

# **CORPORATE SOCIAL RESPONSIBILITY** Guidebook

**GOOD FOR BUSINESS,  
GOOD FOR WILDLIFE**







The Chi Initiative is a Vietnamese behavior change program that highlights the leadership role of local businesses and businesspeople in combatting illegal wildlife consumption. Chi encourages businesspeople to step forward as champions of wildlife protection and strengthen their businesses in the process. Since the inception of the campaign in 2014, Chi has trained thousands of businesspeople on how to mitigate risks and improve competitiveness by integrating measures against wildlife crime into their company policies. The Vietnamese business environment is rapidly changing.

Industry 4.0, the global trend towards digitalization and data sharing is offering new and exciting opportunities to companies interested in expanding into the global market. But taking advantage of them requires compliance with international standards and practices, including a rejection of wildlife crime.



# CONTENT

## 1. What is corporate social responsibility?

1.1 Benefits of CSR.....	4
1.2 Statistics.....	6

## 2. Wildlife protection in CSR

2.1 Integrating wildlife protection into CSR policy.....	8
2.2 Why should wildlife matter to businesses?.....	9

## 3. Illegal wildlife trade and the law

3.1 Vietnamese law.....	11
3.2 Which sectors are the most at risk?.....	12

## 4. What are businesses and businesspeople doing to protect endangered wildlife species?

4.1 Corporate champions.....	13
4.2 Individual champions.....	14

## 5. What can Vietnamese companies do?

5.1 Set new trends in Vietnam.....	16
5.2 Take action with a time-bound plan.....	16
5.3 Sample texts for wildlife protection messaging.....	18

## 6. What can the Chi Initiative do for your business?

Further Information.....	19
References.....	19

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# WHAT IS CORPORATE SOCIAL RESPONSIBILITY (CSR)?

CSR is a business management concept whereby companies integrate beneficial social and environmental causes into their operations. CSR is generally understood as a way in which companies can improve their business practices while also meeting the expectations of shareholders and stakeholders through economic, environmental, and social initiatives.



## 1.1 BENEFITS OF CSR

CSR can help your business thrive by enabling you to:

**1** Win new customers and increase customer retention;

**2** Differentiate your business from competitors;

**3** Improve the reputation and standing of your business;

**4** Comply with national and international laws and manage risks;

**5** Innovate and enhance the reputation of your business;





**6** Develop and strengthen relationships with customers, suppliers, and business networks;

**7** Attract, retain, and maintain a motivated workforce;

**8** Gain access to additional investment and funding opportunities;

**9** Generate positive publicity from media interest in ethical business activities; and

**10** Save money on input costs, such as energy and operating costs.

## 1.2 STATISTICS

### 1.2.1 Global Statistics

These key markers demonstrate some of the many benefits of CSR<sup>1</sup>



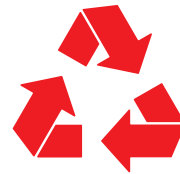
**75%** of millennials say they would take a pay cut to work for a responsible company



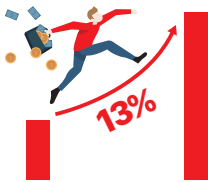
**93%** of the world's 250 largest companies now publish annual CSR reports



**66%** of global consumers are willing to pay more for sustainable goods



**83%** of respondents in the Asia Pacific region say it is very important that companies implement programs to improve the environment



**13%** = The productivity increase from employees engaged with CSR programs



**50%** = The reduction in employee turnover when employees are engaged in CSR programs



**1. Source:** YourCause Data; Nielsen: 2015 - 2018 Global Sustainability Report; Double the Donation Research; Project ROI: Report - Defining the Competitive and Financial Advantages of Corporate Responsibility and Sustainability; The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

## 1.2.2. Vietnam Statistics

According to a survey conducted to evaluate Vietnam's top 500 most prosperous companies<sup>2</sup>:


- A majority of enterprises agreed that CSR practices were a key driver of growth and prosperity, and that they motivated higher productivity and helped maintain stability; and
- Nearly 90 percent of companies stated that business reputation was the most important motivation for CSR activities.

