



**CORPORATE
SOCIAL
RESPONSIBILITY**

How to integrate wildlife protection
into CSR

GOOD FOR VIETNAMESE BUSINESS, GOOD FOR THE WORLD'S WILDLIFE

Business leaders can take advantage of increasing consumer interest in social and environmental issues by showing leadership in their attitudes towards the consumption of illegal wildlife products. This guide was created through the joint efforts of TRAFFIC, Intelligent Media and the Vietnam Chamber of Commerce and Industry to inspire and support this leadership.



The Vietnam Chamber of Commerce and Industry (VCCI) is a national non-governmental, non-profit organization which assembles and represents the business community, employers and business associations of all economic sectors in Vietnam. It seeks to promote trade and business relations, including with enterprises abroad.



TRAFFIC, the wildlife trade monitoring network, is the leading non-governmental organization working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development.



IntelligentMedia uses evidence-based communication, a deep understanding of local insight, and innovative communications channels to create valuable behavior change communication in Viet Nam.

TRAFFIC

Viet Nam Office
No 32, Lane 34 Van Bao Street
Ba Dinh District, Hanoi, Viet Nam

Tel: 84 4 37265028 / Fax: 84 4 3726 4665
www.traffic.org
www.facebook.com/trafficsea.gmp

This guide was created with the support of generous donors, including the Peace Parks Foundation (www.peaceparks.org).

WHY WILDLIFE MATTERS TO BUSINESS

By pledging to protect the world's wildlife, you can give your company an opportunity to enhance its reputation, attract more customers, partners and investors, and reduce reputational and legal risks. You can help people who depend directly on wild plants and animals for food, shelter and health, or as a source of legitimate income.

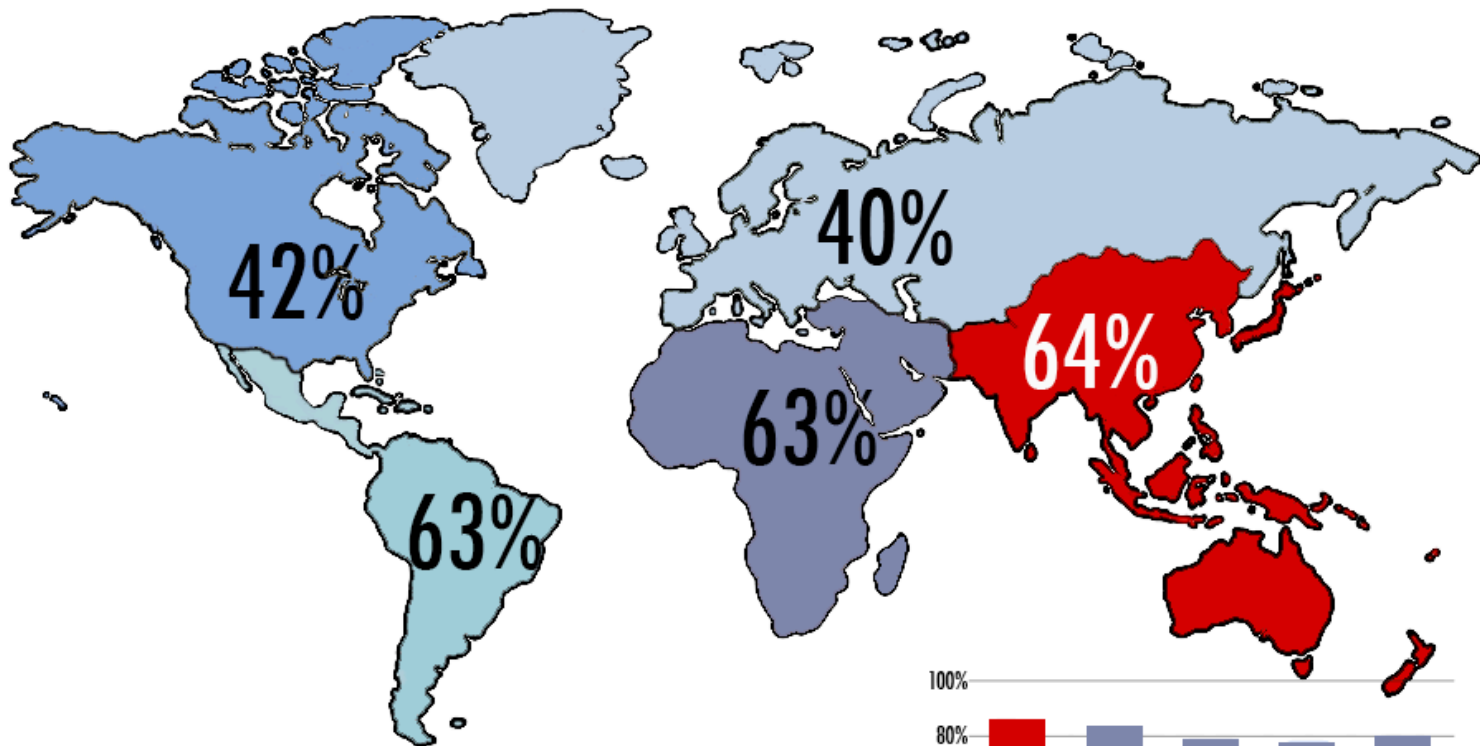
By contrast, illegal wildlife trade is carried out by unscrupulous operators who do not care how they harm people or the environment. It is estimated by some to be the fourth largest illegal global trade after narcotics, counterfeiting and human trafficking.

Illegal wildlife trade:

- Undermines governance,
- Supports criminal activity,
- Harms important wild species,
- Negatively affects sustainable economic growth,
- Undermines sustainable livelihoods,
- Reduces your social status and causes you to lose face in your community,

...all of which are bad news for business.

