

IMPACT REPORT

GreenU, Social Enterprise
2018 - 2024



CONTENTS

01

INTRODUCTION

02

**IMPACT
AREAS**

03

**KEY
FIGURES**

04

**MAIN
ACTIVITIES**



Q1

INTRODUCTION

ABOUT GREENU



GreenU, founded in 2016 in Hanoi, is a company providing consulting, training, communication, construction and project implementation services.

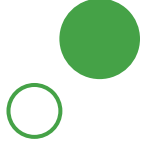


With the vision of creating a green community, GreenU offers innovative and professional methods in order to create feasible, specialized and suitable solutions to each customer.





VISION, MISSION, CORE VALUE



VISION

Creating a strong
community



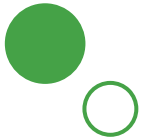
MISSION

Inspire & accompany customers to
create comprehensive solutions for
sustainable development and
greening business



CORE VALUE

Co-creation - According to
nature - Understanding -
Dedication - Efficiency



OUR PARTNERS

International



USAID
TỪ NHÂN DÂN MỸ



OUR PARTNERS

National



Sun Life





IMPACT AREAS

02





Environment & Sustainable Development



- Implementing and Consulting on project about Environment and Sustainable Development
- Organizing training course on environmental and sustainable development





Marine Litter & Plastic Pollution



- Organizing events, workshops relating to plastic recycle
- Organizing classes and courses on plastic pollution and people's health
- Implementing marine litter and plastic pollution projects
- Consulting on marine litter and plastic pollution projects



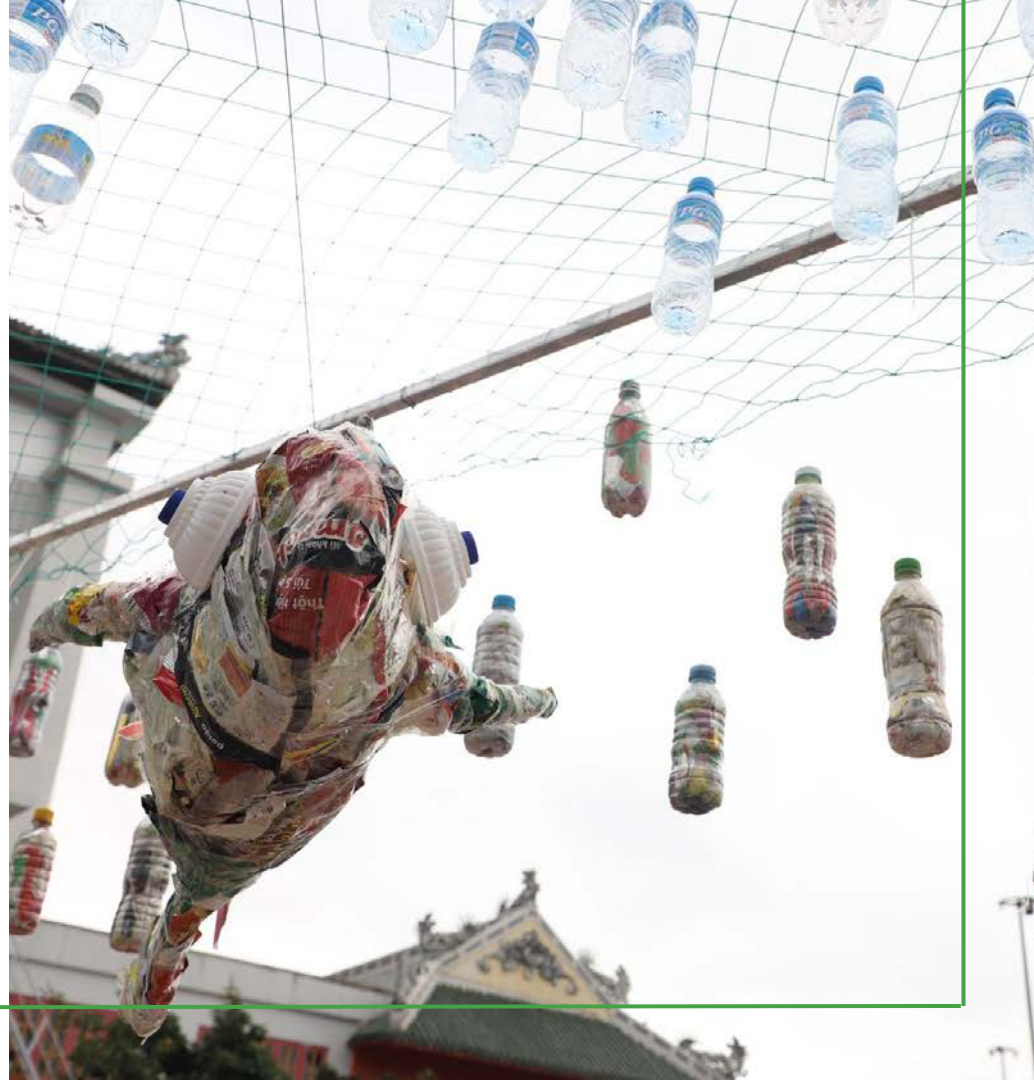
Inclusive Business

- Creating a strong network and ecosystem between Social Impact Business, Intermediaries and Related Parties
- Consulting, Training and Coaching services for Inclusive Business
- Implementing and Consulting projects on Inclusive Business



