



MSD

Management and Sustainable Development Institute (MSD)



15

HIGHLIGHTS IN 2020 - 2021



Live United
Creating trends - Leading changes



01



In 2021, Management and Sustainable Development Institute (MSD) has officially become United Way Vietnam – a member of United Way Worldwide which is the biggest non-profit network in the world with more than 1.800 members across 40 countries. Meeting all the requirements of Global Standard System by United Way Worldwide, MSD – United Way Vietnam is taking efforts to improve the life quality of vulnerable groups by mobilizing and connecting power to build an ecosystem towards sustainable development.

Main strategies:

- M** – Mobilization: Mobilize the caring power, investment and development practice of all stakeholders.
- S** – Promote the comprehensive solutions and lead the coordination to enhance the efforts in improving the quality of life through (1) Development Education; (2) Income Mobility; (3) Environmental Health Protection.
- D** – Development: Advocate and promote to develop a sustainable ecosystem with the professional and effective participation ensuring the accountability and transparency of all stakeholders.

We strengthen our commitment: **"Creating trends, leading changes for a sustainable Vietnam."**

"

02

1.000.000 +



people downloaded LU sticker package after 2 launching months

The sticker set uses the image of the character Super LU with 3 arrows above the head representing 3 main development pillars, including the State, Social Delivery Organizations and the Business. LU stands for Live United and represents the young, dynamic and creative spirit of MSD - United Way Vietnam. The sticker set hopes to bring interesting experience for Zalo users and other communication channels of MSD and to become the inspiration to create innovations. We would like to sincerely thank Zalo, Zookiz and Shinhan Square Bridge for supporting MSD - United Way Vietnam in building and promoting this unique character.



Scan the QR code
to download the package on Zalo



INSPIRING CSOs

03

CHIA SẺ VÀ ĐÓNG GÓP Ý KIẾN CHO LUẬT PHÒNG, CHỐNG BẠO LỰC GIA ĐÌNH SỬA ĐỔI



Ông Khuất Văn Quý
Phó Vụ trưởng Vụ Gia đình
Bộ Văn hoá, Thể thao và Du lịch



Ông Nguyễn Trọng Tiến
Chuyên gia
Hội Bảo vệ Quyền Trẻ em Việt Nam



Bà Hoàng Thị Tây Ninh
Quản lý Chương trình Quản trị Quyền Trẻ em
Tổ chức Cứu trợ Trẻ em



Bà Nguyễn Hải Anh
Quản lý Dự án
Viện Nghiên cứu Quản lý Phát triển bền vững (MSD)



Ông Lương Thế Huy
Viện trưởng
Viện Nghiên cứu Xã hội, Kinh tế và Môi trường (ISEE)



Bà Trịnh Thị Lê
Điều phối Dự án
Viện Nghiên cứu Phát triển cộng đồng (ACDC)



10 policies/programs/national reports had been commented and developed by MSD in 2020-2021. In particular, MSD led the coordination in promoting the inclusive engagement of relevant stakeholders, and also advised related State Agencies on some programs/policies such as:

- Draft revised Law on Domestic Violence Prevention and Control (being implemented)
- National Report 2020: Five-year progress in implementing Sustainable Development Goals (SDGs)
- Decision No. 23/QĐ-TTg of Prime Minister dated January 7, 2021 approving the National Action Program for Children in 2021-2030
- Decision No. 830/QĐ-TTg of the Prime Minister dated June 1, 2021 approving the Program to protect and promote Children interact creatively and healthily online in 2021 - 2025
- Decree No. 93/2021/ND-CP of the Government dated October 27, 2021 on mobilizing, receiving, distributing and using voluntary contributions to support patients with critical illnesses and people to overcome difficulties caused by natural disasters, epidemics and incidents.

04



2020



This is the first time MSD joined and got promoted to become the National Coordinator of "Leave No One Behind in Vietnam" network (LNOB Vietnam) in 2021-2023. The network, with 15 members which are the local and international Non-Governmental Organizations (NGOs), was established in 2017 with the aim of promoting the implementation of SDGs in Vietnam to 2030, focusing on the marginalized groups and the goals related to peace, equality, transparency, children and partnership (1,2,3,4,5,6,10,16 and 17)

MSD and LNOB members have actively taken part in providing comments and have been recognized in the National Report on the Implementation of SDGs in 2016-2020. Besides, as the representative of LNOB Vietnam, MSD has directly shared in many national and international seminars about the efforts of Vietnamese CSOs in implementing SDGs. At the end of 2021, on behalf of MSD, Ms. Nguyen Phuong Linh - Executive Director of MSD has been elected to be the board member of the Global LNOB network during the term of 2022.

