

**CHFFEST**  
VIETNAM 2021



# MSD NEWSLETTER

## SUSTAINABLE DEVELOPMENT

### HIGHLIGHT

- The official launching of the Social Innovation Festival and the Shinhan S<sup>2</sup> Bridge
- Spreading Love 2021: Education without violence
- Promoting active educational methods and children's participation
- For a Vietnam with no one left behind amid the COVID - 19



**MANAGEMENT AND SUSTAINABLE DEVELOPMENT INSTITUTE (MSD)**

# *Tittle*

*To our dearest readers,*

By the time you have this newsletter on your hands, together, we have been through the year 2021. The last twelve months witnessed tremendous changes all over the world, along with challenges and painful consequences left by the COVID-19 pandemic.

In the extremely complicated context of the COVID-19 outbreak, while the whole country was put under social distancing, MSD also faced many difficulties in implementing our set plans and programs.

Still, we have achieved remarkable results thanks to considerable efforts to improvise alongside the supportive companionship of our partners and the support of close friends.

In this newsletter of Quarters 3-4, we are delighted to present our works towards generating positive social impact and providing emergency support during the global pandemic.

The highlights of this paper are MSD's efforts to "leave no one behind during the COVID-19 outbreak" by offering emergency support to vulnerable groups who were heavily affected by the pandemic, as well as our innovation in the annual campaign "Spreading Love 2021 - Education without violence". Besides, we are proud to show the participation of social organisations in contributing to the draft of the amendment of the Law on Preventing and Combating Domestic Violence towards bringing all children a safe and sound home.

In this newsletter, you can also find MSD - United Way Vietnam's breakthrough in innovative activities to create social impacts and solve the challenges of the pandemic. Our works include: participating in the National Innovation Day as Social Challenge and Innovation Village, along with other activities such as expert workshops or Future Solution Contest 2021 for start-ups and idea groups.

Looking back on the last 2021, despite many challenges, we were still fortunate enough to have the companion and valuable support from all our partners and friends, who always trust and follow on our mission. We believe that solidarity, cooperation and mutual support are the keys to overcoming all challenges. We appreciate all your companionship and support.

May peace, happiness and success be with you in the new year ahead! Let's look forward to a better 2022, filled with hopes and prosperity. Together we can create a brighter future, lead changes for a sustainable Vietnam.

With our sincerely,

MSD - United Way Vietnam






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# Highlight



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  - Spreading Love 2021: Education without violence
  - Promoting active educational methods and children's participation
  - For a Vietnam with no one left behind amid the COVID 19



## THE OFFICIAL LAUNCHING OF THE SOCIAL INNOVATION FESTIVAL AND THE SHINHAN SQUARE BRIDGE VIETNAM MODEL

In October 2021, within the framework of TECHFEST 2021, the Management and Sustainable Development Institute (MSD – United Way Vietnam), the National Economics University and the United Way Worldwide organisation, the representative of the Social Challenges and Innovation Village, in collaboration with the Global Women’s Leadership Network and companion partners, have organised the Opening Ceremony of the Social Innovation Festival. The event has also marked the debut of the Shinhan Square Bridge Vietnam platform, with the slogan of “Unity Cooperation - Creating Trends – Leading Changes for a Sustainable Vietnam.”

The Social Challenge and Innovation Village receives financial and technical support from Shinhan Square Bridge and the National Program 844 on Supporting the national innovative startup ecosystem until 2025. The main activities of the festival include an idea incubation program, innovative social startup projects, the social creative startup contest “Future Solutions”, product display activities, Social Investor Forum, Start-up Forum led by women and young people, .etc. Moreover, the festival also marked the debut of the Shinhan Square Bridge (S2) Vietnam – a model that has been effectively applied in Vietnam to promote the social and creative startup ecosystem.

In the opening speech, Deputy Minister Tran Van Tung stated: “I highly appreciate the initiative to design a Social Challenges and Innovation Village within the framework of National TECHFEST 2021, under the chairmanship of MSD Institute, United Way Worldwide, National Economic University and the Happy Women Leader Network. I also would like to acclaim the Shinhan Financial Group for devoting resources to promoting social innovation in Vietnam the whole time through the Shinhan Square Bridge. It is truly an effective model applying a cross-sector and cross-border synergistic impact initiative towards building an inclusive community and offering opportunities to ensure no one is left behind.



I believe that together, with resources from social investors, The Social Challenges and Innovation Village will create an attractive and rewarding and effective playground in attracting and developing socially innovative start-up projects as well as attracting investment resources for social creativity.”

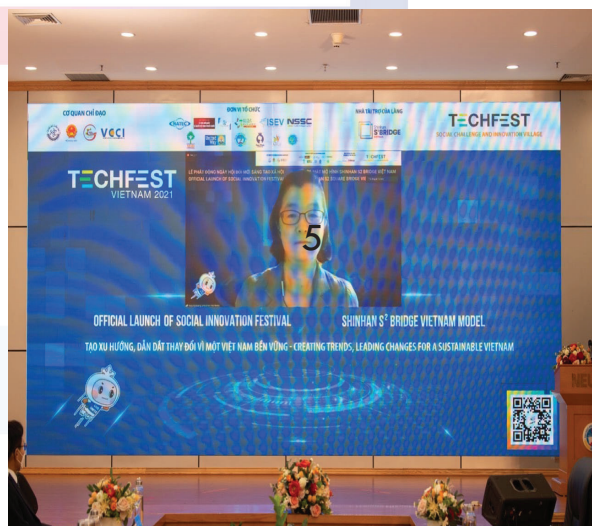


As a prominent social investor in Vietnam, Mr Lee Taekyung - General Director of Shinhan Bank Vietnam said: “I am very excited and appreciate the dedicated leadership of state agencies in promoting the national initiative program, building a startup ecosystem that other countries are eager to learn from Vietnam. I am honoured to accompany the Social Challenge and Innovation Village in carrying out these exciting activities and to believe in the strength of startups in the field of innovation and entrepreneurship of young people.”



Representative of the Organising Committee, Ms Nguyen Phuong Linh – MSD Director, Head of Social Challenge and Innovation Village shared: “The immediate social challenges of COVID-19 in terms of education, health, employment or environment have shown us that solving social problems is also the needs and concerns of our customers. I think this is not only a coming trend but also a chance for innovative startups to turn risks into opportunities by developing new technologies and applying new business models to solve social problems. The Social Challenges and Innovation Village is calling for unity and cooperation towards building an ecosystem to support socially innovative startups, including government agencies, social investors, civil society organisations, local and international organisations or institutes. We believe that a united ecosystem that promotes social innovation startups will contribute to the goal of building a strong, equal and sustainable Vietnam.”

Sharing about the experience and international trends in promoting social innovation, Ms Hooyung Young introduced the Shinhan Square Bridge Vietnam model: “This is an experimental model that connects all stakeholders into a common ecosystem. The model is being implemented by United Way Worldwide and MSD Institute, along with Vietnamese and Korean startups, in combination with civil society organisations, institutes and schools with the support of local government agencies in 7 cities and provinces. This model is expected to be replicated continuously and spread throughout the ecosystem of social innovation.”



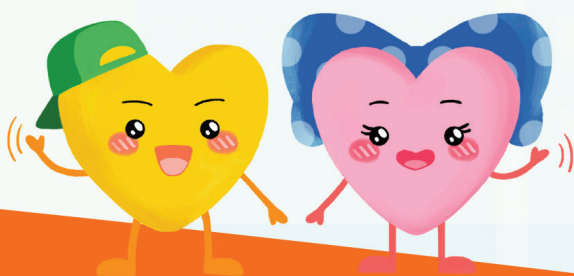
# SPREADING LOVE 2021: EDUCATION WITHOUT VIOLENCE



Starting in 2017 with the financial support from Save the Children, the Management and Sustainable Development Institute (MSD) and the Children Rights Governance Network (CRG) have created an annual campaign called 'Spreading Love'. This campaign aims to make communication and advocacy efforts to end forms of physical and humiliating punishments of children both at home and at schools, alongside promoting nonviolence educational methods. In October and November 2021, the Spreading Love 2021 campaign was launched with the theme of "Education without Violence", focusing on (1) raising awareness for parents, caregivers, teachers, stakeholders and the public about eliminating any forms of physical and humiliating punishments on children; (2) create a safe and positive environment for children to express their opinions and jointly solve problems related to them; (3) promote nonviolence education methods in raising children.



