

### MESSAGE FROM LIN'S EXECUTIVE DIRECTOR

Dear Friends,

It has been a very busy time for the LIN team having engaged an external evaluator to assess LIN's program outcomes over the last two years, working on finalizing LIN's strategic plan for the next four years. At the same time, we organized a sold-out conference on 19 May "How Doing Good is Good for Business".

The conference set out to help companies and professionals think about how they could create shared value with more strategic community investments and effective collaboration between the business and the not-for-profit sectors.

As we heard during the conference, "doing good" is not limited to making donations, sponsoring NGO events, and contributing to disaster relief. Instead, doing good is a critical part of every business strategy, such as ensuring an environmentally friendly production process; offering employment opportunities to marginalized people; providing products and services that add value in new markets; and creating a work culture that attracts and motivates employees.

Companies shared examples of initiatives that attracted customers, increased employee loyalty, strengthened quality control, and enhanced long-term sustainability. One particular example that resonated with many of our guests was the EyeMitra project by Essilor, implemented by ASSIST. The project aims to ensure access to quality affordable eyeglasses to low-income populations in Vietnam with vision impairments; and at the same time creating a new market segment for a large eyeglass manufacturer. These inspiring examples of business and nonprofit partnerships are what motivates LIN to not only work to support the development of nonprofits but also to simultaneously provide services (pro bono and paid) to individuals and businesses that seek to make sustainable community investments.

It is proud to lead the LIN team in conducting and disseminating research, offering strategic philanthropic consulting, facilitating Creating Shared Value (CSV) initiatives, and organizing events to share best practices and lessons learned in philanthropy, Corporate Social Responsibility, Creating Shared Value, and community development. The ultimate goal is always to "help local people meet local needs" faster and sustainably. If you are interested to receive support on how to engage more effectively to address social and environmental needs, please do not hesitate to contact LIN!

Thank you for your collaboration and support to LIN!

Regards,

**Tran Vu Ngan Giang**



# How Doing Good Is Good For Business

On May 19th, 2017, the LIN Center for Community Development (LIN), the Ho Chi Minh City Women's Association of Executives and Entrepreneurs (HAWEE), and the European Chamber of Commerce in Vietnam (EuroCham) co-organized the conference “How Doing Good Is Good for Business”. The event highlighted different approaches to corporate social responsibility (CSR) and creating shared value (CSV) in Vietnam; the difference between charity and development initiatives; and effective strategies for partnerships between the business and nonprofit sectors. The event welcomed 250 people (including 127 business



**“ WE THINK OF CORPORATE PHILANTHROPY AS MORE THAN ‘GIVING BACK’ TO THE COMMUNITY – IT IS A SOCIAL INVESTMENT THAT SUPPORTS THE STATE IN ITS RESPONSIBILITY TO DELIVER SERVICES AND CREATES BENEFITS NOT ONLY FOR THE COMMUNITY, BUT FOR THE COMPANY ALSO.”**

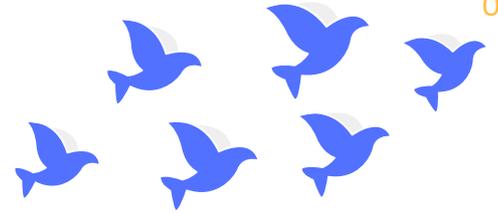
**CÁIT MORAN**  
IRELAND AMBASSADOR  
IN VIETNAM

representatives from local and international companies, 20 reporters, 50 NPO representatives, as well as a dozen representatives of government and academia). Among the 77 participants that completed the event evaluation, nearly 89% said they found the content to be helpful (or very helpful) in building their understanding and changing their thinking about CSR, CSV, and cross-sector partnerships. And 84% said that the event facilitated connections with potential partners. Thanks to sponsorship from Novaland and Irish Aid and more tickets sold than anticipated, we are pleased to report that the event resulted in a VND 36 million surplus, which will support LIN’s on-going efforts to enhance CSR and CSV practices in Vietnam. Feedback from event participants reinforced the need for LIN to support local philanthropists and NPOs with the tools, information, funding, and networks that can help them engage more effectively in sustainable development and social justice issues.

For more information about the event, photos, presentations, and videos, please visit the event website:

For more information, photos and videos, please visit the website: <http://bit.ly/doing-good2017>

# SOCIAL COMMITMENT DAY



Involve your company to become more aware of local causes and strategies for engagement during CCIFV's Social Commitment Day! LIN is pleased to support this special event, which is led by CCI France Vietnam.

