

# COLLABORATING FOR IMPACT

BUSINESS BUILDING A GREENER VIET NAM  
2024

**GreenHub**  
Center for Supporting Green Development



# Promoting sustainability through corporate social and environmental responsibility



Image: Partnership signing ceremony between Damen Song Cam - GreenHub - Lam Dong authority in the project: "Piloting a circular economy model in waste management in Lam Dong commune".

The scale of the environmental and social challenges we face continues to grow. Business is an essential part of tackling these challenges, and Viet Nam needs business, government and the wider society to contribute to solutions.

Business initiatives to promote social good include corporate social and environmental responsibility (CSER).

CSER describes how organizational policy and management can include economically, ethically, and environmentally sustainable practices that consider the wellbeing of staff, their families, customers, local communities and society.

This is grounded in the idea that businesses can have an environmental and social responsibility that's also good for business.

The concept of environmental, social, and governance (ESG) has also become a key framework in Viet Nam for assessing and managing sustainable business. This framework emphasizes relationships with communities, customers and other businesses, acknowledging how they affect investment, trade and reputation.

# MESSAGE FROM OUR DIRECTOR

The business sector is a vital part of the fight against plastic pollution and waste. Although the concept of corporate social and environmental responsibility (CSER) was still relatively new in Viet Nam in 2016 - the year we established GreenHub - we started working in this area right away and continue to build our CSER initiatives.

From our first collaborations with seafood companies to develop sustainability reports to the large-scale CSER initiatives we run today, we've seen the positive environmental impacts businesses can have that go far beyond their own companies. Whether it's changes to supply chains, collaborations with communities on recycling or supporting Zero Waste education programs, there's great potential for businesses to lead positive change.

Our CSER initiatives have become one of our main cross-cutting programs. We work with businesses in two ways: running programs with businesses and their staff, and designing projects with communities that businesses can support. Some of the enterprises we've worked with include Pernod Ricard Viet Nam, H&M Viet Nam, DOW Chemical Company, Damen Song Cam, Coca-Cola Foundation, Intrepid Viet Nam Travel, KPMG and more.

I would like to extend a thank you to all our corporate partners and donors who have trusted GreenHub to connect them with impactful environmental work and with local communities. Protecting and improving our living environment is at the heart of our work and our CSER initiatives. We will continue working towards the green development of Viet Nam and hope to work together towards this shared goal.



**Tran Thi Hoa**  
**Chairwoman of Founding Council, Director**

# Plastic pollution in Viet Nam needs urgent action

## Business can lead the way

Viet Nam is one of the top ten countries in the world for plastic pollution, generating more than 8000 tonnes per day. And this heavy waste load is only increasing as plastic use and imports accelerate. The fight to prevent, reduce and the cover value from waste is however also gaining momentum. Government and business-led initiatives to tackle pollution, combined with public demands for sustainable choices are changing our relationship with plastics.

The Vietnamese government has laid out frameworks for tackling plastic waste in several policies including the revised Law on Environmental Protection (2020) National action Plan on Marine Debris Management, and Action Plan on Marine Plastic Waste Management for the Fisheries sector. Provincial level action plans are also being developed. Meanwhile, the business sector has voluntarily created an Alliance of Retailers to Reduce Single Use Plastic Bag Use, and a Packaging Recycling Organization.



*Image: Waste floating in flooded streets following heavy rains. Credit: Nguyen Hoang / Tuoi Tre*

Large businesses are among the biggest contributors to plastic pollution and have a pivotal role in effectively addressing plastic pollution to everyone's benefit, including their own. They can lead innovative waste management solutions to support healthier workplaces, towns, cities, beaches and rivers.

Tackling waste and plastic pollution isn't just beneficial for our environment and health, it also responds to customer and stakeholder expectations to include sustainable practices into business models.



**8000 tonnes** of plastic waste generated per day



Viet Nam is one the **10 most polluting countries** for ocean plastic waste

## Waste in Viet Nam



Only **15%** of Viet Nam's plastic waste is recycled



**55%** of consumers say plastic pollution is a serious problem



**Burning, landfill and dumping** are the most common ways waste is disposed

*\*all sources listed on page 31*

## Results



**22**

Impact Areas  
Provinces/Cities



**110,200**

People participated  
in activities



**200**

Partners  
& Networks



**298,000**

Kgs of waste collected,  
sorted, audited & recycled

# WHO ARE WE?

GreenHub is a Vietnamese, science and technology organization under the Viet Nam Union of Science and Technology Associations (VUSTA) with oversight by the Ministry of Science and Technology, with Registration Number A-1555.