## 1.2.3. Why do companies adopt CSR policies?

**89.5%**  do it for their reputation

**44.7%**  do it for legal compliance

**65.8%**  do it for employee benefits

**39.5%**  do it for cost reduction and increased efficiency

**60.5%**  do it for community concern about environmental issues

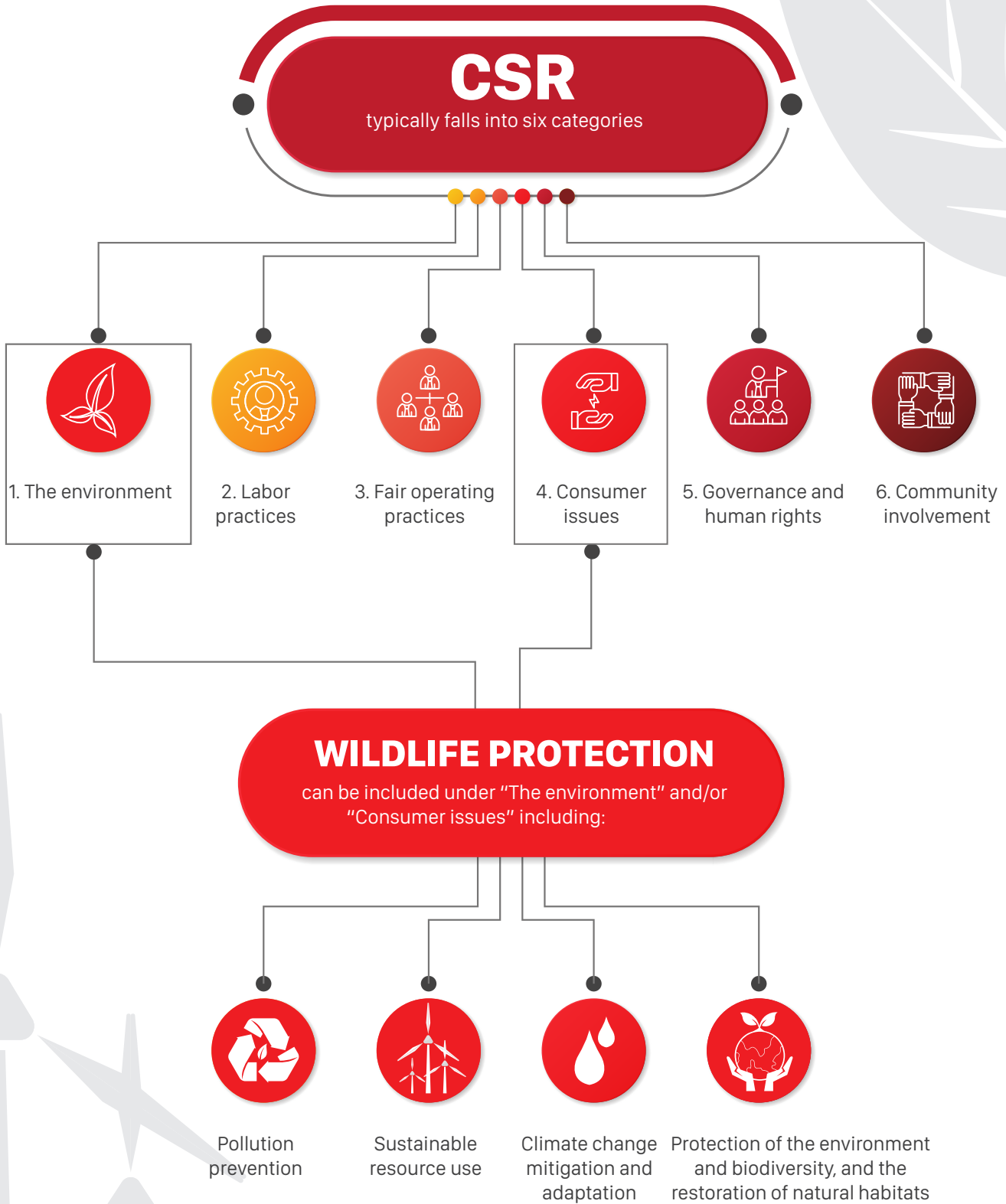
**Source:** BP500's Enterprise Survey conducted by Vietnam Report, Feb 2018.