The one-day event, is designed to help companies engage their employees in the effort to understand local needs and design company initiatives that can help to address those needs. Through an orientation, site visits to nonprofits, and group debrief, company employees will gain a deeper understanding about the causes the company seeks to support and the needs of nonprofits who are working to address those causes. The following causes were prioritized:

- Education
- Disadvantaged children
- Poverty
- Environment
- Disability

Before and after site visits, participants will be invited to share their experiences and expectations, formally and informally, while talking with their peers and experts in community development.

CCI FRANCE VIETNAM

LIN  
Center for Community Development

## SOCIAL COMMITMENT DAY

June, 30th 2017  
From 8am to 6.30pm  
Ho Chi Minh City

One day to raise awareness among your staff regarding responsibilities they have towards the local communities. Participants will strengthen their involvement through conferences, workshops, visits of local NGOs and networking time.

**Participation Fee:**  
Members : 800,000 VND  
Non-Members: 1,100,000 VND  
More information: Ms Clémence ARON - clemence.aron@ccifv.org +84 162 6705783



**Objective:** Help companies and employees gain familiarity with local causes and not-for-profit organizations (NPOs) and empower them to make a positive impact with their community engagement activities.

To register for this event, please follow this link:

<http://bit.ly/CCIFV-SCD2017>

## Our First Co-Hort for the Impact Accelerator <sup>04</sup>



On 3 June, LIN kicked off the new Impact Accelerator for Nonprofit Leaders initiative by inviting the 13 participating nonprofit organizations (selected from the 30 applications) to a full-day orientation. The Impact Accelerator for Nonprofit Leaders program aims to provide intense and comprehensive support to the participating nonprofits by building up the organizational and leadership capacity of key staff so they can better achieve their respective NPO's goals to improve the quality of life and/or access to opportunities for marginalized groups in Vietnam.

participating nonprofit workers to build up organizational capacity and improve performance.

Names of 13 NPOs are: *Y Tam Charity Organization; Friends For Street Children (FFSC); Action for Wildlife Organization; Niem Tin for Poor Disable Children; Media for Nonprofit; Hope Foundation; Life Psychology; Sunshine Charity Group; VUI; Herb Garden; Living with autism; Club for Academic Spread, Dưới Bóng Cây.*

For more information, photos and videos, please visit [here](#).

## Closing ceremony: VNPO Capacity Building System - Phase II (2015-2017)

30 NPO representatives attended the 30 May Closing Ceremony for the VNPO Capacity Building System – Phase II project, which was funded by Irish Aid, the Embassy of Ireland in Vietnam, and implemented over two years (2015-2017).

During the event, Ms. Nguyen Thanh Truc, Director of Programs, highlighted the outcomes of the project, which included enhancements to the Narrow The Gap Community Fund, the completion of nine Online, e-Learning Toolkits for nonprofit professionals and results from pilot tests, the introduction of “LIN oi, Where Are We Going?”, the new and improved NPO Leadership Circle, and more. An independent, external evaluation of the project was led by Mr. Nguyen Duc Tam, who attended the event and shared his initial findings with LIN and our NPO partners.

Please join the LIN Team in reflecting on our exciting two-year journey and elaboration of next steps. You can click [here](#) for an overview of the project's activities and results. And click [here](#) to hear NPO participants sharing their experience participating in one or more components of the project (the video is currently only available in Vietnamese).

LIN would like to express our sincere thanks to Irish Aid for supporting this project, our project partners - Live & Learn and Gail Nordheim Consulting for their help with implementation, and all of our project stakeholders - NPOs, donors, and volunteers - all of whom contributed, participated, and/or supported implementation of the project. LIN looks forward to taking these partnerships to the next level as we embark on our new strategic plan.





# Rush hours of



Three weeks after LIN called for applications from NPOs (from April 18th to May 9th), the Narrow The Gap Community Fund received 20 project proposals for the first funding round of 2017. This time around, there are many interesting projects with great potential for impact, which will make it difficult for the panel of evaluators to select a small number to receive funding.