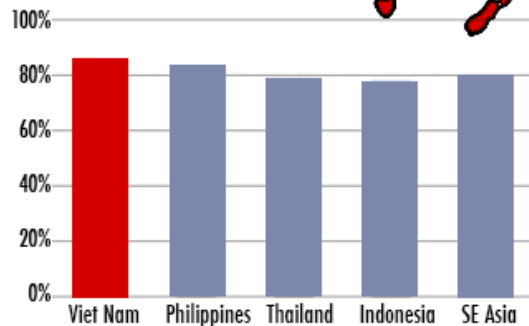
CONSUMERS WILLING TO PAY MORE FOR SOCIAL RESPONSIBILITY



"We see the strongest propensity to buy socially and environmentally responsible brands from consumers in emerging markets such as the Philippines, Viet Nam and Thailand where consumers face extreme levels of poverty and frequent encounters with natural and environmental disaster.

Consumers in these markets are looking for brands which are committed to supporting local communities and improving the state of the environment. Brands should act fast to address this rising demand."

- Stuart Jamieson, Managing Director of Nielsen Philippines



SETTING NEW TRENDS

In Viet Nam and across the world, consumers are increasingly turning their backs on companies and organizations they consider unethical or irresponsible. The rise of social media, like Facebook, Twitter and several Vietnamese platforms, has given consumers the power to expose negative or destructive practices and quickly fuel online conversations denouncing illegal, immoral or unethical business behaviour.

To succeed in this new environment, companies need to incorporate these CSR principles into their business practices:

- Commitment to social issues, including environmental protection and wildlife conservation
- Transparency
- Accountability
- Ethical behaviour
- Respect for stakeholder interests
- Following the rule of law
- International behavioural norms

By supporting efforts to eradicate the consumption of wildlife products traded illegally, you are showing that you:

- Are a successful innovator and influencer within the business community;
- Are a role model for peers, colleagues, friends and family;
- Have a pioneering attitude, leading the way in creating new social and corporate norms.

As a successful business leader in Viet Nam, you already have influence over your staff and the wider business community: when you speak, people listen. Your business policies can help influence the country's wider policies.

Your position makes you a role model for your employees, as well as for peers, friends and family. You have earned their respect in part because of your pioneering attitude. You are successful because you are creative, innovative and receptive to new concepts, ideas and practices.

TRAFFIC, the wildlife trade monitoring network, would like to work with you so we can both benefit from your leading position in the business community to develop a new and innovative Corporate Social Responsibility plan to protect the world's wildlife.



**GAIN PROSPERITY THROUGH
YOUR INNER STRENGTH.
LOSE IT WITH RHINO HORN.**



"I have overcome many obstacles to achieve success relying only on my strong will, not on a piece of horn."

VIET NAM'S BUSINESS COMMUNITY CAN LEAD THE WAY

Corporate Social Responsibility (CSR) is a business management concept whereby companies integrate social and environmental concerns into their business operations. CSR is generally understood as being the way whereby a company improves its business practices whilst also meeting the expectations of shareholders and stakeholders through a focus on economic, environmental and social imperatives.

Why CSR?

- Win new business and increase customer retention
- Differentiate yourself from your competitors
- Improve your business reputation and standing
- Comply with national and international policies and manage risk
- Generate innovation and learning and enhance your influence
- Develop and enhance relationships with customers, suppliers and business networks
- Attract, retain and maintain a happy workforce
- Earn access to investment and funding opportunities
- Generate positive publicity from media interest in ethical business activities

CSR & WILDLIFE PROTECTION

CSR typically includes the following six topics:

1. The Environment
2. Labour Practices
3. Fair Operating Practices
4. Consumer Issues
5. Governance and Human Rights
6. Community Involvement

Wildlife protection is included within “The Environment,” which also covers:

- Pollution prevention
- Sustainable resource use
- Climate change mitigation and adaptation
- Protection of the environment and biodiversity, and the restoration of natural habitats

This means that your business should protect the environment by conserving biological diversity, protecting endangered species, avoiding polluting practices, using resources sustainably and taking steps to mitigate and adapt to climate change.

WHAT YOUR COMPANY CAN DO

TRAFFIC can help you develop a CSR strategy incorporating the following activities and practices to tackle illegal wildlife trade and promote wildlife protection:

STATEMENT

- Incorporate a CSR message into your Company Profile, stating your views and policies on the use of illegal wildlife products.

INTERNAL COMPLIANCE

- Incorporate your company's stance on illegal wildlife trade into your company's credentials, corporate profile, Code of Conduct and HR and CSR policies;
- Share messages about your zero tolerance policy and list consequences for the consumption of illegal wildlife products, especially rhino horn;
- Prepare a pledge for staff to sign, stating they will not harm the business's reputation by consuming illegal wildlife products, especially rhino horn.

PARTNER COMPLIANCE

- Develop a Code of Conduct for business partners stating you will not work with those involved in illegal trade or consumption of wildlife products, especially rhino horn.

CAMPAIGN

- Use an e-signature with a message about wildlife protection;
- Post a banner on your company website;
- Include an image or message on corporate communications materials;
- Host an event or publish articles to spread the campaign message.

WHAT TRAFFIC CAN DO FOR YOU

- Help you develop or strengthen your company's CSR strategy to include key actions that demonstrate your corporate commitment to tackling illegal wildlife trade;
- Raise awareness among and encourage action by your staff to address the international illegal wildlife trade crisis, especially the poaching of rhinos;
- Tell your staff where to find accurate information about proven medical treatments;
- Strengthen your reputation as a pioneering and socially responsible business;
- Provide you with guidance and information to help you comply with laws and regulations on illegal wildlife trade.