**2.** For more information, please visit: <http://prosperity500.vn/Home>; <https://vietnamnet.vn/vn/kinh-doanh/500-doanh-nghiep-viet-nam-thinh-vuong-nam-2018-437143.html>

# 2. WILDLIFE PROTECTION IN CSR

## 2.1. INTEGRATING WILDLIFE PROTECTION INTO CSR POLICY

There are several different ways that a company can engage in CSR. This chart presents some of the more popular CSR categories and demonstrates where wildlife protection fits in:





## 2.2 WHY SHOULD WILDLIFE MATTER TO BUSINESSES?

Buying, selling, and/or using illegal wildlife products:

- **Undermines governance;**
- **Supports criminal activity;**
- **Harms important wild species;**
- **Negatively affects sustainable economic growth;**
- **Undermines sustainable livelihoods, and**
- **Reduces social status and causes loss of face within the community...**

...all of which are bad for business.

### CASE STUDY 1: Protecting wildlife for future generations



MARCH 1, 2019

Disney Conservation Fund  
Celebrates its 2018  
Conservation Heroes



JULY 26, 2018

Disney Expands  
Environmental  
Commitment By Reducing  
Plastic Waste



NOVEMBER 28, 2017

Disney Conservation Fund  
Announces 2017  
Conservation Heroes

APRIL 20, 2017

The Disney  
Conservation Fund  
Names the  
Recipients of its  
2016-2017 Grants

#### DISNEY

- Provides grants to support efforts to stabilize and increase populations of wildlife species;
- Appoints staff to participate directly in projects to save wildlife; and
- Promotes wildlife conservation initiatives.

#### THESE WORKS HAVE HELPED DISNEY

- Protect wildlife and the wilderness for future generations, reinforcing the reputation of a company that has built its stories around animals for more than 60 years;
- Protect a number of flagship species and their habitats, including African elephants, Sumatran rhinos, tigers, and sea turtles; and
- Inspire millions of adults and children to take action to protect the planet through education and community outreach.

## CASE STUDY 2: Promoting wildlife protection in global tourism



**TRIPADVISOR** has committed to protecting wildlife species by educating travelers on the importance of conservation through a wildlife tourism education portal.

<https://www.tripadvisor.com/blog/animal-welfare-education-portal/>

This effort sends a clear message to TripAdvisor's millions of monthly visitors that the platform is forward-looking, cares about the environment, and is invested in sustainability. This social responsibility not only helps the company stand apart from the competition, but also contributes to the future of environmental tourism, and thus to the future of TripAdvisor itself.

## CASE STUDY 3: Encouraging responsible tourism in Vietnam

### BUFFALO TOURS VIETNAM

- Produces communications products with behavior change messaging that discourages the consumption of illegal wildlife products and disseminates them among staff, partners, suppliers, clients (tourists), and the public;
- Participates in wildlife-related events and workshops; and
- Develops wildlife-driven publications, such as What NOT to Eat in Asia (<https://www.buffalotours.com/blog/what-not-to-eat-in-asia/>) to encourage travelers to refuse illegal wild meat.

The company has educated tourists on responsible traveling practices and worked to reduce demand and consumption of illegal wildlife products among customers. These programs show that the company is willing to comply with international tourism standards, strengthening its reputation and making it more attractive to ecologically minded clients.