Below is a list of 12 project proposals coming to the final round: *Dưới Bóng Cây; Nhóm Sinh Viên Thiện Nguyện Pháp Vân; Gaia; Business Ideas Team; Toa Tàu; Teach for Vietnam; G.A.P Institute; VUI; We Are Different;*

*Ánh Sáng Hạnh Phúc (Thuộc CLB Tình nguyện viên quốc tế IVC); Nhóm Niềm Tin và nhóm Futur; Community through Art therapy.*

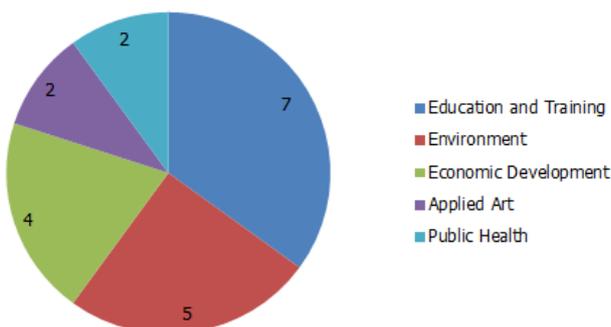
Round One of Narrow the Gap 2017 received support from FWD Company, which not only contributed VND 150 million for grants, but also staff time and expertise to help NPO applicants strengthen their presentation and persuasion skills in the lead up to their project presentations to the evaluation panel. The volunteer evaluators come from diverse backgrounds and will be prepared to evaluate proposed projects based on five criteria: (1) assessment of need, (2) feasibility, (3) potential impact, (4) cost-effectiveness, and (5) sustainability.

The next steps in the Grant Allocation Process are detailed below:

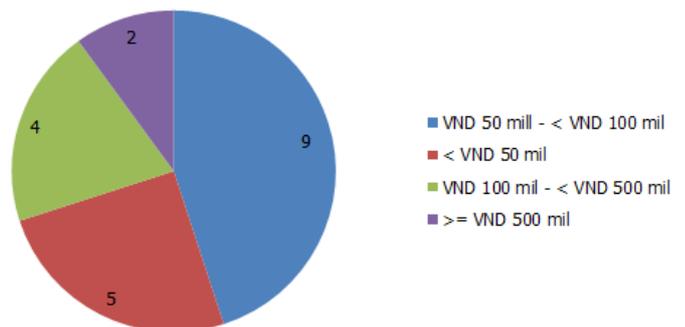
- **16/6 - 3/7:** FWD volunteers coach 7 NPO finalists on presentation and persuasion (at least 2, two-hour meetings, in person or online)
- **7/7 or 16/7:** NPO Finalists present the projects and address questions from the panel of evaluators.

To find out more about, or to get involved in, the Narrow The Gap Community Fund initiative, please contact Ms. Vy by email at: [thaovy@linvn.org](mailto:thaovy@linvn.org) or telephone at: 08-3512-0092, extension 108. Vy is also happy to share information about the funded projects.

**Upcoming Events:** Round Two of the Narrow The Gap Community Fund 2017, which will focus on the 17 Sustainable Development Goals will launch in mid-June with a call for proposals. Click [here](#) to follow the Narrow The Gap Fanpage to get the latest news on the program!



PROJECT THEME



PROJECT BUDGET



# WHAT IS CREATING SHARED VALUE?

## What is Creating Shared Value?

What is becoming increasingly clear is that societies everywhere are facing significant social, environmental and economic development challenges and that no one actor has the sufficient resources and capabilities to fully meet these challenges alone. Creating Shared Value (CSV) is a powerful concept that can help companies think differently about their approach to these challenges. It is about collaboration and meaningful partnerships to deliver far greater and long lasting results. By businesses developing and implementing policies and practices to create economic value in a way that also creates shared value for the communities in which it operates will drive prosperity for all.

## Three Main Areas of CSV

### 1. Reconceiving Products and Markets:

- Identify customer groups that have been poorly served or overlooked by the industry
- Having a mindset of improving lives, not just meeting conventional needs
- Improve access to products and services that meet pressing societal needs and thereby create new market and revenue opportunities

### 2. Creating Local Enabling Environment:

- Improving employee health and safety
- Training, better wages and employee

benefits, and career paths for lower income employees

- Recruiting that reflects the diversity of customers, and the company's communities.

### 3. Redefining Productivity in Value Chains

- Procurement practices that enhances supplier capabilities and efficiency
- Improving energy, water and resource efficiency across activities
- Redesigning or recycling to minimize or eliminate waste

For companies to embrace CSV it requires a different approach, to think differently and develop new skills and knowledge. Embracing cross sector partnerships with nonprofits and government will deliver greater results.

## The role of nonprofits and CSV

NPOs, foundations, and development agencies have goals that align well with creating shared value principles and have unique assets and skills sets to bring to the cross sector partnerships.