GreenHub is one of Viet Nam's leading environmental not-for-profits. For almost a decade we have been working towards the green development of Viet Nam, connecting with communities and businesses to promote sustainable lifestyles, fight plastic pollution, reduce waste, and protect nature.

### Impact Areas



**Marine Debris  
& Plastic Pollution**





*Image: Representatives of local committee, unions, Damen Song Cam Company and GreenHub signed a commitment to respond to World Environment Day June 5.*

Since 2016, we've implemented 18 development projects, and completed more than 28 service contracts in 22 cities and provinces from Quang Ninh in the North to Kien Giang in the South region.

Anchored in scientific research and a comprehensive understanding of Viet Nam's urban and rural environments, we empower communities and our partners to practice low-waste lifestyles and protect nature.

Collaboration with the business sector is a vital part of our work. We've worked with companies like Pernod Ricard Viet Nam, Intrepid Travel, and international agencies in development programs to design tailored programs that support the unique needs of companies from large corporations to small and medium enterprises. In our projects we work closely with the Women and Youth Unions, and government agencies at national and local levels from project design to implementation.



**Zero  
Waste**



**Inclusive Business &  
Sustainable Agriculture**

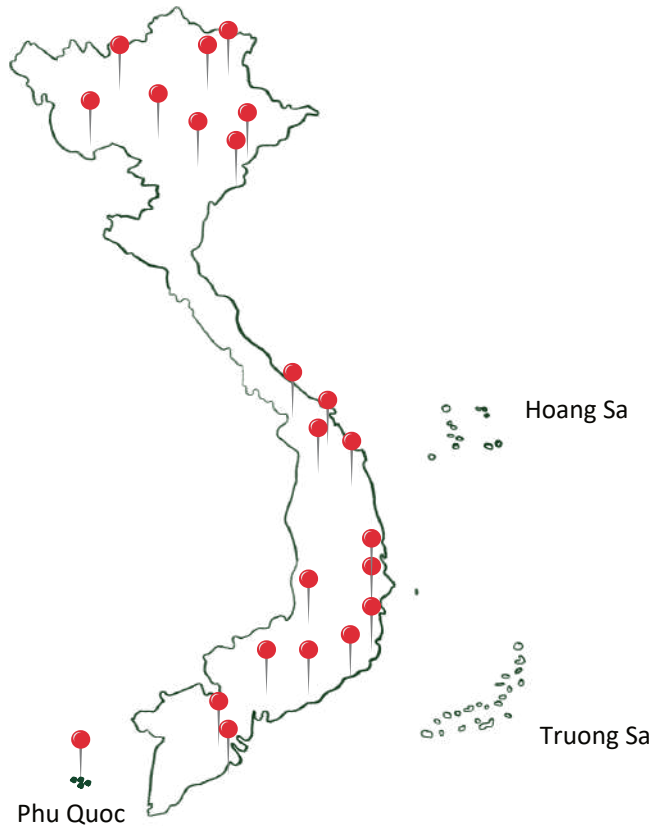


**Nature  
Conservation**



*Image: Students participated in the Cleanup campaign at 5 beaches in Phu Yen province.*

# WHERE WE WORK



### **Northern Region**

Lao Cai, Son La, Cao Bang, Bac Kan, Yen Bai, Ha Noi, Quang Ninh,  
Hai Phong

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### **Central Region**

Quang Tri, Da Nang, Quang Nam, Quang Ngai, Dak Nong, Phu Yen,  
Khanh Hoa, Ninh Thuan, Binh Thuan

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### **Southern Region**

Ho Chi Minh, Ba Ria – Vung Tau, Can Tho, Soc Trang, Kien Giang (Phu Quoc)

# WHY GREENHUB

We're a pioneer in fostering Zero Waste practices in Viet Nam.

We have a passionate leadership team with over 30 years environmental management experience and highly motivated staff.

We work closely with donors, investors, international environmental organizations, and development agencies.