## 3. ILLEGAL WILDLIFE TRADE AND THE LAW

### 3.1 VIETNAMESE LAW

- The **Penal Code** No. 100/2015/QH13<sup>3</sup> stipulates strict criminal penalties for wildlife-related offenses under Article 234, 242, and 244. Apart from acts of hunting, catching, killing, rearing, caging, transporting, and/or trading of endangered, precious, and rare species, their body parts and products, the penal code also includes possession as a criminal offense, closing a critical loophole that previously allowed criminals to escape with fines for keeping illegal wildlife products.
- A legal entity or business found guilty of violating the penal code could be subject to a criminal fine of up to VND15 billion (around \$650,000), a permanent suspension of operations, a prohibition from business, a three - to six - year prohibition from operating in certain domains, or a prohibition from capital mobilization for one to three years.
- Individuals found guilty of violating the penal code could be subject to a prison sentence of up to 15 years and a criminal fine of up to VND2 billion (around \$85,000).
- The **Law on Cybersecurity** of Vietnam No. 24/2018/QH14 regulates online activities, protecting national security and ensuring social order and safety in cyberspace by defining the responsibilities of agencies, organizations, and individuals involved.

A post or simply a like, share, and/or comment online relating to protected wildlife species can ruin a corporation's reputation and, in some cases, may lead to legal penalties.



<http://theconversation.com>

11

3. [http://vanban.chinhphu.vn/portal/page/portal/chinhphu/hethongvanban?class\\_id=1&\\_page=1&mode=detail&document\\_id=183216](http://vanban.chinhphu.vn/portal/page/portal/chinhphu/hethongvanban?class_id=1&_page=1&mode=detail&document_id=183216)

### 3.2 WHICH SECTORS ARE THE MOST AT RISK?

Illegal wildlife trade impacts many kinds of businesses, especially:

 <p>Consumer services, such as tourism and hospitality</p>	 <p>Transportation and logistics</p>	 <p>E-commerce</p>
 <p>Art, jewelry, and souvenirs</p>	 <p>Food and pharmaceuticals</p>	 <p>Manufacturing that depends on legal wildlife products (e.g. furniture from timber)</p>
 <p>Luxury goods manufacturers and retailers</p>		 <p>Antiques</p>

**What risks do they face?**

Wildlife crime spans national boundaries and continents, affecting a wide range of stakeholders and sectors, including the business community. A number of businesses are vulnerable to the illegal wildlife trade chain, especially the transport and logistics, and e-commerce sectors. A key motivation for businesses to confront wildlife crime is to avoid risks, including:

- **Reputational risks**

Increased connectivity has revolutionized the way information is spread, allowing for messages to cross the globe in a matter of minutes. While this can make it easier to conduct business, it also means that negative news and reviews can do immediate damage. A company’s reputation takes years to build, and only minutes to destroy. Refusing to be involved in, and/or facilitate wildlife crime is one way for a company to protect its reputation and reduce the risk of being involved in a communications crisis.

- **Legal risks**

Any business involved in wildlife crime, knowingly or unknowingly, faces the risk of prosecution. Panalties can include high fines, jail time, or the termination of the business.

- **Economic risks**

Financial losses are the consequences of legal and reputational damage. Involvement in wildlife crime can lead to legal proceedings and repeated inspections, both of which are costly, time consuming, and may lead to a loss of productivity.



## 4. WHAT ARE BUSINESSES AND BUSINESSPEOPLE DOING TO PROTECT ENDANGERED WILDLIFE SPECIES?

### 4.1 CORPORATE CHAMPIONS

Here are some examples of different companies' environmental CSR programs, both at the global and local level:



**Alibaba** signed a memorandum of understanding with TRAFFIC<sup>4</sup> for enhanced online monitoring and information sharing to help prevent illegal wildlife products from entering the e-commerce market.

