

TBC

:

To conduct stock-taking of business engagement initiatives on environment protection in Viet Nam

Nguyen Thi Bich Hien – Project Manager – Ha Long Cat Ba Alliance

Ha Noi and desk study

How to sell the ideas of VB4E to businesses effectively and how to make them interested and engaged further in the Platform?
What are the core values and benefits that VB4E can offer to businesses?

Identify market segments:

Which business group should VB4E target such as MNCs, SOEs, SMEs, large Vietnamese private or joint stock companies, etc. (There is no limitation on the business sector for joining VB4E).

Target audience:

Identify target audience that VB4E should focus in initial phase Y19 and onwards

Approaches:

Find out the most potential companies that may have interest to become members and provide financial support for VB4E with analysis on their CSR strategies, areas of interest, needs, and motivation for partnership with environmental NGOs or institutions like IUCN.

Arrange the meetings between IUCN with at least 10 potential companies (large companies with enough capacity/resources and low/medium-impact-brands) to discuss collaboration along with IUCN staff (details of collaborative projects with each company can be consulted with IUCN staff);

Conduct a training on effective business engagement approaches for IUCN Viet Nam staff (HN & HCM staff).

The timetable for the delivery of outputs is as follows:

1. Call for consultant (posted)		N/A	27 May
2. Sign contract		N/A	24 June
3. Desk study review of on-going business engagement initiatives	Report drafted	3	25 June
4. Review CSR strategies of potential companies Arrange meetings with them (around 10 companies) (to work closely with IUCN staff for developing collaborative ideas for each business partner)	Meetings arranged and attended	7	26 July
5. Stock-taking report (draft 1) incorporating secondary data and primary data from meetings	Reported prepared	3	5 Aug
6. Submit report to IUCN	Draft 1 submitted	N/A	5 Aug
7. IUCN to provide comments (online, F2F meetings)	Comments provided	N/A	12 Aug
8. Revise the report based on IUCN comments		3	16 Aug
9. Finalize report and submit to IUCN			