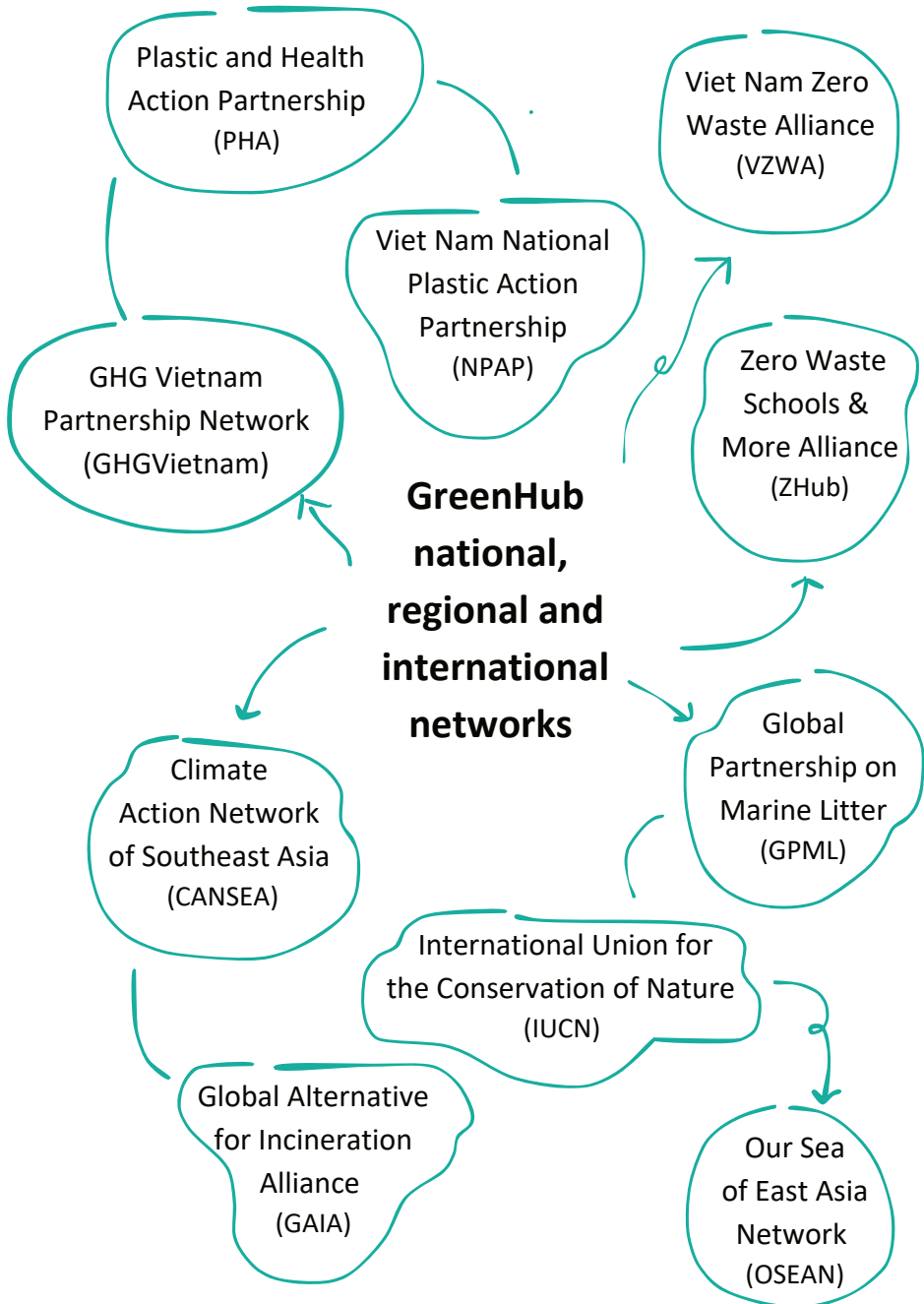
We encourage youth participation as volunteers including Vietnamese university students and foreign experts.

We're a member of ten national and international networks, which provide a wealth of knowledge to support our work and deliver impactful services.

We have an advisory board of experienced university faculty with expertise in engineering, business management, tourism, and natural resource management.

We have an extensive network of partners at national and local levels in Viet Nam in the business sector, civil society and government agencies from Ministry to commune.







*Image: The Lam Dong community in Hai Phong city paint a mural on 'Reducing Plastic Waste' with GreenHub*

# OUR APPROACH





Our activities include on-the-ground assessment surveys, waste management system evaluations, Zero Waste model implementation, partner engagement, participatory planning, tailored media development and advocacy.

We focus on four main areas: Zero waste, marine debris and plastic pollution, inclusive business and sustainable agriculture, nature conservation.

GreenHub is a pioneer in fostering Zero Waste practices in Viet Nam in schools, communities, educational institutions, markets, hospitality and tourism businesses.

