

TRAINING COURSE FOR BUSINESS AND CSOs “INITIATING COLLABORATIVE CSV PROJECTS”

Introduction

The **overall objective** of the “[Win-Win for Vietnam](#)” project (WW4VN, in short) is to promote Corporate Social Responsibility (CSR) and Creating Shared Values (CSV) for private sector – CSO Cooperation toward achieving sustainable development goals (SDGs), focusing on selected SDGs, which are particularly important to Vietnam’s development such as 3-Good Health and Well-being, 4-Quality Education, 5-Gender Equality, 11-Sustainable Cities and Communities, 12-Responsible Consumption and Production, 13-Climnate Action, 15-Life on land, and 17-Partnerships for the Goals by establishing an effective cooperation mechanism between business sector and Civil Society Organisations (CSOs) in Vietnam.

The project’s **specific objectives** include:

- (1) Enhancing the capacities of CSOs and enterprises in Vietnam with a focus on collaborative CSR and CSV projects toward achieving SDGs;
- (2) Establishing an effective cooperation mechanism (including tools, instrument and training courses to improve mutual understanding CSR and CSV action related to the SDGs;
- (3) Raising Awareness to promote the trend of collaborating in CSR and CSV projects toward achieving SDGs to the benefit of Vietnamese society.

The project is jointly implemented by the [Institute for Research on Development Communication](#) (RED Communication, Vietnam) and [Pro NGO! e.V.](#) (Germany), from September 2020 to February 2024, co-funded by the European Union Delegation to Vietnam.

Within the 3rd year of the project implementation, in March 2023, the Win-Win for Vietnam project in partnership with VB4E will organise a training course for Vietnamese enterprises and CSOs. [Viet Nam Business for Environment \(VB4E\)](#), co-founded by [International Union for Conservation of Nature \(IUCN\)](#), Institute of Strategy and Policy on Natural Resource and Environment ([ISPONRE](#))/MONRE and [TH Group](#). VB4E aims to strengthen the role of business in nature stewardship in Viet Nam. The training details are below:

1. Training objectives:

- a. Vietnam’s economy is developing quickly despite Covid pandemic and global challenges. Due to many agreements between Vietnamese government and other states, such as European Vietnam Free Trade Agreement (EVFTA) – the current largest Free Trade Agreement which the EU has signed with another developing countries, the UK-Vietnam Free Trade Agreement, etc. recently, many companies and CSOs in Vietnam pay much more attention to the **concepts of CSR, CSV, ESG, SDGs, circular economy and sustainable development/sustainability**. However, after 2 years of the project implementation, we observed that many companies, especially Vietnamese firms, and local CSOs were talking about these concepts; but they do not really understand what the terms mean. Lacking proper knowledge results the fact that many CSR/CSV projects in Vietnam are still charity/philanthropic projects. Therefore, the **1st objective of this training** is to improve the *basic and practical* understanding/ knowledge about the concepts of CSR, CSV, ESG, SDGs, circular economy and sustainable development/sustainability and their close connections for Vietnamese companies and CSOs.
- b. In addition to the general above topic, the specific focus of this training course is “**CO2/Greenhouse reduction/Climate neutrality**”. Thus, the **2nd objective of this training** is to provide basic international and national knowledge and relevant examples about the topics (COP 26, COP 27, the National

Legislative No.888 about Climate Change, etc.) and existing collaborative CSV initiatives between businesses and CSOs in Europe and/or in Vietnam;

- c. The **3rd objective of this training** is to guide and support local CSOs and companies to co-design collaborative CSV projects regarding the specific topics mentioned at b).

2. Types of participants:

- Vietnamese businesses
- CSOs, international and local included, but with a focus on Vietnamese CSOs

3. Number of participants: 35 participants (1 person/organisation, company) per course

Course 1 in Ha Noi

Location: [Hoa Binh hotel](#), 27 Ly Thuong Kiet, Hoan Kiem

Time: 2 days, 23-24 March 2023 (Thursday and Friday)

Trainers:

- 1) [Prof. Dr. Markus Beckmann](#), Head of the Chair for Corporate Sustainability Management, FAU Erlangen-Nuremberg University, Germany
- 2) Ms Chau Bui – Pro NGO! Project Manager & PhD Candidate at FAU Erlangen-Nuremberg University, Germany
- 3) Ms Trang Nguyen – Lecturer of Vietnam National University Hanoi (Training Assistant)