Scan the QR code for more information about LNOB Vietnam



2

surveys about the development environment for Social Delivery Organizations (SDOs) have been carried out by MSD, being used as the foundation to build and mobilize the ecosystem for the sustainable development of Vietnamese SDOs. These two surveys attracted 200 CSOs to participate in:

BÁO CÁO KHẢO SÁT NHANH

ẢNH HƯỞNG CỦA ĐẠI DỊCH COVID-19
TỚI HOẠT ĐỘNG CỦA CÁC TỔ CHỨC XÃ HỘI VIỆT NAM

Ths. Nguyễn Phương Linh - Viện trưởng MSD
Ths. Trần Văn Anh - Giám đốc chương trình MSD

Hà Nội, tháng 4.2020



In 2020, the survey “The Impacts of the COVID-19 Pandemic on the Activities of Civil Society Organizations in Vietnam” was carried out by MSD. The report was completed in only 11 days, from 31 March to 10 April 2020. It aims to evaluate the impacts of COVID-19 on CSOs, along with searching for the difficulties and challenges of the epidemic to the activity and operation of the organization, thereby, supporting CSOs to establish the strategy, plans and methods to self-support to effectively overcome the challenges of the pandemic, moving on the mission toward the common development of Vietnam.



Scan the QR code to see the full report.

05

The survey Doing Good Index is carried out every two years in collaboration with the Centre for Asian Philanthropy and Society (CAPS). In 2021, MSD and CAPS execute the survey on the environment and participation of CSOs in promoting philanthropy in Vietnam. The report will be published in 2022.



Scan the QR code to see the full report.





More than 1.200

representatives from CSOs have been empowered to become the key members in creating impacts on the development, especially those working for education, livelihood, health and environment. Among the challenges of the pandemic between 2020 and 2021, **MSD carried out 27 online and offline workshops and training sessions for CSOs**. Themes for training sessions include: Response and adaptation in the context of the COVID-19 (Organizational strategy and transformation management, Social Communication, Diversifying fundraising sources from businesses and individuals, Technology application in organization governance), Children's Rights Administration (Prevention of gender-based violence, Protecting children on the online environment, Promoting children's rights in business principles...)

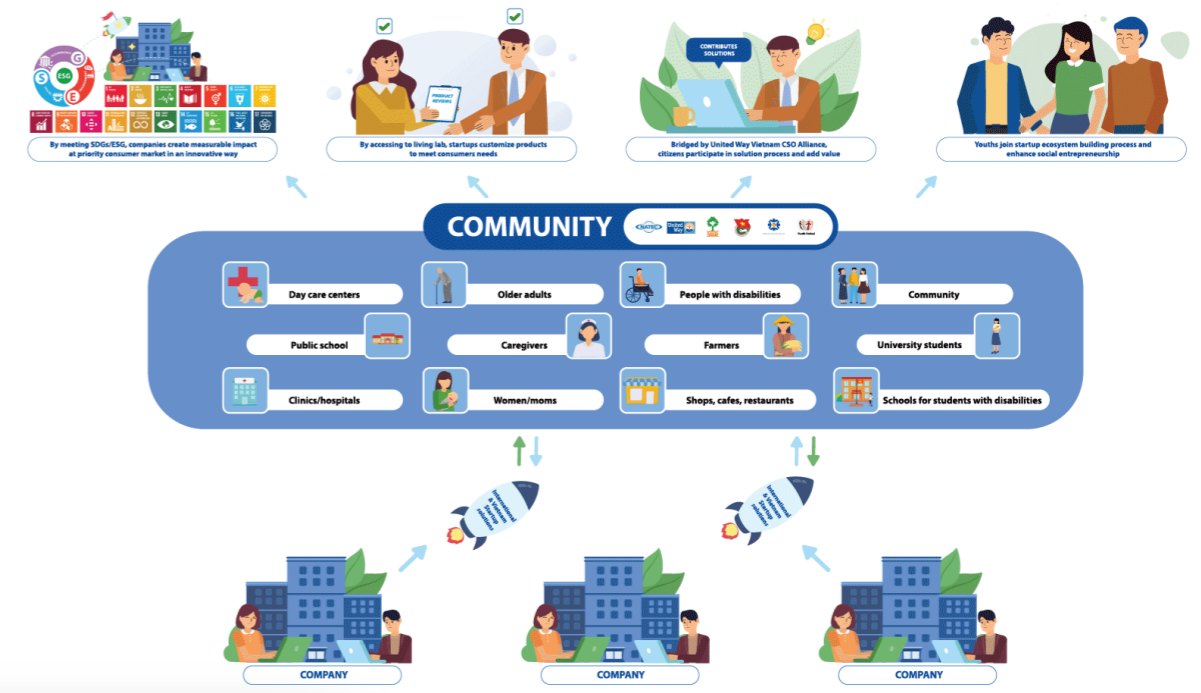
To be more specific, MSD has signed the agreement on strategic cooperation with Vietnamese CSOs, establishing a network of SDOs - Live United including organizations focus on philanthropy and transparency.