Sharing about the Spreading Love 2021 campaign, MSD Director Ms Nguyen Phuong Linh said: "This year has been a challenging time for all of us because of the COVID-19 outbreak. Consequently, our children, whom we care about, whom we love, whom we consider as our country's future is the most affected. This pandemic has not only prevented them from running, playing, going to school but also negatively affected their mental health. To be more specific, many children are victims of domestic violence as well as suffering from physical and humiliating punishments. Many parents condemn other parents for using violence against their children. However, many of them still find it normal to scold their own child, in the name of educating their children, as well as supporting unscientific views that encourage punishing children. The line between violence and discipline is thin, and if we, as parents and caregivers, cannot tell the differences between the two definitions, then we will fall into the side of violence."



The Spreading Love 2021 campaign encourages positive discipline by providing information to parents and teachers about how to effectively practice disciplinary methods, the boundaries between Violence and Discipline or between Pampering and Child Development Support. From that, we expect parents can learn and practice to improve their behaviours every day towards helping children to be raised with love, in a safer environment so that they could maximise their potential in development. The main activities of this campaign have taken place on multiple platforms such as media publications, social media sites, talkshows, training, forums for children, or seminars and dialogues between stakeholders.



The Department of Children Affairs, Ministry of Labor - Invalids and Social Affairs is an important stakeholder that had many years of collaborating with the Spreading Love campaign. Representing the agency, Ms Nguyen Thi Nga - Deputy Director affirmed: "We are delighted to cooperate with the organisers of the Spreading Love campaign throughout most of the activities over the years. We appreciate the campaign's efforts in building diverse and exciting activities, and hope that Spreading Love will continuously spread meaningful messages and achieve many good results by cooperating and coordinating with government agencies, civil society organisations and the active participation of families, schools, communities."

Also, in the opening ceremony of the Spreading Love 2021, MSD held the awarding ceremony of the contest "Family in my eyes" and the seminar "Home = Safety + Love". The event aims to create an opportunity for all parties to share their views and thoughts on the situation of domestic violence with children, as well as discuss potential solutions to not only end domestic violence but also build safer homes for children.

Being asked about her desires towards ending domestic violence and physical and humiliating punishments of children, Nguyen Vu Mai Anh said: "I believe that parents, teachers and other parties need to work together to solve the problem. First of all, I think parents need to understand and calm down when their kids make a mistake. It would be great if they can talk and listen to understand them better. Besides, teachers can set up meetings or workshops for parents to be aware of the concept of domestic violence and to discuss solutions to improve the situation. Also, children like us must have heart-to-heart conversations with our parents more often."







# PROMOTING ACTIVE EDUCATIONAL METHODS AND CHILDREN'S PARTICIPATION



On 10 November 2021, as part of the campaign Spreading Love, the Management and Sustainable Development Institute (MSD) collaborated with the Children Right Management Network (CRG) to host an event summarising the 2021 campaign, along with a workshop on Positive Educational Methods and Encouraging the Participation of Children. The event has been conducted with financial support from Save the Children.

“Spreading Love” is an annual campaign created by MSD and CRG in 2017 aiming towards ending physical and humiliating punishments of children both at home and schools, alongside advancing positive and non-violent educational methods. In 2021, the campaign was started on 16 October, with a wide range of offline and online activities include training, child opinion survey research, media live streaming on child protection, policy dialogue research, social media, etc.



The workshop on active educational methods and encouraging children’s participation was conducted in a mixture form of offline and online, from various bridgeheads on 10-11 November. The event was attended by Ms Nguyen Thanh Hai, Deputy Director, Department of Culture and Education, Office of Congress; Ms Nguyen Thi Nga, Deputy Director, Department of Children Affairs – Ministry of Labor, Invalids and Social Affairs; Ms Le Thi Hang, Deputy Director of The Student Affairs Department, Ministry of Education and Training, Mr Khuong Van Quy, Deputy Director of The Department of Family Affairs - Ministry of Culture, Sports and Tourism, the representatives of the Central Propaganda and Training Commission, Authority of Information Security - Ministry of Information and Communications, Ho Chi Minh Communist Youth Union - Ho Chi Minh Pioneers’ Organization; representatives of the Department of Education and the Department of Labor, War Invalids and Social Affairs; representatives of local and international organisations, school institutes, experts in child protection, school representatives, families, media and representatives of children.





Speaking about the workshop's key message, Ms Nguyen Phuong Linh - MSD Director stated: "As adults, we rarely consult children when they are young and tend to arrange everything for them to passively listen. On the other hand, we expect children to be proactive and have critical thinking when growing up. This is very contradictory. Therefore, we should encourage our children to participate from early childhood. It is not only about education, child development, or children's rights but also about building a new generation of citizens who are civilized, have critical thinking and know-how to make decisions as adults. In the end, these efforts contribute to the development of the country. I am here calling for our actions to encourage children's participation in a substantive way: from thought to action. So that children will have opportunities to express themselves and their opinions, have the right to make their own choices and decisions on appropriate issues relating to them."



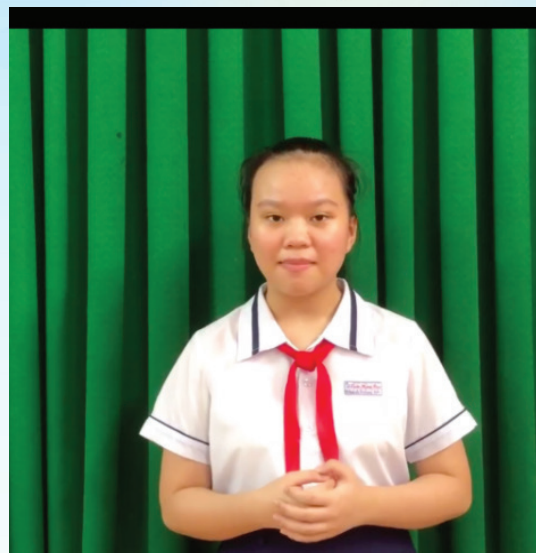
Recognising the success of the Spreading Love campaign, Ms Nguyen Thi Nga - Deputy Director of the Department of Children Affairs highlighted: "Over 5 years of implementation, the Spreading Love campaign has received the attention of government agencies, local organisations, the press and the communities. Through each annual campaign or workshop or dialogue, we also have opportunities to talk more with our stakeholders, especially with children on preventing abuse along with ending physical and humiliating punishments. The protection and care of children require attention and efforts from not only the Department of Children Affairs and organisations specialising in the field but also all agencies, departments and communities across the nation."



Representative of the Children Rights Governance Network, Ms Nguyen Hai Anh - MSD's Project Manager reported activities in 2021 and thus, delivered key messages from all network members: "Challenges show up daily, hourly in our journey working for children, especially in the context of COVID-19. To meet children's needs, nothing is better than listening. The Children Rights Governance Networks has been working hard for the past year to make sure their voices are heard and their right to be ensured." Ms Hai Anh also emphasised that CRG will keep working on the process of communication, education and advocacy on promoting children's rights, especially the right to participate and test new models of children's participation.



As a representative of children, Bui Pham Khanh Tram – a 9th-grade student in Quang Ngai shared: “Letting our voice their thoughts and aspirations will help us to be more confident and have the opportunity to have more information and understanding. I expect that parents will care enough to take the time to patiently listen to their kids every day to get to know them better. As parents are the first person we think of and seek help when we’re in trouble. I also hope that there will be more forums for children like us to speak out. Let’s start with love because loving will help us solve all problems and create a healthy, safe environment for children to develop comprehensively.”



Discussing the legal framework and the participation of children in the community, Ms Nguyen Thanh Hai – Deputy Director of the Department of Culture and Education, The Office of Congress shared her experiences when participating in supervising the implementation of Children Rights in Vietnam, which emphasised: “There are still many obstacles and challenges in the implementation, as some activities are only taking opinions from children’s representatives, which are mainly to put on reports. Some of the activities were also conducted behind schedules and untimely. The vast majority of participants come from public events and platforms such as children’s forums, clubs, children’s councils, social networks. We have not touched the most vulnerable groups yet. Besides, certainly, we don’t have enough feedback channels: There have been no specific review reports on the results of receiving/implementing/settling children’s opinions and recommendations;...”