**Sony** helps to protect forests on the Indonesian island of Sumatra, which is home to rhinos, elephants, and tigers.



**DHL e-Commerce and DHL Express** prohibit the transport of all live animals, as well as ivory and other illegal wildlife products.



★ **Quang Vinh Ceramic** refuses to produce bowls designed to grind rhino horn and disseminates behavior change messaging against the illegal consumption of wildlife products to partners and clients.



★ **Vingroup and Big C Vietnam** have funded exhibitions on wildlife at Vincom Mega Mall Royal City, Big C Thang Long, Big C Long Bien, and Big C Da Nang to raise public awareness on wildlife conservation.



★ **FPT Software** works in partnership with non-governmental organizations on many environmental initiatives that support wildlife.

## CASE STUDY 4: Dealing with staff involved in wildlife crime

Shen Jianping, vice-president of Yintai in77, a luxury retail company in China, was fired after posting photos of himself on his personal Weibo account eating pangolin and civet while in Vietnam.

To solve the problem, the company:

- Dismissed Shen for violating company rules and denounced his actions on Weibo;
- Began featuring environmental education courses in its staff training;
- Confirmed it would continue applying strict punishments for similar staff violations; and
- Encouraged the media and the community to increase scrutiny on illegal wildlife product consumers.



These actions have not only addressed the violation of the company's code of conduct but also mitigated a possible public relations disaster. The action taken led to public praise instead, strengthening the company's reputation.

4. TRAFFIC is the wildlife trade monitoring network. Please refer to Further Information for more details.

Here are some examples of individuals who have stepped forward to be personal champions for wildlife on behalf of their companies

"The Chi Initiative is a very creative social behavior change campaign to encourage wealthy businessmen to demonstrate their Chi by pioneering corporate social responsibility and wildlife protection rather than owning a piece of horn. I agree that good luck comes when we have experience, determination, and work hard. As a business leader, I will continue calling on businessmen to lead their community and take a stand against the consumption of rhino horn in their personal lives and business networks. I'm very proud to become an ambassador of the initiative."

**MR. NGUYEN XUAN PHU**  
PRESIDENT OF SUNHOUSE



**MRS. HA THI VINH**  
DIRECTOR  
OF QUANG VINH CERAMIC

"Quang Vinh ceramics is the combination of traditional artistic work and creativity. The company is looking forward to the vision a natural, harmonized world and the protection of wildlife."

"We at Hai Phong International Tourism Joint-venture Co. Ltd are always willing to actively support the community and the natural environment by encouraging efforts to reduce the demand for endangered wild animals and plants, especially rhinos."

**MRS. TRAN PHUONG AN**  
FIRST DEPUTY GENERAL DIRECTOR  
OF DOSON RESORT HOTEL



**MRS. TRUONG THANH THANH**  
DEPUTY CHAIR OF FPT

"Leaders and all FPT staff are committed to not using wildlife products. With our advantages in technology, FPT will disseminate this message to the larger community and society."

"To empower the business community in Vietnam to lead the fight against illegal wildlife trade and consumption, the Vietnam Chamber of Commerce and Industry, in collaboration with TRAFFIC, is equipping business leaders with the tools they need to become "champions" of wildlife protection through CSR training. This contributes to improving the governance, practice, and social responsibility of enterprises in Vietnam."

**MRS. LE THI THU THUY**  
DEPUTY DIRECTOR OF THE SME  
PROMOTION CENTER, VIETNAM CHAMBER  
OF COMMERCE AND INDUSTRY







**MR. NGUYEN THANH HUNG**  
CHAIRMAN OF VECOM

"VECOM commits to be a strong ally in fostering socially responsible practices among entrepreneurs in Vietnam's tech sector. Last year, VECOM held a search engine optimization competition where contestants created websites advocating zero-tolerance towards rhino horn consumption. This year, VECOM invited TRAFFIC team members to the Vietnam E-Trade Conference to participate in a roundtable discussion to provide guidance on CSR policies that combat illegal wildlife trade online."