The value NPO's provide include; **Relationships with;** Civil society, public sector leaders, and members of communities in most need

**Deep and specialised knowledge of;** Marginalised communities, scientific and technical knowledge, and expertise **Resources**

Are the trusted partner and influential voice to communities, philanthropic partners, and have a proven track

record with identifying community needs.

On May 19th, at the first "How Doing Good is Good for Business" conference, co-hosted by LIN, EuroCham, and HAWEE (Ho Chi Minh City Association for Women Executives and Entrepreneurs), we heard inspiring stories from local companies and organisations about how they are partnering with community and nonprofit organisations in building sustainable communities and at the same time having a healthy business. Two local stories were shared from ASSIST (Asia Society for Social Improvement and Sustainability Transformation) and Schneider Electric. Both cases examined the business and social benefits of poverty alleviation and the importance of partnerships in Vietnam. You can learn more about both projects here as well as other presentations by local organisation and business leaders. The response to the Conference inspired LIN to continue to facilitate best practice sharing and lessons learned from examples of CSR and Creating Shared Value in Vietnam through networking events, roundtable discussions, training, research, consultation, and an annual conference.

**If you are interested in learning more including the development of cross-sector partnerships, please contact Ms. Nguyen Thi Thanh Truc (Vietnamese) [truc@linvn.org](mailto:truc@linvn.org) or Ms. Jenny O'Brien (English) [jenny@linvn.org](mailto:jenny@linvn.org) rtnerships in Vietnam.**

# LIN NUMBERS



- Completion of **9** Online, e-Learning Toolkits for NPO professionals! These courses on topics ranging from HR and Strategic Planning to Fundraising and Governance are accessible, free of charge, on Kyna.vn. You can access the direct links to the nine courses here: <http://bit.ly/LINOnlineToolkits>.

The newest one is about Communication: <http://bit.ly/CommunicationToolkit>

- Seven NPOs joined LIN's network:

*Life Psychology*

*Grow Up Safely*

*We Are Different Club*

*Community Development through Art Therapy*

*Media for Nonprofit*

*HOPE Foundation*

*Little Dolphin*

- **9** out of **17** Narrow the Gap Round One volunteers have previous experience supporting Narrow The Gap. Interestingly, **8** of our **17** volunteers are male, which is the highest proportion of males, to date, involved in the Narrow The Gap evaluation panel since 2009!

## LIN {wish list}

- ★ **New office space** (LIN is looking for a new office space that would simultaneously serve as a community center. An accessible location with at least 100m2 is preferred)
- ★ **New laptop(s)** for LIN team (for meetings and special events, communications, and design work - videos, posters, etc)
- ★ **A photocopier machine** (for LIN and the NPOs that share our office space)
- ★ **Increased Google Drive storage** for the LIN team
- ★ **Contributions to the Narrow the Gap Community Fund** (donations to the Fund will enable us to invest up to 15 social and environmental initiatives this year)

# THANKYOU

## Skilled volunteers

To our donors and volunteers

|                      |                             |                      |                        |
|----------------------|-----------------------------|----------------------|------------------------|
| Ngô Quỳnh Như        | Đại sứ Cait Moran           | Từ Phương Vy         | Vũ Văn Hiệu            |
| Nguyễn Thị Thu Hà    | Trần Hữu Đông               | Christina Ameln      | Ngô Phúc Nguyên        |
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| P. Eli Angell Mazur  | Trần Tiến Đạt               | Võ Đình Thi          | Lương Bảo Uyên         |
| Trần Thị Phương Anh  | Lan Lê                      | Đình Thị Quỳnh Anh   | Nguyễn Phương Thảo     |
| Betsy Park           | Vũ Thành Hà                 | Nguyễn Thị Kim Thuận | Nguyễn Thái Thanh      |
| Linda Loose          | Lê Võ Sơn Quân              | Lisa Wyndels         | Chữ Mỹ Thùy Linh       |
| Nguyễn Bảo Ngọc      | Nguyễn Thị Hoàng Yến        | Dan The Dang         | Phùng Thế Kiệt         |
| Phương Tri           | Đoàn Quốc Thịnh             | Jenny O'Brien        | Nguyễn Chi             |
| Kayla Paton          | Đỗ Thùy An                  | Trần Uyên Chi        | Nguyễn Mai Hân         |
| Ngô Thị Vân Nga      | Linh Vũ Tùng                | Nguyễn Trần Bảo Yến  | Đặng Thu Hương         |
|                      | Tống Mỹ Linh                | Vivian Le            | Trần Ngọc Phương Thảo  |
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