For the rest of the workshop, participants discussed potential models for advancing children’s participation in the community. A lot of new models, initiatives and programs have been introduced and presented by representatives of the Departments of Labor, Invalids and Social Affairs, The Team Council of cities and provinces, civil society organisations, .etc. Despite the limitations and obstacles in implementation, the models have brought about positive effects and significant changes to advancing children’s participation as well as creating a platform where they can express their aspirations, desires and proposals in matters related to themselves.

The workshop gained over 8000 reaches, 3600 views and 200 interactions on the social channel of MSD Vietnam and Spreading Love. After the event, there are 9 news articles reported on the workshop.



## CHƯƠNG TRÌNH "VÌ MỘT VIỆT NAM KHÔNG AI BỊ BỎ LẠI PHÍA SAU TRONG ĐẠI DỊCH COVID-19"

### FOR A VIETNAM THAT NO ONE LEFT BEHIND IN COVID-19

*In the extremely complicated context of the COVID-19 outbreak leading to many losses of life as well as economic recessions, especially in the Southern provinces, MSD has implemented a program to successfully raise VND 350 million, equivalent to 725 essential gift packages to families affected by the pandemic including immigrants, job losses, freelancers, persons with disabilities, undocumented persons. etc.*

Following the efforts and success of the project in 2020, the Management and Sustainable Development Institute (MSD) continues to work with civil society organisations to keep carrying out the fundraising campaign "For a Vietnam with no one left behind in COVID-19" on the MoMo e-wallet platform to provide support packages of necessities including food (such as rice, eggs, milk, cooking oil, .etc), soap, toothpaste, brushes, masks, .etc to families in need due to the disease outbreak in Ho Chi Minh City.



Within the project For a Vietnam with No One Is Left Behind in COVID-19, MSD is working hard to provide emergency supports to families affected by the pandemic or having difficulty accessing other support resources that can overcome difficult times. MSD also hopes the project will be a good start as well as an inspiration to raise awareness and call for actions to the community to join hands and support vulnerable families.



Throughout our journey, MSD has received companion and valuable supports from the For Vietnamese Stature Foundation with VND 220,000,000 contributed by employees of TH Group and Bac A Bank. 320 packages of necessities have been sent to families in need in Ho Chi Minh City and workers in 4 industrial parks in Binh Duong province.

Moreover, as of 11 October 2021, the campaign has raised VND 125,209,968 on the MoMo e-wallet platform and thus, has given 85 gifts to families in need with the cooperation of the Cerebral Palsy Family Association Vietnam (CPFAV), HCM Young Employee Assistance Center and Parents Families and Friends of Lesbians and Gays (PFLAG.vn Community). With fundraising efforts from multiple sources and collaboration with many partners, the project of For a Vietnam with No One Left Behind during the COVID-19 pandemic has delivered 285 packages of necessities to disadvantaged families in Ho Chi Minh City.



# INSPIRING CSOs

For best practice on transparency and accountability

# CRG NETWORK CONTRIBUTES TO THE AMENDMENT LAW ON PREVENTING AND COMBATING DOMESTIC VIOLENCE



In the afternoon of 25 October 2021, the Management and Sustainable Development Institute (MSD) collaborated with the member organisations of the Children Rights Governance Network (CRG) conducted a network meeting to add comments to the CRG Network’s recommendation on the amendment Law on Preventing and Combating Domestic Violence. The meeting was attended by about 15 representatives of member organisations on both offline and online platforms.

After the discussion, CRG members agreed on the proposal to add some ideas to the provisions of the draft such as: supplementing the concept of domestic violence, concretising acts of domestic violence, expanding the subjects protected by the Law on Preventing and Combating Domestic Violence, especially children who are victims of domestic violence and group of people with disabilities.

The petition of CRG members will be edited and presented at the workshop with representatives of the agency drafting the Law Project, scheduled to be held on Friday morning 29 October. Besides, MSD Institute also coordinated with the CRG Network to organise a workshop, focusing on sharing opinions and commenting on the amended Law on Preventing and Combating Domestic Violence. Representatives from other civil society organisations in Vietnam will also attend the event on 15 July 2021, and the consultative workshop about the amended Law on Prevention and Control of Domestic Violence will take place on 4 November 2021. The two workshops gathered a significant number of opinions through the discussion sessions on the current situation of Domestic Violence, along with the proposed to participate in the development of policies, laws and advocacy for the revised Law on Domestic Violence Prevention and Control.





# Business Partnership





# WOMEN IN INNOVATION – ADDRESSING THE SOCIAL CHALLENGES IN THE CONTEXT OF THE COVID 19



Responding the Action Month for Gender Equality and Prevent Gender-based Violence, on November 20, 2021, Social Challenge and Innovation Village – TECHFEST 2021, with the chairmanship of Management and Sustainable Development Institute (MSD – United Way Vietnam), Center for Applied Science, Technology and Entrepreneurship, Hanoi Intellectual Women’s Association (co-head of the village) and United Way Worldwide (co-head of the village) organized the Workshop: Women in Innovation – Addressing the social challenges in the context of the COVID 19. The event was financially sponsored by Shinhan Square Bridge Vietnam Program. The workshop was conducted with the aim of finding out the supporting solutions, enhancing the role of women in realizing the startup ideas, developing enterprises to create more jobs, incomes and coping with difficulties, moving towards the National target of business development.



Ms. Le Thi Khanh Van – Vice President of the Association of Vietnamese Women Intellectuals, Director of the Center for Applied Science, Technology and Entrepreneurship, Co-Head of the Social Innovation and Challenge Village, provided the opening speech: “In the recent years, there have been many women across the country who are constantly learning, creating and starting successful businesses.

In the context of the COVID 19, the challenges for businesses and startups in Vietnam are immense. The reality shows that women leaders are adaptable, flexible and they can work under pressure. Therefore, there have been many opportunities to turn “Danger” into “Opportunity” with effective and innovative strategies. Today’s workshop is held within the framework of Techfest and it is also an event to coincide with National Action Month for Gender Equality. I hope the workshop will share, discuss and inspire female leaders in start-ups, successful businesses to solve social problems. We are here to inspire Vietnamese women, also to prove to society our role, our influence in common development.”



In the opening speech and sharing, Mr. Tran Van Tung – Deputy Minister of Ministry of Technology and Science, Head of For the Improvement of Women Department emphasized: “In these years, with the creativity and the wide-spreading startup spirit, many women of all ages and classes have been engaged in startup. This spirit has spreaded strongly to the women within the country and has affirmed the passion and ambition of Vietnamese women to innovate. Women play an important role in dealing with social challenges.”



Ms. Angela Williams – CEO and Founder of United Way Worldwide appreciated the role and potential of women at several aspects in dealing with social issues. She said that the role of women is undeniable and what women need to do when coping with obstacles is to be confident and believe in themselves, participate in the improvement of society.” Ms. Angela also shared the experience of many successful women in the world, including the women leaders from United Way Worldwide who not only contribute to the economic developmet of the country but also effectively cope with the social problems.



The workshop was followed by the panel discussion: Women in Innovation – Adressing the social challenges in the context of the COVID 19 with the participation of representatives of state agencies, enterprises, investors, social organizations sharing about the challenges as well as the solutions and proposals for enterprises to adapt to and to develop strongly to solve the social challenges in the context of the COVID 19.



When sharing about the solutions to promote women in innovation, Mr. Pham Hong Quat - General Director at National Agency for Technology Entrepreneurship and Commercialization Development (NATEC) commented: "In order to support innovative women, we need to create a ecosystem in which even men are sources of inspiration, a place to strengthen beliefs so that women can discover their inner strength, recognize problems that need to be solved, and be creative when coming up with solutions. When there are men as the launchers, women can come up with new solution and spread community values."



Closing the event, Ms. Nguyen Phuong Linh - Executive Director of MSD, Head of Social Challenge and Innovation shared: "We believe that women play a very important role in solving social challenges. Reality has proven that during the COVID-19 pandemic, women with the ability to adapt, work under pressure and be flexible can better promote economic development and solve social problems. We also need to pay attention to building an ecosystem of solidarity, finding solutions to promote cooperation and association between startups and scientists, corporations, and investors to support startups. women's entrepreneurship, removing barriers to women's development and advancement. Every woman needs to believe in herself, affirm her right to choose, follow her dreams, create and contribute to the social development process. If women are successful and happy, then surely society will also develop sustainably and happily."