"Conserving nature and protecting the resources of the human race is a calling that transcends geographic borders"

**MR. JACK MA**  
CEO OF ALIBABA GROUP



*Co-chairs the Paradise Foundation, which has earmarked \$1.65 billion over 10 years to help protect key areas in Africa that are home to endangered animals*



**MR. RENUKA FERNANDO**  
CEO/DIRECTOR OF NATIONS TRUST BANK

*Sri Lanka's Nations Trust Bank launched a CSR initiative with the Wildlife and Nature Protection Society of Sri Lanka to reduce the commercial exploitation of wild animals and plants*

"We at Nations Trust Bank firmly believe that biodiversity is crucial for a healthy and functional ecosystem. By focusing on conserving and protecting the natural habitat of wildlife species in Sri Lanka, we are actively contributing towards enriching our world's biodiversity."

"The story of Disney's Animal Kingdom and the Disney Conservation Fund is not just a story that we tell. It's a story we are living every day, every one of us. All of us on Earth share this planet with every living creature and with the systems that sustain them. For two decades now, through the actions of the Disney Conservation Fund, we've worked towards our dream: a dream of a future for our children in which there is still magic in the forest, the magic that comes from the countless miraculous creatures, some yet undiscovered, that share with us a tiny delicate place amidst a sea of distant stars."

**MR. JOE ROHDE**  
CREATIVE EXECUTIVE  
OF WALT DISNEY IMAGINEERING



"TripAdvisor's education effort is designed as a means to do our part in helping improve the health and safety standards of animals, especially in markets with limited regulatory protections. At the same time, we want to celebrate those destinations and attractions that are leaders in caring for animals and those in the tourism industry who help further the cause of animal welfare, conservation, and the preservation of endangered species. We want to thank the dozens of trade groups, academics, and non-governmental organizations who helped us design our path forward as a company."



**MR. STEPHEN KAUFER**  
PRESIDENT AND CEO OF TRIPADVISOR

## 5. WHAT CAN VIETNAMESE COMPANIES DO?

### 5.1 SET NEW TRENDS IN VIETNAM

Vietnam is executing its Sustainable Development Strategy for 2011-2020, through which social progress and equality, the protection of national resources and the environment, socio-political stability, protection of independence, sovereignty, unification, and the territorial integrity of the country must all be taken into account in growth and development planning. Industry 4.0 and free trade agreements, such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, are creating opportunities for Vietnamese companies to transcend borders for increased market share and higher profits but are also pressing them to comply with international norms, including regulations on the protection of endangered wildlife species.



### 5.2 TAKE ACTION WITH A TIME-BOUND PLAN

Here are some simple ways your company can enact effective wildlife-focused CSR:

#### Internal compliance

- Make a public statement announcing the company's zero-tolerance stance on illegal wildlife consumption;
- Incorporate behavior change messaging into the company's relevant external communication channels (websites, Facebook, publications), stating your views and policies on the use of illegal wildlife products;
- Share and display behavior change messaging;
- Prepare pledges for staff to sign, stating that they will not harm the company's reputation by purchasing, consuming, or gifting illegal wildlife products and that they will not like or share any online posts relating to illegal wildlife products.

## Partner compliance

- Develop a code of conduct stating you will not work with those involved in the illegal trade or consumption of wildlife products, and share this with staff, partner, clients, consumers, suppliers, and the community.
- State in the contract, memorandum of understanding, and/or other relevant documents with suppliers and customers that the company does not tolerate illegal wildlife trade.

## Easy-to-implement campaigns:

- Use an e-signature with a message about wildlife protection;
- Encourage staff to participate in wildlife protection activities;
- Sponsor wildlife protection activities;
- Include an image or message on corporate communications materials;
- Conduct internal training sessions that integrate wildlife protection issues;
- Host an event or publish an article to spread the behavior change message; and
- Join the community of wildlife protection at: <https://www.changewildlifeconsumers.org/>.