GreenHub adopts a community-centric, partnered approach, investing in knowledge-based behavior change as a solution to environmental pollution and waste challenges. We work on the ground, raising awareness and collaborating with urban and rural partners towards easy, implementable waste solutions. We also work with larger organizations to expand impact and explore solutions, including with the Women and Youth Unions who are key partners for wide outreach.

# WAYS

## WE CAN WORK TOGETHER

GreenHub works with businesses in two ways to create impactful, tailored CSER programs. Businesses can choose from supporting community projects to tackle waste, or collaborating with us on activities that directly benefit their staff.

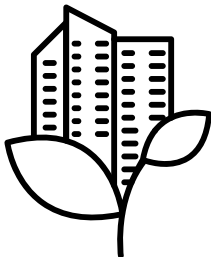
**These are some of the services we offer:**



**Corporate waste audits**



**Corporate sustainability development reporting**



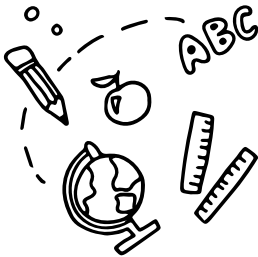
**Green office & sustainable products**



**Community projects businesses can support:**



**Zero waste models,  
plastic & health training**



**Zero waste school and  
University programs**



**Outreach and  
education programs**

GreenHub and its network can also provide greenhouse gas (GHG) audits, GHG mitigation reporting; energy audit and reporting; carbon footprint of products.

# GREENHUB CSER CASE STUDIES



Image: GreenHub launched a response to World Environment Day and enhanced waste management activities in Lam Dong commune, Hai Phong city.

# Responsib'All Day

## with Pernod Ricard (PR) Viet Nam

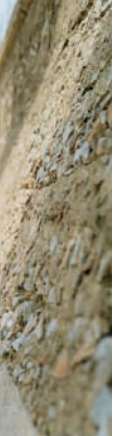
Picking up a piece of plastic pollution is more than just a simple action. Not only does it help clean up our communities but it helps us understand what we waste, why and how we can change this. This is why clean-ups combined with training workshops are one of our CSER initiatives.

Every year Pernod Ricard (PR) runs Responsib'All Day for its branches around the world. Employees stop work to engage with their communities and sustainable development. In 2018 and 2019, GreenHub collaborated with PR Viet Nam to run Responsib'All Day.

GreenHub designed a one-day program which included a training session, community tree planting, and clean-up activities. Through these activities we aimed to raise employee awareness about sustainable development in Viet Nam, the impact of environmental pollution on human health, and Zero waste lifestyle choices.



*Image: 35 PR staff collected 80 kg trash in Ba Vi, Ha Noi, 2018*



*Image: PR leaders collected trash on the Do Son beach, Hai Phong, 2019*



*Image: PR staff planted plants in Ba Vi, Ha Noi, 2018*

In our clean-ups we collected and audited more than 100 kg of waste from a residential area of Ba Vi National Park (Hanoi) and Do Son beach (Hai Phong). Not only did this activity help clean up the neighborhood, we also raised awareness of ways to protect our environment with PR staff and the community in Ba Vi and Do Son beach. PR staff deepened their understanding of the waste challenges Viet Nam faces while contributing to the solution.

Collaborating with business and communities to clean up our environment and raise awareness of Zero waste lifestyles connects businesses to sustainable practices and demonstrates a commitment to tackling the environmental challenges we face.



# Reduce-Reuse-Recycle

## in Viet Nam through a Plastic Action Network

The 3Rs - reduce, reuse, recycle - have long been a foundation in efforts to tackle plastic pollution. In Ha Long city and Ha Long Bay, we worked with the Coca-Cola Foundation and local Women's Unions members to build a Plastic Action Network (PAN) guided by the 3Rs. The Coca-Cola Foundation focuses on community empowerment, collective action and promoting circularity in waste management, aligning with this project. This joint action had a great impact in local networking showing highly visible results in new business opportunities, with positive environmental actions.

The Plastic Action Network in Ha Long aimed to raise awareness of the impacts of plastic pollution while reducing waste. Working closely with the local Women's Union, we established a strong network of businesses, citizen groups and government agencies, united by a shared vision and science-based strategic plan.