## FUTURE SOLUTION 2021

Within the framework of TECHFEST 2021, in order to encourage the youth, project teams as well as startup businesses to address the social challenges in the context of COVID 19 and search for the initiatives and creative innovation to solve the social challenges, at the same time promote the startup spirit in the field of social innovation creating the foundation for the startup businesses to participate deeper in the National and International Program, Social Challenge and Innovation Village which is chaired by Management and Sustainable Development Institute (MSD) and National Economic University (NEU) organized the Future Solution 2021 Contest. The contest is sponsored by Shinhan Square Bridge Vietnam Program and National Innovation Ecosystem Support Program 844.



The contest received the participation of more than 50 startups and 17 idea groups across the country with many unique, innovative models, projects and ideas that promise to bring positive impacts to socio-economic development. After more than 2 months of implementation, receiving applications, rounds of selection, training, and coaching, the Organizing Committee and the Jury have found the best teams to honor in the Award Ceremony on December 17, 2021.



Giving the opening speech at the Award Ceremony and Startup Connect: “A few years ago, when the social enterprise, business or start-up topics made a social impact, people used to say that it was irrational people who have to overcome many difficulties to succeed, because not only solve economic problems, also the social problems. But I think that’s the story of previous years, when the Sustainable Development Goals, the striving for social justice, and the belief in an equal and civilized society were not put into the core and trend efforts of all stakeholders in society from the state, businesses, investors, start-ups, NGOs, Institutes, etc. The role of solving social challenges and promoting a green and circular economy is not only just the role of the state and development organizations, but also a global trend, promoting active participation of businesses, investors and startups. The startups that make an impact and are honored today are the pioneers, “setting trends, leading change” for Vietnam’s equality, strength and sustainable development.



Representative of Shinhan Square Bridge program – sponsor of the Village and at the Gold supporting for TECHFEST 2021, Vice President of United Way Worldwide organization in Southeast Asia, Korea & Japan emphasized: “Through the activities of the Social Challenge and Innovation Village, it is possible for us to connect with investors for sustainable development during the pandemic. Through technology, we can support people who are struggling during the pandemic and social impact. Only through innovation can we help the whole society in any geographical area. Shinhan Square Bridge is very honored to become a sponsor for Village and TECHFEST 2021.”



With the recognition for the Social Challenge and Innovation Village, Mr. Pham Hong Quat – General Director at National Agency for Technology Entrepreneurship & Commercialization Development said: Although this is a new village launched this year, but the Village has launched many initiatives, including a contest to find solutions for the community to overcome challenges in the context of the COVID pandemic. Many advisors and experts of the Village have enthusiastically accompanied the competition teams to find the best solutions, new technologies, new values to serve the community and society and this is solution to get through the COVID pandemic together. The National TECHFEST Organizing Committee respectfully acknowledges and highly appreciates the efforts and contributions of the Village.





The Championship with the award of 50.000.000VND and other support within belongs to Shecodes Vietnam – a startup works to provide the opportunity to approach science and technology, coding to thousands of Vietnamese girls and women, at the same time erase the digital gap and gender inequality. in intelligent air purification, protecting the environment and people’s health, and VietSearch has an effective application in connecting Vietnamese expatriates around the world. Each second prize will receive a cash prize of VND 25,000,000 and technical support from Shinhan Square Bridge.

Besides, to promote women’s innovation, the Future Solution Contest has provided a prize for start-ups founded and led by women worth VND 20,000,000 in cash and other support for PVA Pro JSC and founder Thai Nhu Hang.



Ms. Nguyen Huyen My – Founder and CEO of SheCodes – Leader of the Future Solutions Contest 2021 shared: “We are extremely honored and proud to receive this award, because this partly proves the great strong and recognized educational technology program to reduce gender disparities in access to education. As Technology advances more and more, no one will be left behind. The competition is a good opportunity for us to exchange and learn, and this will be a launching pad for further development in the future.”

In addition to cash prizes, the winning teams and the Top 15 finalists all receive certificates and other exhibition, training, and networking support from the Shinhan SquareBridge Vietnam program.



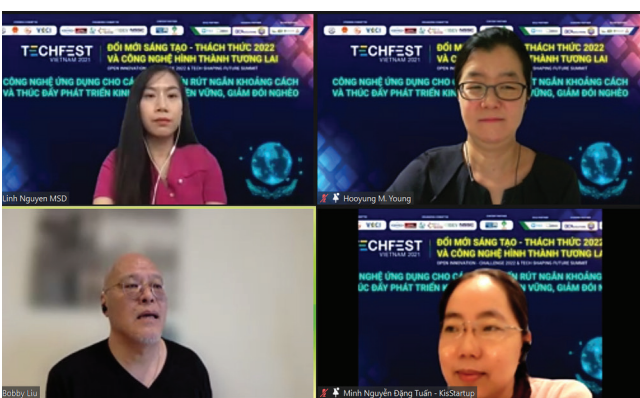
# WORKSHOP: APPLIED TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT INITIATIVES



On December 10, 2021, Management and Sustainable Development Institute (MSD), United Way Worldwide and Startup Vietnam Foundation organized the workshop “Applied technology for initiatives to close the gap and promote sustainable socio-economic development and poverty reduction”. The event is within the workshop series “Open innovation challenge 2022 & Tech Shaping Future Summit in the framework of TECHFEST VIETNAM 2021, which is financially sponsored by Shinhan Square Bridge Vietnam.



Mentioning the factors that create success of a new startup business, Mr. Bryan Carroll shared: “In the process towards a sustainable and inclusive development, it is very difficult to succeed if you just stand outside and shout slogans. To communicate, we must have a common agenda, and especially we must work together, in partnership with social enterprises. The important thing is that we need to work together to grow together.”



The seminar was held with in order to share about challenges and opportunities for start-ups with the social innovation during the Covid-19 pandemic as well as to offer solutions and initiatives to shorten the gap and promote sustainable socio-economic development and poverty reduction.



Ms. Nguyen Nhu Quynh - Program Specialist - UNDP Vietnam - Program Analyst, UNDP in Vietnam shared about solutions to promote a sustainable socio-economic and poverty reduction:

"We want to support eco-enterprise systems to cope with the current Covid-19 situation. We have created a network of businesses to connect and cooperate with each other. We hope to cooperate with you in the future, in seminar session as well as online. Today's seminar was conducted to accompany each other in creating this ecosystem..."



Sharing in session 2 "Investing in social enterprises: Challenges and opportunities", Ms. Hooyung M. Young - Vice President of United Way Worldwide said: "I now realize that the group which focuses on investing in MT receives a lot of investment while the focused group on society has not received much attention Investing in people to create social impact. Our fund supports investment in improving human resources. In addition, we also connect with young customers with new perspectives since they focus on the circular economy to create the potential to attract investment..."



At the end of the two seminars, Ms. Nguyen Phuong Linh - Director of the Management and Sustainable Development Institute (MSD) shared: "Currently, with the trend of sustainable development, solving all challenges is not the duty of any State but also the responsibility of each enterprise and each individual. In the context of the Covid pandemic, solving social problems is the concern of the whole community that we care about..."

The workshop was participated by the representatives form startup businesses, social organizations and experienced investors in the major of social innovation.



# WORKSHOP SERIES ON RESPONSIBLE BUSINESS IN COVID19 (CRIB)

At the end of October, 2021, Management and Sustainable Development Institute (MSD) collaborated with partners to create the annual workshop series “Creating trends - Leading changes 2021” with the theme of “Responsible business in the COVID 19”. The event is financially sponsored by Save the Children.

The workshop series aims to share knowledge, experiences of businesses in collaboration with CSOs and state agencies to promote sustainable development programs, corporate social responsibility to support children and youth in the context of COVID 19. The series focused on the following topics:



CRIB 1: Supporting children during COVID 19 – For the best interest of the child: Create a space to share knowledge and experiences of businesses in collaboration with social and state organizations to promote sustainable development programs, corporate social responsibility, support for children and young people in the context of the COVID-19 pandemic



CRIB 2: Decent work in the context of the COVID 19: Provide information, share methods and ways for businesses to well implement Children’s rights in business principles, support and ensure jobs for young workers and parents in the context of COVID 19.





