



COMPANY PROFILE

GREENU

Inspiring and supporting customers to
develop comprehensive solutions for
sustainable development and green business.





GreenU

Creating a green community

Overview

Founded in January 2016, Supporting Green Development Social Enterprise (GreenU) offers consulting, training, communication, construction, and project implementation services in the following areas: (i) Social Impact Business and Sustainable Livelihoods, (ii) Marine Waste and Plastic Pollution, and (iii) Circular Economy.



GreenU build solutions that are co-creative and nature-aligned, based on understanding and dedication, to deliver optimal efficiency for our customers.



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Philosophy

GreenU believes in people's ability to create a life in harmony with the natural environment. We uphold the right of every individual to choose a quality lifestyle while contributing to community and environmental values.

GreenU recognizes the inherent strengths of each customer, partnering with them to identify and harness these resources for optimal solutions.

Core values



CO-CREATION

Partnering with customers to develop beneficial solutions for the community and environment



HARMONY WITH NATURE

Promoting lifestyles and production methods that respect nature and indigenous cultures, focusing on conservation and pollution reduction.

Vision

Creating a green community

Mission

Inspiring and supporting customers to develop comprehensive solutions for sustainable development and green business.



UNDERSTANDING

Understanding customer aspirations and conditions to provide suitable products and services.



DEDICATION

Commitment to being fully present and customer-centered in all engagements.



EFFICIENCY

Emphasizing circular solutions to maximize resource utilization.



Products and Services

Project Design and Implementation

GreenU partners with prestigious organizations such as the United Nations Development Program (UNDP), the Australian Aid Foundation,...

With a team of experts with over 20 years of experience, we provide professional project design and implementation services for various development projects in:



- (i) Social Impact Business and Sustainable Livelihoods,**
- (ii) Marine Debris and Plastic Pollution,**
- (iii) Circular Economy**

Research Services

GreenU supports organizations and businesses in conducting research and surveys to make rational and effective decisions. Our expert team provides comprehensive research services, including market research, marine plastic waste status surveys, product value chain analysis, livelihood development models, business development consultancy, and policy impact studies.



Consulting - Training



Business Development for Social Impact Businesses (SIB)

GreenU provide tailored business development training and consulting, including production organization, market access, product development, trademark registration, and leadership capacity building.



Sustainable Agriculture

Designing and consulting sustainable agricultural models like Permaculture and forest gardens, and livelihood models under forest canopies.



Environmental Education

GreenU applies experiential training-consulting methods, which are designed flexibly and suitable for different target groups. Main training and consulting fields: i) organize training courses on the impact of waste on health and the environment and solutions; ii) consulting on implementing models of waste reduction, waste recycling



Communication

GreenU offer tailored consulting services to meet specific communication goals, including message development, engagement strategies, media crisis handling, and long-term communication planning.



CSV (Creating Shared Value)

is a business model that simultaneously creates social and economic value in a sustainable way for both businesses and the community. This model pursues financial success in a way that delivers value to partners, customers, governments, the environment, shareholders, and employees.



CSV is the key to ushering in a new wave of growth in the modern world. GreenU will accompany customers to build a successful CSV strategy that will create positive impacts for society, protect the environment. These impacts will create economic value for businesses, enable businesses to expand, thereby continuing to create new impacts on the community. GreenU has experience in implementing CSV activities with domestic and international enterprises and organizations such as KPMG, Coca-Cola, Sun Life,...

GreenU cooperates with businesses to organize CSV activities in the following areas: (i) Developing livelihoods for the community; (ii) Reducing plastic waste; (iii) Planting trees for afforestation; (iv) Nature conservation.

Extended Producer Responsibility - EPR

(EPR) is an Environmental policy approach whereby the responsibility of the producer of a product is extended to the disposal phase of the product's life cycle. The EPR requires manufacturers to take responsibility for the management of products after they become waste, including: collection; pretreatment such as sorting, dismantling or decontamination; (in preparation for) reuse; recovery (including recycling and energy recovery) or final disposal. In other words, EPR shows that the responsibility of the manufacturer does not stop at the product, but extends to the management of post-consumer waste.

GreenU provides consulting - training services for businesses to manage post-consumer waste, fostering recycling responsibility, and promoting a circular economy. EPR supports recyclable waste collection for the recycling sector, and waste separation at community level.



Circular Economy

Shifting from a linear economy to a circular economy is a global trend, and Vietnam is not an exception

This is the best way to deal with the relationship between economic growth and its negative effects on resource depletion, pollution and environmental degradation, or in other words, countries no longer having to trade-off between development and environmental degradation, simultaneously realizing various goals of sustainable development.

GreenU provides consulting services, assessment, assisting businesses in transitioning to circular economy models, including waste management, manufacturing, and creating ecosystems for sustainable development.

Business Coaching

GreenU offers one-on-one and group coaching services for business directors to enhance leadership capacity and build cohesive, effective businesses.



Partners - Clients

GreenU has been a long-time partner with reputable funding organisations, both national and international, accompany with businesses in various industries and fields

International



USAID
TỬ NHÂN DÂN MỸ





National









GreenU

Social Enterprise GreenU

With a vision of creating a green community, GreenU collaborates with clients to provide systematic and feasible solutions that optimize resources, leveraging internal capabilities for sustainable production, services, and consumption.

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