*Image: Women in Ha Long make bags from plastic waste, 2019*



*Image: Women in Ha Long collect plastic waste, 2019*



*Image: Women in Ha Long collected packaging from bricks to make bags*

From here we worked with the network to develop waste workers' skills in safe and efficient plastic waste separation, implement innovative business waste solutions, and increase public advocacy around the 3Rs. This advocacy led to improved behaviors and policies around the 3Rs



After three years of the network, approximately 82 tons of plastic waste was collected, equal to 2,745,000 plastic bottles. In addition, 572 women in Ha Long city were trained on applying the 3R concept, and overall 28,993 women participated in the project increasing plastic waste collection.

# Getting Youth Involved Across Viet Nam: Zero Waste Schools and More (ZHub)

Young people hold our future. Though an important part of Viet Nam's population, their contribution to environmental and waste solutions isn't fully realized. 'Zero waste Schools and More - ZHub', was started to tackle this issue and champion youth as part of the solution to our waste challenges.



*Image: Students of Phenikaa University (Ha Noi) learned to classify seven common types of plastic and how long they take to decompose*



ZHub is a network of schools and universities, working with GreenHub and our corporate partner H&M (H&M Hennes & Mauritz AB) to mobilize youth and educators to reduce waste. It covers primary school to university students, introducing practical training of Zero waste concepts e.g separating waste and reducing single-use plastic. Together, we implement a recycling waste model and on-site composting of food waste. We connect schools with recycling companies, and link schools nationally at an annual forum.





*Image: Students of Trung Yen Primary School (Ha Noi) practice composting using tubes at MRF model at school*



*Image: Students of an Ethnic Minority Boarding High School (Phu Yen Province) study school waste composition through waste audit activity*

Material Recovery Facilities (MRF) were set up specific to each school's conditions. MRFs reduce the amount of organic waste polluting the environment, and are a visual learning model for students about waste treatment and recycling.

Through the ZHub program students better understand reasons for classifying waste, can practice waste treatment at school and at home, and create fertilizer from waste.

ZHub now has five core schools in Hanoi and Ho Chi Minh city, and has inspired more than 140 schools in Phu Yen, in collaboration with other sponsors. The Zero Waste model is so effective here that the Phu Yen provincial government has proposed that Zero Waste practices be officially adopted in all schools by 2025.

ZHub has reached 28,000 students, and 1,460 teachers, working with 11 partner farms, research institutes and universities. Our 'Training of Trainers' involved 730 teachers, administrative and management staff in Zero Waste practices, reaching over 152,000 people through ZHub's media channels and talk shows.

This wide foundation offers many opportunities for new schools to learn from and join the ZHub Network.

## Piloting a

# Circular Economy

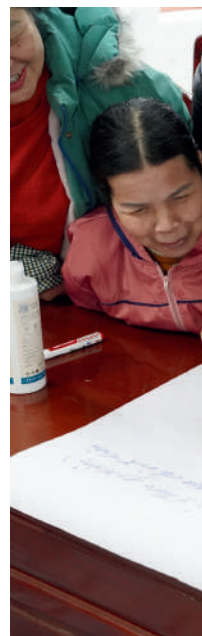
## Community Model of Waste Management in Hai Phong City

Lam Dong commune faced challenges in solid waste management and needed guidance to improve household practices and recover value through recycling and other treatments.

Damen Song Cam (DMSC), a Dutch Vietnamese joint venture shipyard in Lam Dong commune recognized these needs and showed interest in finding solutions as part of its Health, Safety, Environment, and Quality Management System.

Much attention was given to project co-design for collaboration between the large corporation and the community. GreenHub led partner engagement and networking e.g. workshops, on-site meetings and Focus Group Discussions, sharing results through its website, fan page and newsletter.

A baseline survey focused on waste generation and management to improve practices, and identify household income opportunities.



*Image: A student volunteer interviews a junk-shop for a baseline survey*



*Image: Members of the Lam Dong community at a Zero Waste training*

New waste-handling practices were introduced through practical demonstrations to improve waste segregation at source, collection, transportation and recycling. Waste collectors and community leaders were trained on Zero Waste concepts from waste prevention to disposal. Special attention focused on demonstrating a Zero Waste model on the Lam market (a main source of plastic and food waste).



Already, a collaboration platform has been developed between a large corporation and residents to support improved waste management. A new awareness now exists of environmental and public health issues related to waste, the personal and community benefits of Zero Waste practices, and a new capacity to improve management. Project actions made the local community ready to implement the new regulations of the Law on Environmental Protection.

This framework for corporation and community collective action is a model that can be easily adapted.