CRIB 3: Gender sensitivity in communication and advertising: Share information and recommendations to contribute to promoting an inclusive living environment where there is no gender stereotype and discrimination, and promoting businesses to develop communication and advertising strategies with humane messages using marketing tools to raise awareness and promote the enforcement of children’s rights, helping children to develop comprehensively.



CRIB 4: Creating trends, leading changes – Responsible business in the context of COVID 19: share knowledge and experience of businesses in collaboration with social and state organizations in strategies to promote sustainable development programs, corporate social responsibility, and support for children and youth in the context of the COVID-19 pandemic.

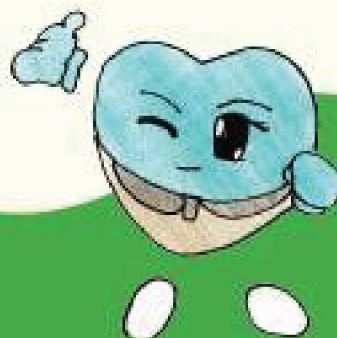
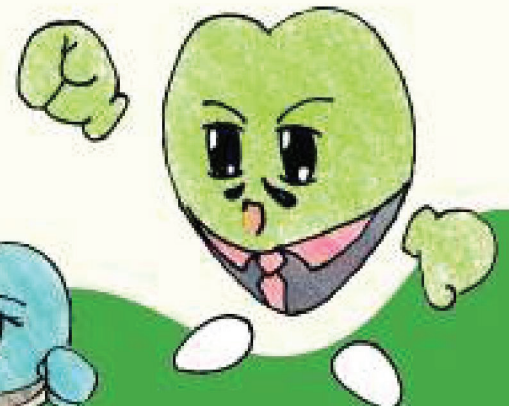
Due to the complicated situation of the epidemic, seminars were held in two forms: face-to-face with limited number of attendees and online via Zoom Meeting. However, the program still attracts a lot of attention from relevant agencies, organizations and press agencies. Throughout the seminars, the speakers enthusiastically discussed the methods as well as shared their own experiences on promoting corporate social responsibility in the good implementation of Children’s Rights in business principles and supporting children and young families during the pandemic.



Closing the series, Ms. Tran Van Anh - Program Director of MSD Institute delivered the message: “A story about the role of businesses in respecting and realizing children’s rights, responsibility of business for sustainable development as well as the trend of cooperation between businesses and social organizations have just begun. This journey needs the cooperation of all parties to make it happen, and today is the best time to start “Create Trends, Lead Changes”.



# Spreading Love



# TALKSHOW SERIES: THE HIDDEN HEROES



During the period from July to September 2021, World Vision Vietnam, in collaboration with the Ministry of Culture, Sports and Tourism and the Management and Sustainable Development Institute (MSD), successfully organized the series of online talk show: The Hidden Heroes.

Within the framework of the campaign “It takes the world – Ending violence in family and school” launched by World Vision Vietnam in 2017, “The Hidden Heroes” is an initiative to encourage and promote concrete work by all segments of society to contribute to creating a safe, positive and loving environment where every child can develop comprehensively. At any age, adults or children will more or less encounter troubles and conflicts around relationships in daily life. Resolving conflicts with adults is already challenging, and for children it is even more difficult. In 2021, with the theme “Conflict is not Zero - Conflict resolution is Hero”, the online discussion series focused on sharing the perspectives and experiences of parents, caregivers, teachers and the young people about how to deal with conflicts in life.





The talkshows focused on:

- Parents – the Hidden Heroes: perspectives and ways for parents and carers to support children to face, behave appropriately and effectively to resolve conflicts in life. At the same time, this is also an opportunity for parents to be more aware of their role and influence on their children’s conflict handling, thereby adjusting their words, attitudes and actions to contribute to fostering children’s future, where love, cooperation and mutual respect are always present.
- Children – the Hidden Heroes: issues related to the relationship of young people in school and on the internet, thereby advising and supporting them in how to react and deal with conflicting situations in life
- Teachers – the Hidden Heroes: The important role of teachers in accompanying and motivating students to promote positive relationships in the classroom and on the online environment.

The series was participated by experts, experienced people in the field of child protection, and speakers familiar with young people on social networks. This has grabbed the attention of many parents, teachers and teenagers.



# THE NEW GENERATION - SAYING NO TO HARASSMENT



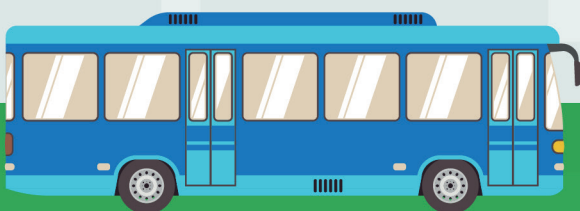
On 17 October 2021, the Management and Sustainable Development Institute (MSD) and Plan International Vietnam held an online chat with the theme “The New Generation: Saying No to Harassment”. The event is part of the project “Safer city for girls” and was conducted in response to International Girls’ Day 11 October, Vietnam Women’s Day 20 October and the National Month of Action towards Gender Equality.

Attendees of the event include Mr Trung Anh and Viet Anh – YouTuber group 1977 Vlog; Mr Nguyen Trong Tien – representative of the Champions of Change Club (COC) of the University of Transportation; Ms Nguyen Ngoc Nhi – representative of Van Noi High School Coc Club – Dong Anh. Ms Chu Thu Ha, the Communication and Event Manager of MSD was the MC of the event.

## WILL SILENCE KEEP YOU SAFE?

According to a survey of 100 teenagers, 75% of respondents have been harassed or abused, 23.7% of people are silent when harassed or witnessed harassment.

Explaining the silence of the victim and the community, Viet Anh shared: “In my opinion, most of the silence comes from the feeling of weakness. Victims of harassment feel hopeless to fight back, or speaking up will not solve the problem. Those who witnessed the surroundings may also fear that speaking up will affect them or have negative consequences.



However, I hope you understand and believe that we are only weak when we keep silent. And if we speak out to denounce, it is the harasser who abuses and weak abusers.”



Nguyen Ngoc Nhi also shared her story and suggested: “I have witnessed stories of girls around me being harassed, especially on public transport like buses. Your silence will inadvertently cause these actions to continue. In case of being harassed, we could fight back either by asking the perpetrator to stop the action immediately or asking people around for help. Someone will always be there to help you.”

Discussing the line between complimenting, praising and teasing, harassment, Nguyen Trong Tien said: “Actually the boundary is very thin, but it is quite easy to recognise through looks, words and gestures. It would be a compliment if it was accompanied by friendly looks and gestures. But if the eyes were staring and rude words came out of the mouth, it would be harassment.”



Trung Anh added: “Joking also depends a lot on the level of intimacy in the relationship of the speaker and the listener. However, in all kinds of relationships, you should praise wisely and avoid any jokes related to sex and body shaming.”

## CYBER HARASSMENT: IT IS NECESSARY TO DISSEMINATE THE SKILLS OF USING THE INTERNET SAFELY

Harassments are present in various types on the Internet. It might be a comment about appearance, solicitation, flirting, sharing or sending sensitive images and clips, being misinformed. Any comments like these can have real consequences for the victim.

From the perspective of a girl, Ngoc Nhi shared: "We can't choose whether we are victims of harassment or not, but we can learn to respond and resist. For me, I will not talk to strangers, do not click on images and links sent from strangers. I will also block that account and seek help from relatives, teachers and authorities if the incident is more serious."



As a content creator well-known among youngsters, Viet Anh said: "Changing the perception and actions of the whole community is not something that can be done in a short time. When building videos, our team wants to bring positive messages to viewers in a gentle, funny way. And the project will gradually change the thoughts and perceptions of each person. We will work together towards a society that is free of harassment, no more negativity."

At the end of the event, all attendees came up with strong messages and symbolic gestures expressing their commitment to protecting her from any harassment in both real life and online. Ms Chu Thu Ha stated: "Rather than being a single chopstick standing lonely, together we could become a solid, strong and unbreakable bunch of chopsticks. When we speak up, any harassment of women and girls wherever they may be, in any form, must end. We believe in the enthusiasm, strength and ability to spread the positive message of the new generation of young people."







