

SUMMARY REPORT

ASEAN CSR Fellowship 2018 - Module 2

Ho Chi Minh City, Vietnam

2-6 July 2018







Class of 2018 Fellows in front of the Ho Chi Minh City Hall

ASEAN CSR Network (ACN) organised Module 2 of the ASEAN CSR Fellowship between 2 and 6 July 2018, in Ho Chi Minh City, Vietnam. It was held with support from the Government of Sweden through the Embassy of Sweden in Bangkok, UK Foreign and Commonwealth Office (UK FCO), National Youth Council Singapore, and Vietnam Chamber of Commerce and Industry (VCCI).

It was participated by 22 Fellows, represented by all ASEAN member states, except Brunei. Most of the Fellows are employed in the private sector (90 percent), and 10 percent of the Fellows comprised of professionals who work in the third sector and academia.



Ms Ho Thi Uyen, Malaysia and Vietnam Public Affairs Director, Intel Products Vietnam, giving a factory tour

The overall aim of the programme is to develop a pool of professionals to become ambassadors for responsible business in Southeast Asia. It aims to bring together a team of high-potential individuals from businesses, governments, academia, and civil societies, to equip them with in-depth theoretical and practical concepts in responsible business. The learning objective is to build an understanding of responsible business as it applies across ASEAN.

In this module, Fellows built on their understanding of responsible business as it applies across ASEAN, by following up with Vietnam's business integrity and anti-corruption initiatives, and explore human rights and labour issues in migration. They were also introduced to the concept of sustainable development and thoroughly examined issues pertaining to the fourth industrial revolution and its impact on responsible business, ethical recruitment, and went through case studies of the cost and benefit analysis of responsible business.



Mr Ian Gibbons, Her Majesty's Consul General to Ho Chi Minh City, UK FCO, giving an opening address

The 5-day programme featured sessions specific to: a) Understanding Vietnam, b) Government-Business Integrity Initiative, Learning Visits to c) Department of Information and Communications, d) Intel Products Vietnam, e) Coca-Cola Vietnam, f) Saigon-Hi-tech Park Training Center, g) Hand-Gathered Clam Fishery and Factory in Ben Tre Province, and h) Phong Phu International, i) Impact of the Fourth Industrial Revolution, j) Ethical Recruitment, as well as k) Cost and Benefit Analysis of Responsible Business Practices.



Dr Tran Thi Hien delivering a lecture on Understanding Vietnam

Among the prominent role players of this programme were Mr Ian Gibbons, Her Majesty's Consul General to Ho Chi Minh City, UK FCO, Mr Florian Johannes Beranek, Lead Expert on Social Responsibility, United Nations Industrial Development Organization (UNIDO), Ms Ho Thi Thu Uyen, Malaysia and Vietnam Public Affairs Director, Intel Products Vietnam, Mr Sanket Ray, Chief Executive Officer (CEO), Coca-Cola Vietnam, and Ms Tran Thi Thu Nga, Chairwoman, Ben Tre Provincial Fisheries Association and Deputy Director, Sustainable Fisheries Development Committee, Vietnam Fisheries Society (VINAFIS).

The first session, **Understanding Vietnam**, was hosted at the British Consulate General, Ho Chi Minh City. Ms Mai Thu Ha, Political Officer from the British Consulate General, Ho Chi Minh City, gave an overview of the country's political situation, paying specific attention to the significance of the Communist Party of Vietnam in leading the way, the state's position to govern and the people's responsibility to take ownership of the country. She introduced the *Doi Moi* Policy, or the Open Door Economic Reform Policy, which has helped Vietnam in becoming one of ASEAN's fastest-growing economies. Dr Tran Thi Hien, Lecturer at Foreign Trade University, then presented on the current state of CSR in Vietnam and the importance of contextualising this seemingly Western concept to the local Vietnamese environment, culture and values.



Panelists on the panel discussion on Government-Business Integrity Initiative, from left-right: Mr Nguyen Duy Bao Khang, translator, Dr Tran Van Long, Head of Research Division, Government Inspectorate Research Institute, Mr Florian Johannes Beranek, Lead Expert on Social Responsibility, United Nations Industrial Development Organization, and Mr Christian Levon, International Senior Advisor, Towards Transparency

At the **Department of Information and Communications (DIC), Ho Chi Minh City**, the Fellows learnt about the Smart City Project, initiated by the Ho Chi Minh People's Committee in November 2017, and supported by the World Bank and some businesses. The representative from DIC reflected on the challenges of implementing the seven-prong programme and the priorities undertaken by the government, namely the shift to e-government services, flood and traffic control.

The panel discussion on **Government-Business Integrity Initiative**, which was also conducted at the British Consulate General, Ho Chi Minh City, was moderated by Mr Florian Johannes Beranek, Lead Expert on Social Responsibility from the United Nations Industrial Development Organization (UNIDO). Panellist Dr Tran Van Long, Head of Research Division from the Government Inspectorate Research Institute (GIRI), gave an overview of the history of GIRI and the national anti-corruption law. Panellist Mr Christian Levon, International Senior Advisor from Towards Transparency, touched on the importance of education and investing in the youth to promote anti-corruption.