# Piloting a Zero Waste

## circular economy model for floating markets in Can Tho city



*Image: Introduction of a household waste treatment model in Son island by GreenHub*

Floating market waste in the Can Tho river has become a health and environmental challenge, affecting consumers, adding to ocean pollution and also not recovering valuable discards. Dow Chemical Vietnam Co.Ltd (Dow Vietnam), in Vietnam since 1995 and involved in activities to promote Zero Waste and circular solutions supported joint actions in the Mekong river system to deliver community and environmental benefits

With Con Son (Son island) and the Cai Rang floating market participants, community models were introduced to collect and recover low-value plastic, recyclable waste and food waste. Agricultural waste was converted to animal feed, slightly damaged products given to charity kitchens, coconut shells used for fuel, and biological detergents made from organic waste.



Communities that did not participate before in the official waste collection system now do waste classification and treatment at source, supporting the requirement of the Law of Environmental Protection (2020) and earning extra income. A Material Recovery Facility (MRF) was designed and set up with Can Tho households, reducing pollution from organic waste and collecting recyclable and low-value plastic.

These Zero Waste models are flexible, quickly learned and can be introduced to deal with a variety of waste types and community sizes in urban and rural areas, producing very visible changes.



*Image: Low-value recyclable waste and residual waste collected at Cai Rang floating market*



*Image: Information exchange with people living on Cai Rang floating market*

More than 150,000 persons now have access to new information, raising environmental awareness and experiencing new opportunities. This is a successful example of a community-level Public-Private Partnership project between a large corporation, government (Department of Natural Resources and Environment) and local communities.

## Hoi An Field Boutique Resort & Spa

# GOING ZERO WASTE

with Intrepid Viet Nam Travel

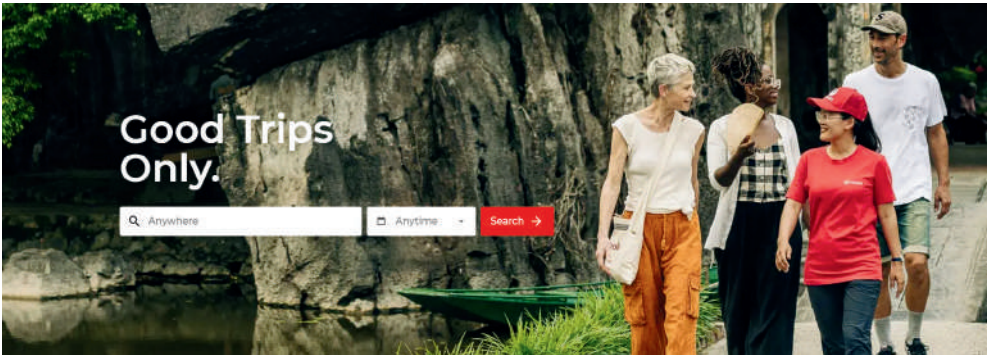


Image: [intrepidtravel.com](https://intrepidtravel.com)



Images supplied by Field Boutique Resort & Spa, showing waste collection, and waste audit at the resort

Hotels often have a sizable waste footprint from disposable slippers to single-use toothbrushes and small plastic toiletries bottles. Zero waste models can be applied in hotels however, with benefits for the environment, travelers, and businesses as interest in sustainable travel grows.

We have been working with Intrepid Travel and Field Boutique Resort & Spa in Hoi An to tackle waste in hotels. As part of its responsible business and purpose efforts Intrepid Travel has a hotel sustainability program, which extends to Hoi An. Indeed, Hoi An's unique heritage makes the picturesque town the perfect destination for sustainable travel initiatives.





*Image: Hoi An Field Boutique Resort & Spa staff are sorting waste for Waste Audit.*

Working with Field Boutique Resort & Spa staff, GreenHub provided on-site consultancy services in December 2023. This included surveys, staff training, and a waste audit. Based on the results from these activities, and hotel staff contributions we developed a 'One-Year Zero waste Roadmap' complete with recommendations on practices, communications and activities that contribute to the local community and business' environmental and social responsibility.

Intrepid resort staff are now equipped with the knowledge of how waste is reduced, produced and managed at the resort.

This joint initiative has helped to develop a unique travel experience while contributing to waste solutions. The Roadmap can also be adapted to promote sustainable travel at more sites around Viet Nam.



*Image: GreenHub staff instructs young people to separating waste.*



## Find out more about OUR WORK

We'd love to talk to you more about developing a strategy to suit your needs to tackle waste and plastic pollution.



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*Image: Waste collection staff of Lam Dong commune participated in the Waste Audit.*

## Sources

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# GreenHub

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