In order to bring useful information for parents and teachers to accompany and share with children on the online environment, the Management and Sustainable Development Institute (MSD), Save the Children (SCI), Vietnam Youth Union and Vietnam Information Security Association, with the companion of TikTok Vietnam, organized online talkshow for the Digital Vaccine campaign. Topics of the talks include:

- Digital Vaccine 1 - "Live a healthy digital life": Share about the benefits as well as the risks children may encounter on the online environment, especially the disclosure or theft of personal information. Besides, providing ways and skills for children and parents to accompany children in protecting personal information when using the Internet, towards building a safe and healthy social network.

- Digital Vaccine 2 - "You are safe, parents are right here": Create a space to share knowledge and experiences about parents implementing positive educational methods to accompany and help children have safe experiences on the Internet.

- Digital Vaccine 3 - "Let teachers be children's great friends": Share about the negative sides of using the internet for the wrong purposes that young people often encounter and share experiences on taking care of mental health of teenagers online to teachers so that teachers can become close friends to help children have healthy experiences online.

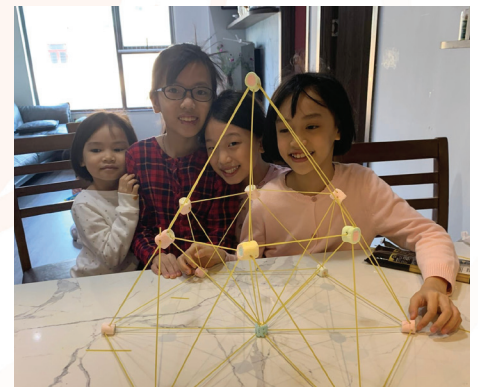
Digital Vaccine campaign had the participation of experts and experienced people in the field of safety and security on the online environment. The series has attracted the attention of many parents, teachers and teenagers.

# STEM DAY: SCIENCE AT HOME FOR CHILDREN



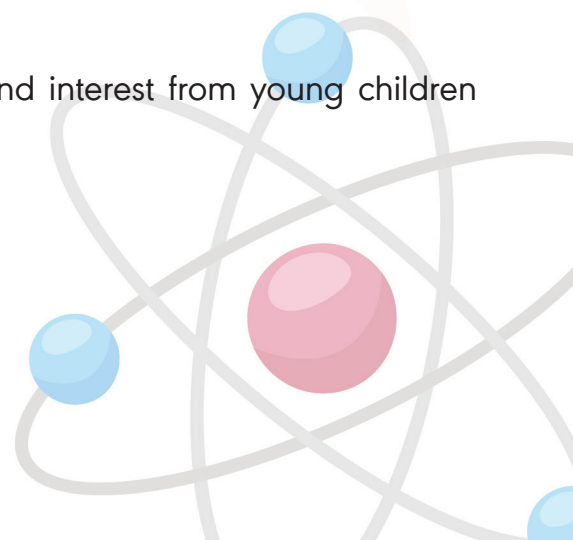
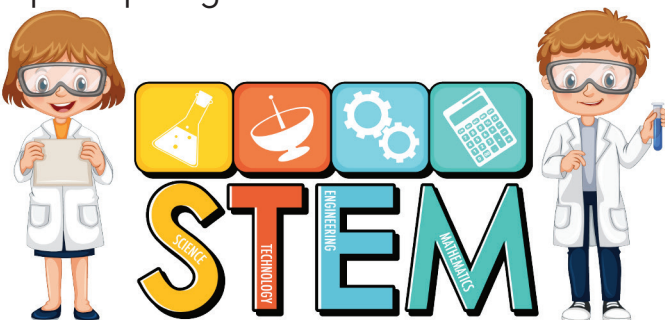
On November 14, 2021, the Management and Sustainable Development Institute (MSD) cooperated with 3M Company to implement a STEM - Science experience program at home for children from 8 to 11 years old. The program is organized with the desire to help young people make the acquaintance and experience STEM (Science), Technology (Technology), Engineering (Engineering) and Maths (Mathematics) models, especially this model is held at home.

Today, STEM has become the most popular educational platform today because it can help young children acquire the necessary knowledge and skills related to the fields of science and technology, engineering and math which help young people increase their creativity, logical thinking, efficient learning and have the opportunity to develop more comprehensive soft skills. Contrary to popular belief, science is not "hard to access" or only for "experts", but actually, science is everywhere in life. Coming to the STEM - Science program at home, with only easy to find tools, parents can conduct interesting experiments with their children at home.



STEM Day - Science at home received a lot of attention from parents and children who love science. On the day of the event, the children were guided by the staff of 3M Company and MSD Vietnam to create 3 very interesting experiments: Building a pyramid with pasta and marshmallows; Fireworks on Milk and the Walking Water.

The organization board received many positive feedback and interest from young children participating in the event at the end of the program.



# POSITIVE EDUCATION: BEING STRICT OR PAMPERING?

On 24 October 2021, to help parents to find positive and effective educational methods without hurting their children, the Management and Sustainable Development Institute (MSD) collaborated with the Children Rights Governance Network conducted an online talk show called "Being Strict or Pampering? - Positive education for parents and caregivers." The event was part of the Spreading Love 2021 campaign - Education without Violence. It was conducted with financial support from Save the Children.



## “BEING STRICT” AND “PAMPERING” HOW TO GET IT RIGHT

According to the guests, “being strict” or “pampering” should be applied flexibly depending on circumstances and the kid’s personality. Assoc. Prof. Dr Le Van Hao affirmed: “Strictness does not mean harshness, whipping and certainly non-violence. Violence will leave trauma to the child, sometimes a psychological shock scolding for the child is equal to level second or third-degree burns. Being strict should be setting principles, limits, and co-compliance. When we have such a set of rules, no one in the family will have to “play evil” to ask the child to follow anything. We must remember that children also have needs, have the right to make decisions. Thus, we should hand over rights to them by teaching them autonomous, independent skills.”

Sharing the same view, Khanh Van added: “Scolding is also a violent act, so I encourage parents not to treat their children like that. Parents should be careful when using the word “punishment” or using violence against their children. Instead, we need to help them recognise why they were wrong or why they failed rather than hand out punishment. The ultimate goal is for the kids to understand what to do, what not to do. And to achieve it, we must behave in a proportionate, consistent manner so that they are not confused about the ultimate goal we want to teach them.”





As a mother of two young daughters and always looking for effective educational methods, Miss Huong Giang shared: "Circumstances and conditions are different depending on families. So there is no common formula for all. We can learn many parenting methods. However, parents should determine their desires for their children so that they can guide how to raise their children accordingly. With proper guidance, the child will grow in the right direction. It's important to provide fine guidance to the kids from early childhood."



### POSITIVE EDUCATION: FINDING THE BALANCE BETWEEN "REWARDING" AND "PUNISHING"

Regarding the line between "being strict" and "pampering", the discussion also raised the issue of "punishment" and "reward" so that children will not be hurt and can promote their strengths.

Khanh Van said: "Educating is a process. Both rewarding and punishing have side effects. You should reward your child wisely to motivate them from inside. Let them want to behave well, not just for a reward. Parents should learn to understand their children to find the right way to lead and support them."



From the experience of a mother, Miss Huong Giang shared: "I think we are expecting our children to feel that a family is a safe place. So that when they have troubles, they will go home. Punishment is for the kid to know that what they have done was wrong. We can keep quiet, create our own space for about 2-3 minutes so the kid calms down before explaining, talking and hugging."

Assoc. Prof. Dr Le Van Hao advises: "The way we treat our children will affect their psychological formation, the way they see things around and their relationships. Being too harsh or too critical is not good at building a child's worldview. In the long run, it is essential to form disciplines. Parents should take the time to carefully think about it - creating routines and following them every day persistently. Instead of expecting and urging your child to be better, you should improve yourself first following positive disciplinary methods. By doing so, I believe you'll soon see remarkable changes."

# SOFT OR TOUGH?

## POSITIVE EDUCATION FOR TEACHERS

On October 31, 2021, Management and Sustainable Development Institute (MSD), in coordination with the Child Rights Governance Network, conducted an online Talkshow: "Soft or tough - Positive education" for teachers. The program is part of the "Spreading Love 2021: Non-Violent Education" campaign with financial support from Save the Children. The Talkshow hopes to work with teachers, psychologists to find out and share positive educational methods with students.



### POSITIVE EDUCATION "SOFT" OR "TOUGH"?

As a teacher with many years of experience in teaching and accompanying students, Ms. Pham Thi Bich Hong shares about her education methods: "As a teacher, the teaching method that I am applying to my students is being soft, flexible but principled and disciplined."

