to participate to the project.

The paper bags sold will then be **disseminated to shopping centers, supermarkets, mini-marts, shops and boutiques in Hanoi city**, making the buyers **key actors** of the campaign, as they become **essential links** to the distribution process.

Supporting this CSR campaign will associate your company/name to an **eco-friendly positive initiative** oriented towards the future.

It's an efficient way to develop your company's notoriety towards the **general consumers** (in shopping centers and shops), to raise your visibility among **potential future clients** (pupils from the 50 schools), and to improve your corporate image towards the public and **your own employees**.

Paper bags are sold

VND 1.000/PC (VAT 10% EXCLUDED).

Companies and individuals can purchase as many as they wish, but the objective of the campaign is to disseminate 1 million paper bags in Hanoi.

The companies' and individual financial participations will be used for the production and distribution of the paper bags as well as for the buyers' visibility (press campaigns, collection day event...).

BENEFITS FOR ALL SUPPORTERS:

- On the campaign dedicated website: company listed in the supporters' page with logo, short company description and link to company website
- Press advertisement listing the supporters and the quantity of bags purchased
- Right to use the “CSR campaign official supporters label” on all your company communication material, proving your involvement in the project
- Company representatives invited to project opening and closing events
- On Internet social networks (Facebook and Twitter): acknowledgement of company's support
- The purchased paper bags are either distributed in supermarkets by the project's steering committee or by the sponsor company itself

OVER 50.000 BAGS PURCHASES

(VND 50 MILLION) gives your company access to special privileges

A. SPECIAL PRIVILEGES FOR BAG PURCHASES OVER 50.000 BAGS

- On the campaign dedicated website: size 1 supporter logo on home page;
- Size 1 supporter logo on all communication material during project opening and closing events
- Color company logo on the tape used to make the paper bags
- Special supporting award offered during project closing event
- Press campaign (proportional to sponsor's participation)

B.OPTION: PR operation organized on the supporting company site to collect the company's participation

The global objective of the campaign is to produce, sell and disseminate 1 million paper bags. The participation of supporters is essential to the success of the campaign



Your weapon of precision
in the market jungle

For more information, please contact:

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