03

KEY FIGURES



KEY FIGURES



Managed

50+

**Projects &
Consultancies**



14,000 +
People &

Communities

are inspired & participate
in green community
building activities



300+
Businesses

supported start-up and
business development



5,000+
**Tons of Plastic
Waste**

are collected,
reused & recycled

A photograph of a beach heavily littered with plastic waste, including bottles, bags, and fragments of foam. The debris is piled up along the shoreline, with the ocean visible in the background under a cloudy sky. The entire image is overlaid with a semi-transparent green filter.

04

MAIN ACTIVITIES

PROJECT



2024 - 2025
(Phase I)



Lao Cai, Son La province, Vietnam

WOMEN ENTREPRENEURS IN LEADERSHIP AND BUSINESS (WEL)

51

Trained coaches to support businesses in incubation and acceleration phases

85%

Trained SMEs/participants have changed to Business acceleration

290

Business households workers in increasing income through tourism and agriculture-based enterprises.

55

Businesses participated and received support, coaching

PROJECT



2022 - 2025



National

PIONEERING COMPANY, COMMUNITY, AND CONSUMER RESPONSIBILITY IN PLASTIC WASTE (P3CR)

02

Successful pilot models connecting producers, cooperatives, recyclers, and technology platforms.

5.880+

People were engaged through awareness-raising and capacity-building activities on plastic waste sorting and recycling.

05

National policies were successfully contributed with technical inputs on EPR

2.460+

Tons of waste sorted and collected, with: 1480 tons of solid waste, 980 tons of plastic waste.

PROJECT



2022 - 2024



National

CENT FOR SUPPORTING SOCIAL IMPACT BUSINESSES (SIB HUB)

281

members joining the center, including 158 SIBs and 18 intermediaries

98

SIBs gain benefits from the project, including 62 startup entrepreneurs and 38 female entrepreneurs

35+

training programs, enhancing knowledge and skills for SIBs and connecting programs

10

newsletter sent to SIB and related others

PROJECT



2020-2021



Lao Cai, Vietnam

PROMOTING LAO CAI WOMEN'S ENTERPRISES TO EXPAND THEIR

22/32

supported groups achieved revenue growth with an average increase of 52%

06/32

groups upgraded business entities

315

total number of direct beneficiaries (of which 200 women)

5,545

total indirect beneficiaries including seasonal workers, partners and members of households



2020-2021



Lao Cai and Son La, Vietnam

ACCELERATING MULTI-DIMENSIONAL POVERTY REDUCTION & SOCIO-ECONOMIC DEVELOPMENT IN ETHNIC MINORITIES AREAS

307

Direct beneficiaries

835

indirect beneficiaries

10

impact programs have been organized through online and offline forms to adapt in the Covid-19 period

45%

of the units have developed innovative business ideas to adapt to the Covid-19

RESEARCH

Market research on Plastic recycling in Vietnam



2023



**Northern Region,
Vietnam**

1. Overview of the recycling market in Vietnam: Present market capacity and annual production in Vietnam and the northern areas
2. Overview of the relevant policy in Vietnam, its present status and expected changes in near future
3. Description of sourcing network and quality assessment projection for next 5-10 year by source and type of polymers

PROPOSAL

A MARKET SOURCING
STUDY FOR PLASTICS
RECYCLING IN VIETNAM



RESEARCH

Survey on Supply chain collecting and recycling of scrap plastic system in Ha Long city



2020



Ha Long,
Quang Ninh,
Vietnam

1. Identify the material flow diagram of scrap plastic collected by the informal system in Ha Long city.
2. Survey and evaluate the current status of object of informal scrap plastic collecting and recycling system (collectors of scraps, waste pickers, URENCO workers, recycling facilities)
3. Identify the factors that affect the sustainability of the informal plastic waste recycling system in Ha Long.

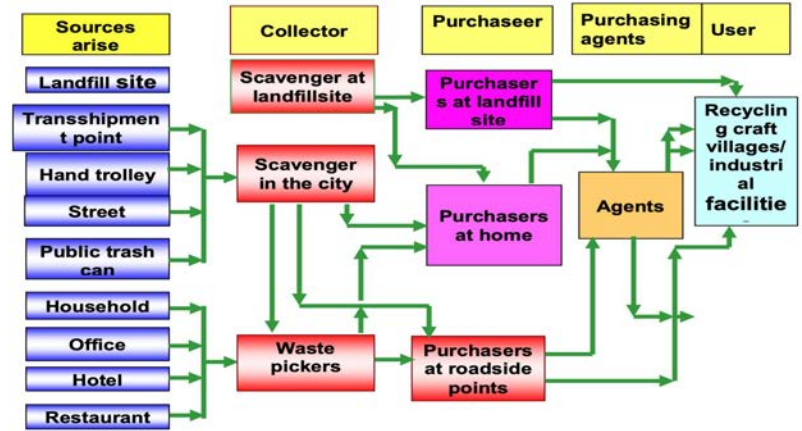


Figure 1. Organization chart for collecting and recycling scrap plastic of the informal system



RESEARCH

Market research on Recycled material products



2020



National

- Provide an overview of the market for products made from recycled materials, especially bags, backpacks and shopping bags to support start-ups.
- Analyze the competitors in the market and provide recommendations.