The application of "softness" or "flexibility" depends on each situation, the personality of each student or the matter itself. I always try to make them feel that they are accompanied and loved even when they are punished."

Sharing about the cooperation between teachers and families in educating children, Ms. Do Thi Trang said: "The fact that many parents ask teachers to "severely punish" their children is actually wanting their children to get better. However, teachers should use appropriate methods, skills and knowledge to coordinate with families to educate children. Being strict and tough when applied to young children will make them afraid and obedient, but it will no longer be suitable for older children, then they will easily follow the coping style. Most of them want to be advised, treated gently, heard and respected. If teachers have positive thinking, they will find positive educational methods for students."





## CREATING HAPPY SCHOOLS FOR CHILDREN

As an expert with many years of experience in educational management, Mr. Dang Tu An said: "A happy school is not a complicated concept, it's simply a place where everyone, including students, teachers, staff and parents, is happy. The role of the principal and teachers is very important, they have to be happy to be able to spread the happiness to students."



Ms. Bich Hong added: "For a child to be happy, there need to be a unified system, from the principal to the teachers and then to the students. During school time, there are times when the students make mistakes. Therefore, right from the beginning of the school year, we discussed together to get consent for the goals and rewards and punishments mechanism. And I also have a principle, which is "Praise publicly - Punish personally". When I talk privately with children who have made mistake, I share with them the reason they made mistakes and gain consent for the punishment and way to fix the problem".

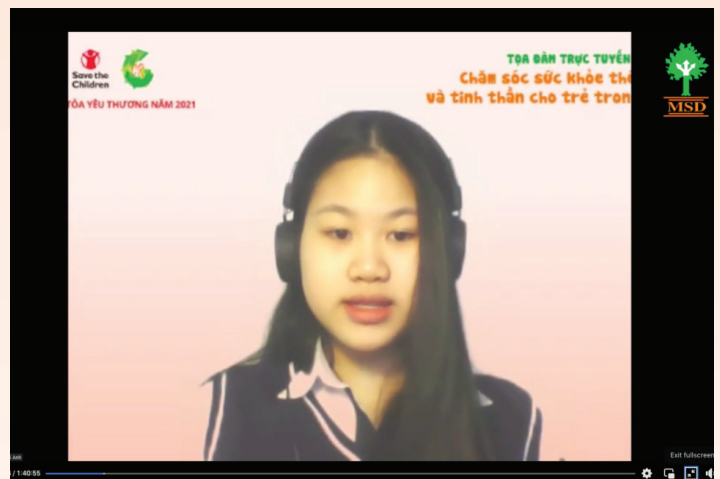
At the end of the talkshow, Ms. Nguyen Hai Anh shared: "Even in a happy school, there will be times when students behave inappropriately and break the school's rules. When being disciplined, apparently the children cannot be happy at that moment, but they will still feel content if their teachers respect and listen to them. Each person has a different sense of happiness, each school will also have its own set of criteria to evaluate its own level of happiness. When developing that set of criteria, the school should consult with the students, let them propose and discuss together to build those criteria."



# ACCOMPANYING PARENTS TO TAKE CARE OF THEIR CHILDREN'S PHYSICAL AND MENTAL HEALTH



On November 13, 2021 – With the desire to share information and knowledge to support parents, teachers and childcare about the way to accompany and care for children mentally and physically during the pandemic period, Management and Sustainable Development Institute (MSD) in collaboration with the Children's Rights Governance Network organized online talkshow: "Taking care of mental and physical health during the pandemic period". The program is part of the Spread Love 2021 campaign: Non-Violent Education with financial support from Save the Children.



Sharing about the difficulties in the quarantine, To Hoang Vi Anh said: "Social quarantine has turned my family's life upside down, I am not used to studying online every day. Every day, when I hear the news about many infections increasing continuously, I also feel very confused about when this situation will end. When we study online, we will also have to look at the screen for a long time, directly affecting our eyes and leading to a plump body condition due to not do exercise."



Nguyen Anh Huy also shared more about his experiences: "I am already nearsighted and now, when I have to interact with computer a lot, I feel quite afraid that I have increased myopia. I'm also an extroverted person, I want to meet, go out and have fun with friends, however, when I must study online at home, I feel quite overwhelmed. Therefore, I often have to use Zalo to communicate with friends, share difficulties as well as use Zoom to exchange learning with friends."



As a young father whose son is a 1st grade student, Le Xuan Duc also expressed: "For the children, before the pandemic, they can meet friends, go out, but now just stay at home. This not only affects the physical health of the children, but it also affects the mental health of the children. At the same time, during the quarantine, when we stay at home and communicate with each other too much, there will be a lot of conflicts and arguments such as when children do not concentrate at school, parents will resent and yell at their children, and parents will also easily quarrel and affecting the children."

Talking more about the method to accompany children, Mr. Le Xuan Duc shared: "When parents also take turns to observe their children at home. At my home, I also try many ways so that Sau can contact more with his parents as well as do exercise."

Let the children do it which they are interested in things first to keep my spirit excited during the study period, then do the things which they are less interested."



Dr Mai Xuan Phuong also has guidelines for parents in accompanying their children to build necessary skills: "The children should be provided with life skills, soft skills and important communication skills: acquaintance and relationship building, observation, use of non-verbal language, feedback, encouragement and motivation, honesty skills, polite refuse, listening, summarizing meeting, and presenting. These skills will help them easily adapt and interact with friends even during the quarantine."



At the end of the online talkshow, the speakers give the message: Please accompany your child and pay attention and take care about physical and mental health so that they can still develop actively during the pandemic period.



# CARING POWER – CARING COMMUNITIES: CONNECT TO CREATE SOCIAL VALUE

Responding to the International Youth Day, on August 12, 2021, Management and Sustainable Development Institute (MSD) and Youth Leader United Vietnam Community organized an online talkshow with the topic “Caring Power – Caring Communities” – Connect to create social value. This is a present which may inspire the enthusiastic youth who are interested in social works and are willing to contribute to create a sustainable Vietnam, with no one left behind.

In the opening speech, Ms. Nguyen Phuong Linh – Executive Director of MSD shared: “We always say: We once have youth but I believe that if our youth is meaningful, it is enough. Let’s live, enjoy and experience the youth but please remember that we, ourselves, can make our youth become meaningful. When you are happy and work in a safe, responsible way, you can control yourself, you have a become a part of the society that spreads the positive energy to the society to solve the social challenges and create social impacts. You are not small individuals but the ones who have strength to create changes for a sustainable Vietnam.”



HAPPY INTERNATIONAL  
YOUTH DAY  
CARING POWER  
Caring Communities



Mr. Tran Quang Hung – Deputy Secretary of the Youth Union, President of the Vietnam Student Union emphasized: “I am very happy that more and more young people now are engaged in social works. We are living offering us a lot of opportunities. If we create some volunteer campaigns using digital tools to expand the activities, more people participate to support, it will create a “rolling effect” which may bring about a stronger influence.”





Ms. Do Thuy Duong - Director of Talent Pool share: "Volunteering and participating in social works are ways to learn and grow up. An important lesson is that you will understand the circumstances of the disadvantaged people, we will have the opportunity to feel their sorrows and from then when we encounter these problems in life, we may feel less difficult, the hardships may be the motivation for us."

Ms. Mei Cobb - Senior Director in charge of Volunteering and Employee Engagement of United Way Worldwide shared about the theme "New Youth - Building Community with Solidarity and Creation": "Volunteering, participating in social work are good ways to spread the meaningful and positive message. Along with creating changes for the living of empowered people, the youth can learn more new skills, have more friends, earn more useful experience."



Nguyen Xuan Tien - Representative of Youth Leader United shared about the desires of himself with the works that create social impacts: "When working to bring about the meaningful changes to the community, we are young people, wish that we will be courage and persistent to create positive impacts. Besides, we also hope to receive the support, guidance, orientation and trainings from state agencies, schools and social organizations."



CARING POWER,  
BUILDING COMMUNITIES



Hoang - Member of Champion of Change club at Hanoi University of Transport and Communications shared about the difficulties when participating in activities: "Students usually only work for a short period of time. The time is short, so we have to adapt to the constant change of personnel. However, we try to make sure that this will not hinder the activities of the club, and we believe that with the efforts of each member, the club will grow more and more towards a goal beyond the club model. This will be applied with other universities in Vietnam and around the world so that we can move towards gender equality as quickly as possible."