RESPONSIBLE BUSINESS

07

SMART LIVING LAB IN VIETNAM



21+

CSOs, startups and universities participated in Shinhan Square Bridge Vietnam Project. It is a cross-border and multi-sector initiative created to build a community to bring opportunities for all partners, including state agencies, international networks, investors, SDOs, communities in Vietnam. In 2021, with the support from UWW and Shinhan Square Bridge, MSD - United Way Vietnam has invested in 6 startups with 3 models: (1) Quality job training & employment for youths; (2) Barrier-free smart community for people with visual impairment; (3) Tech-based school community for children in needs in a rural area.

Invested startup in 2021



2021

is the first year MSD - United Way Vietnam participated in TECHFEST 2021 with the initiative of Social Challenge and Innovation Village with the support from Shinhan Square Bridge Vietnam. As Head of the Village, MSD - United Way Vietnam promoted the connection among stakeholders to develop the ecosystem for innovation to deal with social challenges and support the vulnerable groups in the context of COVID-19.



In more than 3 months, Social Challenge and Innovation Village had made its mark with many workshops, seminars and other activities, especially the Future Solution 2021 Contest. The contest had honoured the startup businesses in creating social values, moving toward the balance of business factors and social contributions. Many startups had participated in the contest with numerous ideas and solutions to cope with social problems such as Education, Health, Environment, Livelihood, .etc. The startups that won the contest are SheCodes Vietnam, TreeOTek, Vietsearch and PVA PRO.

At the same time, on behalf of Shinhan Square Bridge, MSD - United Way Vietnam is the Golden Sponsor of the National Innovative Startup Competition - TECHFEST 2021 and offered the Shinhan Square Bridge award. The Social Challenge and Innovation Village has been recognized as one the most outstanding village by the organization board of TECHFEST 2021 with many professional, dynamic and inspirational activities.



08

09

4



Workshops had been carried out as a part of the series **"Creating trends - Leading changes: Responsible Business"** in the context of COVID 19. The series aimed to not only share the knowledge, experience on the implementation of philanthropic activities but also **promote the win-win cooperation between businesses and SDOs** to enhance the efficiency, productivity and sustainable impacts of social responsibility programs.

Topics of the series include (1) Supporting children during the pandemic – For the best interests of children; (2) Decent work in the context of Covid-19; (3) Gender sensitivity in communication and advertising; (4) Responsible businesses during the COVID 19. The seminars are conducted live, online and broadcast, attracting more than 200 attendees and nearly 3,000 views or online participation.



10

191

Businesses participated in the survey "**Enterprises participating in the implementation of the Sustainable Development Goals (SDGs)**", conducted by MSD Vietnam. The survey is partially supported by the Corporate Social Responsibility (CSR) Survey conducted by MSD in partnership with the Research Institute for Development Communication (RED Communication) and Pro NGO! EV in 2021. Results showed that "The majority of surveyed businesses recognize the role of social organizations in achieving Sustainable Development Goals, alongside the state and the private sectors. 89% of enterprises intend and are willing to cooperate with social organizations to carry out CSR/CSV activities, of which half of the enterprises have had certain working experience with CSOs."

The survey is the significant input to inspire and promote the strategic models for sustainable development of businesses in Vietnam. The report will be published at the beginning of 2022.