Training language: Vietnamese & English

AGENDA

Time	Content	Lead/In charge
Day 1 Ha Noi: 23 March 2023		
08:30 – 9:00	Opening Speech by the Representative of the European Union Delegation to Vietnam (5 mins) Brief introduction of each participant	All participants
9:00 - 10:30	Pre-knowledge session (Interactive workshop/"World Café") about these terms	Trainers
10:30 – 10:50	<i>Coffee Break</i>	
10:50 – 12:00	Motivation/Drivers of Companies – Key inputs session	Trainers
12:00 – 13:00	<i>Lunch break (finger food)</i>	
13:00 - 14:00	Sharing experiences of on-going subgrantees/partnerships between CSOs and businesses regarding partnership learning	Ms. Trang Le – Pro NGO! Subgrant Local Expert & Ms Chau Bui
14:00 - 14:30	Coffee break	
14:30 - 16:00	Climate Neutrality & different strategies – instruments and framework for practical applications (international and national) – Key takeaways	Trainers

16:00 – 16:30	Expert sharing – Real example from a company in Vietnam regarding its strategies toward CO2 emission reduction/Climate neutrality (15-20 minutes of sharing + Q&A)	Mr Hoang Anh Dung – Director General - Intraco
16:30 - 17:00	Grouping the participants for matching Guide on practical exercises for Day 2 (Template/Guiding questions required)	Ms Chau Bui & Ms Trang Nguyen
Day 2 (Ha Noi: 24 March 2023)		
8:30 – 9:00	Wrap up of Day 1 – Check-in	Trainers
9:00 – 10:00	Climate Neutrality & different strategies (cont.)	
10:00 – 10:30	Sharing experience on business engagement platform to promote biodiversity conservation and environmental protection in Viet Nam (VB4E) (10 mins of sharing + 10-15 mins of Q&A)	Ms Hoang Thi Thanh Thuy – Sustainability Head of TH Group
10:30 – 11:30	Group work – Finalise the groups' presentations (coffee break included)	All participants
11:30 – 12:00	Presentation of Group 1 (10mins of pitching + 20 mins of Q&A)	Group 1
12:00 – 13:00	<i>Lunch break</i>	
13:00 – 15:30	Presentations of Groups 2, 3, 4, 5 (30 mins of coffee break included) (Each group has 10mins of pitching + 20 mins of Q&A)	Groups 2, 3, 4, 5
15:30 - 16:30	Final Q&A Final remarks on the training topics	Trainers + All participants Trainers
16:30 - 17:00	Closing speech & Feedback sharing	RED và Pro NGO! All trainers & participants

Course 2 in Ho Chi Minh City

Location: To be confirmed

Time: 2 days, 30-31 March 2023 (Thursday and Friday)

Trainers:

- 1) Ms Chau Bui – Pro NGO! Project Manager & PhD Candidate at FAU Erlangen-Nuremberg University, Germany
- 2) Ms Trang Nguyen – Lecturer of Vietnam National University Hanoi (Training Assistant)

Training language: Vietnamese

Time	Content	Lead/In charge
Day 1 (HCMC: 30 March 2023)		
08:30 – 9:00	Opening Speech by the Representative of the European Union Delegation to Vietnam (5 mins) Brief introduction of each participant	

		All participants
9:00 - 10:30	Pre-knowledge session (Interactive workshop/"World Café") about these terms	Trainers
10:30 – 10:50	<i>Coffee Break</i>	
10:50 – 12:00	Motivation/Drivers of Companies – Key inputs session	Trainers
12:00 – 13:00	<i>Lunch break (finger food)</i>	
13:00 - 14:00	Sharing experiences of on-going subgrantees/partnerships between CSOs and businesses regarding partnership learning	Ms. Trang Le – Pro NGO! Subgrant Local Expert & Ms Chau Bui
14:00 - 14:30	<i>Coffee break</i>	
14:30 - 16:00	Climate Neutrality & different strategies – instruments and framework for practical applications (international and national) – Key takeaways	Trainers
16:00 – 16:30	Expert sharing – Real example from a company in Vietnam regarding its strategies toward CO2 emission reduction/Climate neutrality (<i>TBC</i>)	
16:30 - 17:00	Grouping the participants for matching Guide on practical exercises for Day 2 (Template/Guiding questions required)	Ms. Châu + Ms. Trang
Day 2 (HCMC: 31 March 2023)		
8:30 – 9:00	Wrap up of Day 1 – Check-in	Trainers
9:00 – 10:00	Climate Neutrality & different strategies (cont.)	
10:00 – 10:30	Expert sharing – Real example from a company in Vietnam regarding its strategies toward CO2 emission reduction/Climate neutrality – <i>TBC</i>	
10:30 – 11:30	Group work – Finalise the groups' presentations (coffee break included)	
11:30 – 12:00	Presentation of Group 1 (10mins of pitching + 20 mins of Q&A)	All participants Group 1
12:00 – 13:00	<i>Lunch break</i>	
13:00 – 15:30 (30 mins of coffee break included)	Presentations of Groups 2, 3, 4, 5 (Each group has 10mins of pitching + 20 mins of Q&A)	Groups 2, 3, 4, 5
15:30 - 16:30	Final Q&A	Trainers + All participants
	Final remarks on the training topics	Trainers
16:30 - 17:00	Closing speech & Feedback sharing	RED và Pro NGO! All trainers & participants