Nguyen Thi Ngoc Tam - Glass bone girl known and loved for her positivity in social activities expressed: "I always think that I volunteer not to create any miracles, but only for the sake of life. It doesn't matter how long we live, it matters how useful we live." The young people also asked many questions to the speakers such as: The stereotype of volunteering is "Housework is lazy, uncle's work is diligent"; How to apply for projects and social activities without experience; Young people's pressure for career success should be taken lightly.



Closing the discussion, Ms. Tran Van Anh - Program Director of MSD Institute emphasized: "The development of programs and activities to promote the participation of young people in activities that create social impact is always one of MSD's operational strategies. We hope that the efforts, voices and contributions of the young people of the new era will be widely spread in Vietnam, in the region and around the world, so that together we will create a country, a world of sustainable development, and no one is left behind."



# YOU'RE NOT ALONE - CIVIL SOCIETY ORGANISATIONS JOIN HANDS FOR ORPHANS DUE TO COVID

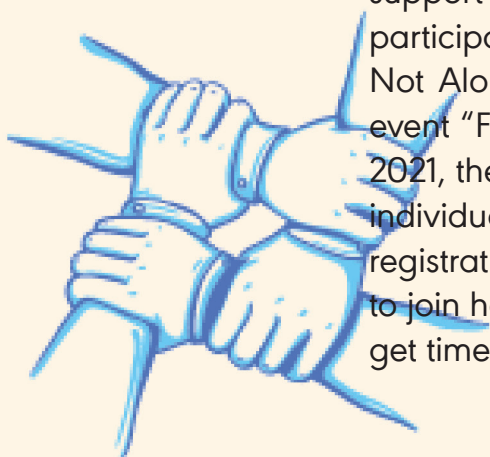
The COVID-19 pandemic has taken over 4.5 million lives worldwide. However, the scientific and media have paid more attention to the death rates rather than the children left behind after losing their families. As estimated by the Lancet Medical Journal, over 1 million children worldwide have lost their parents to COVID-19. In Ho Chi Minh City alone, 1,517 kids by all age groups have fallen into orphans just in the last few months.



Children who lost a parent are more likely to deal with psychological trauma. Without proper support, this trauma will leave a long-term negative impact on not only their mental health but also their life in the future. Besides, in some disadvantaged families, losing parents means losing the main economic resources of the house. Kids from these families would require more urgent material support, in addition to committing long-term educational and spiritual support.

With a clear understanding of the situation, the Saigon Children's Charity collaborated with the Capacity Building and Support Center for Women and Children (CSWC) and the Management of Sustainable Development MSD jointly launched the campaign "You're Not Alone." The campaign aims to help children who have lost a parent to COVID-19 and deal with financial hardships. With the government's supports, all organisations are using their diverse experiences and expertise in social work to help children to recover from the trauma by consulting on issues regarding children's life and education. The campaign also aims towards creating a safety network supporting children in case of lose their parents. Moreover, it also opens applications to adopt orphans in need on the campaign website.

As part of the campaign, MSD Vietnam, CSWS and Saigon Children's Charity have also conducted many activities to call for the community's support and attract the public's interest. These activities include: participating in the UpRace race, taking photos with the message "You're Not Alone" and sharing on social networks, creating a live-streaming event "For you to not be left alone during the COVID-19." As of October 2021, the campaign had successfully raised \$21,115 from more than 300 individuals and businesses, supporting 25 children out of a total of 38 registrations. The campaign is still underway and the community needs to join hands so that children losing their parents to the pandemic could get timely supports and have a safe environment to grow.





# WARM WINTER IN BAN LAU - BRINGING WARM CLOTHES TO STUDENTS IN MOUNTAINOUS AREAS



## “Đông ấm Bản Lầu” - Cùng chung tay trao tặng áo ấm cho 464 em học sinh

Chung tay trao tặng áo ấm cho 464 em học sinh tại trường Tiểu học Bản Lầu, Lào Cai để các em vượt qua cái lạnh của mùa đông.

**150.022.342đ** / 150.000.000đ

Lượt quyền góp	Đạt được	Đạt mục tiêu
67.878	100.01%	

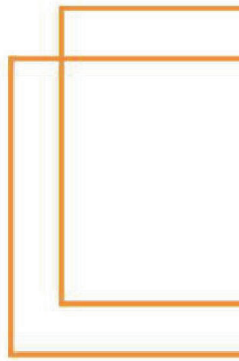
Motivated by a desire to support 464 students of Ban Lau Primary School to overcome difficulties and continue to go to school for a brighter future, the Management and Sustainable Development Institute MSD has launched the campaign “Warm Winter in Ban Lau” with the companionship and support from MoMo E-wallet.

Unlike children in big cities, the students at Ban Khoi Primary School, Muong Khuong district, Lao Cai province and many other schools in mountainous areas are still dealing with various troubles going to classes. Today, there are 464 students in Ban Lau Primary School. Of which there are more than 300 are from ethnic minorities, 90 are from poor and near-poor households.

In winter, there are times when the temperature drops to below zero degrees. However, most kids have nothing but thin clothes to wear in such extreme weather, which strongly affects health and quality of learning.

Thanks to the support of MoMo Wallet, MSD has successfully raised VND150,000,000 on MoMo Heart and VND 3,750,000 Through MoMo Piggy Bank with a conversion amount of VND 450,000,000. The donations will be spent to give the children personal items to ensure their health and education, including 464 pairs of shoes, 928 pairs of socks and 464 new books for students throughout the school, along with 90 warm jackets and 20 blankets. In addition, a part of the donation will be used to install a “Smart School” management system to support the school in managing, informing students and serving their learning

# Development Story



# THE STORY OF T.T.L.C (WILL TO LIVE CENTER)



The story below was shared by T.T.L.C from the Will To Live Center. It was collected by United Way Worldwide (UWW) from touching stories of partners and beneficiaries participating in the Shinhan S<sup>2</sup> Bridge Vietnam project.

As part of the Shinhan S<sup>2</sup> Bridge Vietnam project, T.T.L.C participated in the data labelling training course. The course was held by Aimmo Company and Will To Live Center, where she is studying real estate photo editing. Sharing the motivations to participate in the Shinhan S<sup>2</sup> Bridge Vietnam project, C. said: "I am a disabled person with a low and small physical condition. I've always wanted to have vocational training to get a stable job." Before coming to the Will To Live Center, she studied programming at university. After graduation, like everyone else, she looked for a job on various platforms. However, she could not get any offer due to her disability and there weren't many workplaces suitable for her. After that, she decided to study photo editing at the Will To Live Center, where she found information about the Shinhan Project. She signed up and started her training in data labelling. Participating in the course, C. found data labelling as an interesting application, which opens many doors in her life.

In the digital age today, there are lots of job opportunities related to artificial intelligence. At the beginning of the data labelling training course with Aimmo, she knew almost nothing about labelling or drawing. However, after the course, she learned how to draw photos professionally and learned the basics of photo editing tools.



C.'s life has changed a lot thanks to the Shinhan Project and Will To Live Center. Looking back over the years, C. used to be self-conscious and always thought that it was unable for her to get a job. However, after the training course, she discovered her enthusiasm about photo editing tools, drawing as part of the training section of Aimmo company. C. now got a job working for a photo editing company in Hanoi. The training course helped C. not only to have new skill sets but also to get a job on her own and earn income to support herself and her family. She has become more confident. Additionally, the learning environment at the Will To Live Center helped C. to improve other skills such as communication and teamwork, managing personal finance, writing a CV or preparing for a job interview. These skills gave her more confidence to apply for a job.

The story of T.T.L.C from the Will To Live Center is one of many touching stories we collected from partners and beneficiaries of the Shinhan S<sup>2</sup> Bridge Vietnam project.







## About Management and Sustainable Development Institute (MSD)

As a Vietnamese non-government organization, MSD efforts to act for an enable environment for the development of civil society sector and to promote the rights of marginalized groups, especially children, youth, women and people with disabilities. MSD now is recognized as a leading organization in coordinating, supporting and providing capacity building, coaching and consultancy services for CSOs in Vietnam. In additio, MSD is also a professional organization effectively responding to the needs and protecting the rights of disadvantaged communities through implementing projects, providing services to children, youth, women, street and migrant groups and people with disabilities (PWD) in Vietnam and promoting gender equality.



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