COMMUNITY DEVELOPMENT

11



1.692

Children in 7 provinces/cities participated in Young Voice in Vietnam survey by MSD and Save the Children (SCI). The survey was conducted in 2019 and published in 2020. It aims to collect children's opinions about children-related issues and from that, examine the implementation of Child Rights in Vietnam from the perspectives of children. In April 2021, MSD conducted a workshop series on Sharing the Young Voice in Vietnam Report, which engaged **1283** children. Through this activity, children got the chance to report and respond to the result of the survey and the progress of policy advocating based on the survey's evidence. These outcomes have been recognized and used in other national and international reports of 2020-2021.



Scan the QR code to see the full version of Young Voice in Vietnam Report

12

25,000

Following Young Voice in Vietnam, MSD is making efforts to foster coordinating and mobilizing the participation of more than **25,000** children in building programs and national policies related to children, such as the National Action Program for Children in 2021-2030, National Program for protecting and promoting children to interact creatively and healthily online in 2021-2025, Draft revised Law on Prevention of Domestic Violence (amended), etc.



13

5.033

People in the rural and mountainous areas had a chance to approach and use clean water thanks to the Water Ambassador Program in 2021. In collaboration with RIC Center, Ceporer Hoc Mon, businesses and philanthropists, 7 clean water systems had been constructed in Hoa Binh, Yen Bai, Quang Tri, Long An... to bring clean water to schools and communities as well as ensure the health of residents, especially children, in rural and mountainous areas. To be more specific, MSD had developed the Water Ambassador Program by approaching the authority so that NGOs and the community can acknowledge the unsolving problems, thereby, the authority can mobilize the available resources to invest and take part in building social works. Moreover, MSD also coordinated to mobilize the resources from businesses and individuals, especially the users of MoMo E-Wallet.



Scan the QR code to access to the landing page of MSD on MoMo E-Wallet

800.000+

children, parents and teachers accessed and participated in the campaign "Spreading love" in 2020 and 2021. Launched in 2017, "Spreading love" is an annual campaign conducted by MSD and Save the Children (SCI) in October - November 2021. It focuses on raising awareness among parents, carers, teachers, stakeholders and the public. The campaign aims to end all forms of physical and mental punishment against children; create a safe and positive environment for children to express their opinions and solve problems related to them; promote non-violent educational methods in the process of raising children. "Spreading love" is carried out in various forms, including activities such as social communication, talkshow, training session, children's forum, seminars - the dialogue between stakeholders in Hanoi, Hoa Binh, Yen Bai, Ho Chi Minh City, .etc.

14



15



2.170.992.000 VND

was raised in the program "For a Vietnam with no one left behind amid the COVID-19" to bring food and hygiene support and COVID-19 prevention education to **567 families** with nearly **4,000 people** affected by the pandemic in Hanoi, Binh Duong, and Ho Chi Minh City. The funds are contributed through businesses (3M, TH Group, Bac A Bank, .etc), domestic and international organizations (Community Chest of Korea, United Way Worldwide, Fund for Vietnamese stature, .etc) and the community of MoMo E-Wallet users. With the companionship of the network of social organizations in Hanoi and Ho Chi Minh City, MSD had delivered **822 support packages** to families in need, who require urgent support in the context of the pandemic, helping them overcome adversity to move on. MSD keeps on raising funds, providing coordination, connecting sponsors to people with difficult circumstances during and after COVID-19.



Strategic Partners

CSOs Partners



State Partners



MINISTRY OF INFORMATION AND COMMUNICATION
AUTHORITY OF INFORMATION SECURITY

MINISTRY OF LABOUR, INVALIDS AND SOCIAL AFFAIRS
DEPARTMENT OF CHILDREN

MINISTRY OF CULTURE, SPORT AND TOURISM
DEPARTMENT OF FAMILIAL AFFAIRS

MINISTRY OF PLANNING AND INVESTMENT
DEPARTMENT OF SCIENCE, EDUCATION, RESOURCES AND ENVIRONMENT



Departments in Lao Cai, Hung Yen, DakLak, Hai Phong
Ha Tinh, Khanh Hoa, Ninh Thuan, Ho Chi Minh city, etc



Business Partners



International Partners





Thank you for your great generosity! We, at MSD Vietnam, greatly appreciate your contribution and engagement throughout 2021, which have helped us strengthen our effort in Creating trends, leading changes for a sustainable Vietnam

We are ready for a fresh start of an upcoming 22 filled with love, peace, possibilities and engagement!

CONTACT

- Address: Room 1007, 17T9 Block, Hoang Dao Thuy, Nhan Chinh, Hanoi
- Phone: +84-24-6276 9056
- Website: www.msdvietnam.org
- Email: contact@msdvietnam.org