A video presentation on the Smart City Project at the Department of Information and Communications (DIC), Ho Chi Minh City



Visit to the Saigon Hi-tech Park Training Center

is put in practice for community development. The Fellows concluded their day with a visit to the **Saigon Hi-tech Park (SHTP) Training Center**, where the Head of Division, Organisation and Administration, Mr Tran Cong Tuan, gave an overview of the SHTP Training Center and its activities.

On Day 2, the Fellows first visited **Intel Products Vietnam**. Ms Ho Thi Uyen, who is the Malaysia and Vietnam Public Affairs Director, presented how Intel positions its CSR policy as a strategic investment more than just philanthropy or charity. Her presentation was followed by a tour of the factory floor. The Fellows then headed to **Coca-Cola Vietnam**, where the CEO, Mr Sanket Ray, spoke of the importance of creating an ecosystem and building a symbiotic relationship between the brand and its customers. The Fellows then visited an EKOCENTER to see how this ecosystem

During the day trip to Ben Tre Province, the Fellows were first given an introduction to the structure of the cooperatives by Ms Tran Thi Thu Nga, Chairwoman of the Ben Tre Provincial Fisheries Association and Deputy Director of the Sustainable Fisheries Development Committee, Vietnam Fisheries Society (VINAFIS) at the provincial **Department of Agriculture and Rural Development** office. Ms Nga also presented the business case for the Marine Stewardship Council (MSC) certification. The Fellows then visited the **Rang Dong Fisheries Cooperative**, to have a conversation with representatives from the cooperative before heading to the **Clam Yard**, where clams are hand-gathered bimonthly. The day ended with a visit to **Hung Truong Phat AquaMarine Product Joint Stock Company**, a clam factory. The Fellows had the opportunity to witness the processes in manufacturing and exporting MSC-certified clams.



Demonstration by Ms Tran Thi Thu Nga, Chairwoman of the Ben Tre Provincial Fisheries Association and Deputy Director of the Sustainable Fisheries Development Committee, on gathering clams

In the panel discussion on the **Impact of the Fourth Industrial Revolution**, moderator Ms Doan Kieu My, Business Development Manager from Infinity Blockchain Labs, introduced the company's new initiative, Fruitchain, which is an agricultural traceability tool using blockchain technology. Panellist Mr Nguyen Thien Tam, Innovations Center Director from FE Credit touched on the significance of combining business with technology. Panellist Mr Rick Yvanovich, Founder & CEO of TRF International, highlighted the importance of knowing how business models have changed and that disruption is inevitable. Panellist Mr Robert Vong, COO from Talo.io built on the point of disruption, linking it to how technology can help to develop a community. The Fellows had a robust discussion on technology and disruption, blockchain and the significance of the start-up culture in solving pain points for the community.



Fellows and Role Players after the panel discussion on the Impact of the Fourth Industrial Revolution



Observing the process of manufacturing denim at Phong Phu International

On a visit to **Phong Phu International**, one of Vietnam's largest end-to-end garment companies. Mr Peter Nguy, Director of Business Development, gave a spirited presentation on Phong Phu International's sustainable supply chain and innovation efforts towards automation and use of renewable energy. The Fellows then had a tour of the factory floor, where they observed how denim products were made.

The Fellows went through a **Workshop on Ethical Recruitment**, conducted by Mr Maximilian Pottler, Project Manager, Ms Anastasia Vynnychenko, Project Officer, and Ms Huong Thu Nguyen, Senior Project Assistant, from the International Organization for Migration (IOM) on Day 5. Through their presentation and exercises conducted, the Fellows reflected on the ways to achieve the positive aspects of migration and its benefits.



Group exercises conducted during the Workshop on Ethical Recruitment

In the concluding session on the **Cost and Benefit Analysis of Responsible Business Practices**, Dr Do Quynh Chi, from the Research Center for Employment Relations, presented several case studies from her research to help the Fellows understand the importance of looking into every single aspect of the business so as to build a business case for responsible business practices. The Fellows also deliberated on the non-monetary benefits and monetary benefits of responsible business.

On the whole, the Fellows were very satisfied with the level of engagement and learning that each session brought for them.



Class Chair, Ms Rhea Sianipar, presenting a token of appreciation to Dr Do Quynh Chi, Director, Research Center for Employment Relations

They expressed a great sense of fulfillment and gratification in being able to experience how responsible business is being put to practice at various levels, from implementing international standards to community empowerment models. Most importantly, the Fellows have come to realise how responsible business is actually a critical business strategy more than just a branding tool.



Class of 2018 Fellows at the Clam Yard in Ben Tre Province

With support from:



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