## Display a behavior change standee



Standee displayed at Quang Vinh Ceramics

## Display a behavior change poster



Poster displayed on a Tuan Hoan Transport and Trading Company bus



## 5.3 SAMPLE TEXTS FOR WILDLIFE PROTECTION MESSAGING

Here are some sample texts your company can put into use immediately to show your company's support for wildlife:

1

### Public statement

Sample text

Wildlife protection is one of the main pillars of [Company name]'s corporate philosophy. It is an integral part of the business strategy. Our wildlife protection guidelines oblige all [Company name] employees [location: *worldwide/in...*] not to purchase, consume, or gift illegal wildlife products.

2

### To incorporate into environmental CSR policy

Sample text

Our aim is to ensure that our business activities help to protect and conserve nature, including endangered wildlife species. Our environmental policy is based on the following principles:

- Only manufacturing products that pose no risk to the environment when they are used and disposed of as intended;
- Conserving natural resources by prohibiting the illegal use of wildlife species.

3

### To incorporate into the code of conduct and/or internal regulations of the company

Sample text

Employees must:

- Not purchase, consume, and/or gift illegal goods, including illegal wildlife products;
- Actively participate in social and environmental programs organized by the company and/or other organizations, including wildlife protection campaigns.

## 6. WHAT CAN THE CHI INITIATIVE DO FOR YOUR BUSINESS?

- Help you develop or strengthen your company's CSR strategy, code of conduct, and/or internal regulations to include key actions that demonstrate your corporate commitment to tackling illegal wildlife trade;
- Provide information about wildlife trade, deliver featured presentations, give training on how to raise awareness among and encourage action by your staff to address the international illegal wildlife trade crisis;
- Provide guidance on how to strengthen your reputation as a socially responsible business;
- Provide access to wildlife protection community workshops/events;
- Provide you with an opportunity to become a key opinion leader for wildlife protection initiatives and/or offer opportunities to be a keynote speaker at relevant workshops/events;
- Support you in designing behavior change banners/standees and other communication products/materials for dissemination; and
- Provide you with guidance and information to help you comply with laws and regulations on wildlife trade.

## CONTACT INFORMATION

Contact USAID Wildlife Asia or TRAFFIC for questions on implementing a wildlife-focused CSR policy. Behavior change resources and case studies are available at [ChangeWildlifeConsumers.org](http://ChangeWildlifeConsumers.org)



<https://www.usaidwildlifeasia.org>

USAID Wildlife Asia works to address wildlife trafficking as a transnational crime. The project aims to reduce consumer demand for wildlife parts and products, strengthen law enforcement, enhance legal and political commitment, and support regional collaboration to reduce wildlife crime in Southeast Asia, particularly in Cambodia, Laos, Thailand, Vietnam and China. USAID Wildlife Asia focuses specifically on elephants, rhinoceroses, tigers and pangolins.

<https://www.traffic.org>

TRAFFIC is a leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. Our mission is to ensure that trade in wild animals and plants is not a threat to the conservation of nature.

**TRAFFIC International in Vietnam**  
Room 307-308, A2 Building,  
Diplomatic Complex, 298 Kim Ma  
Street, Ba Dinh District, Hanoi, Vietnam  
Phone: + 84 24 3726 5023  
Fax: +84 437 264 665  
Email: [tsea.gmp@traffic.org](mailto:tsea.gmp@traffic.org)

<https://www.changewildlifeconsumers.org>

The Social and Behaviour Change Communication Community of Practice is a community of conservation practitioners, non-governmental organizations, government agencies, academics, researchers, social marketers, and advertisers who believe that behaviour science approaches can help to reduce demand for illegally traded wildlife products - which is crucial to securing a vibrant future for threatened species.

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<http://suctaichi.com/>