Products	- Fashion handbags, shopping bags, backpacks, cup coasters, makeup bags, lunch box bags, pen cases, gym duffle bags, storage racks, crossbody bags
Customers	- Organizations working on environmental projects, Youth Union. - Individual customers who are aware of environmental issues. These are mainly women and students.
Price range (VND)	- Housewife. - Customers between 18-40 years old. - It ranges from 15,000 - 150,000 VND depending on the products. - Shopping bag: 30-35,000/piece - Handbag: unspecified - Combo 109,000/5 pcs
Distribution Channel(s)	- Direct sales at stores in Hanoi. - Direct sales at fairs.
Media Channel	- Online distribution through Facebook ⁹ and Shopee.
Promotions	- Facebook (either of the owner or the events that Gaea is attending). - Discount products on special occasions - Campaign to extract profits for tree planting fund - Create product discount combos
Customer care	- There is a mechanism to receive feedback and provide post-purchase care, but it is not well-established.

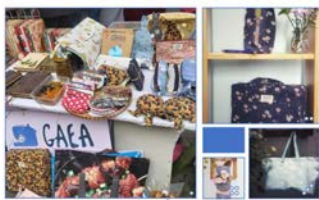


Image 10. Products from Gaea (Source: Gaea Facebook page)

3.2. Indirect competitors

Green Life Ha Long's indirect competitor is the Dong Dong Saigon company because it sells the same recycled products but differs in terms of the target market and selling prices. The Meo Tom Handmade production facility is also an indirect competitor who provides recycled products from jeans with a similar target market. Large companies supplying backpacks and bags recycled from PET bottles such as Adidas and Tucano are also indirect competitors. Because these companies have quite similar prices and markets, in this study, the writer will choose Adidas for analysis based on the right amount of information.

Table 3. An analysis of indirect competitors

Criteria	Dòng Dông Sài Gòn	Mèo Tom Handmade	Adidas
Scale	Vietnamese company (registered)	Vietnamese production facilities (not yet registered for business)	Registered multinational company
Product	Backpacks, bags, tote bags, wallets, stomach bags,	Backpacks, bags, tote bags, stomach bags, hats,	Backpacks, shoes, clothes, accessories, hats, masks

Customers are mainly office workers, which accounting for 71%. The second highest figure is Students with 14%. Civil servants, freelancers and retirees all account for 5% of customers who have used the product. Other subjects (chefs, journalists, teachers) have heard of the product but have not used it. Based on this analysis, Green Life Ha Long can focus on communication channels for customers who are office workers more.

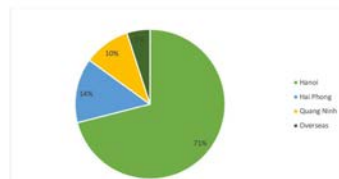


Figure 6. Customer analysis in terms of Locations

Potential customers of Green Life Ha Long mainly live and work in Hanoi (71%), followed by whom live in Hai Phong (14%) and Quang Ninh at 10%. 5% of customers are Vietnamese living abroad.

5.2. 4Ps Marketing Analysis

Feedback from the customer questionnaire will help Green Life build a 4Ps Marketing strategy (Product, Prices, Distribution Channels, Communication Channels) in accordance with the needs of the market.

5.2.1. Products

For customers who have not used the product, when choosing recycled products, they will prioritize choosing products according to a number of criteria as follows:

- Reasonable prices

- Environmentally friendly materials
- Unique products
- Fashionable, can be used by lots of people
- Convenient, can be used to store plenty of things
- Durable materials, can be used for a long time
- Hard to get dirty, easy to wash, quick to dry, easy to fold

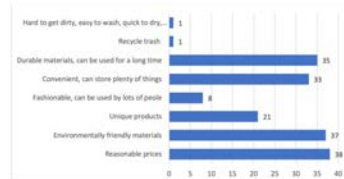


Figure 7. Criteria for recycled products

The customer's criteria related to the four main factors of the product are **price**, **material** (durable, environmentally friendly, difficult to get dirty, easy to wash, recycled materials), **aesthetics** (unique design, on-trend), **usage** (convenient, can store many things). In which, **price** is the most important criterion, followed by **material**, **usage** and finally **aesthetics**. From the above assessment, it can be seen that the customer file of Green Life's recycled products from panels is quite price sensitive.

⁹ <https://www.facebook.com/hiforecycle>

RESEARCH

Research on Businesses development in the circular economy



2023



National

Develop a toolkit to assess the business capability toward circular economy

What is the main purpose of the company (business line) in the SIB understanding?	inclusive business and/or CE				not eligible			
	Weighting	Max Score	sector benchmark	company actual (note details, esp. concrete numbers)	self-rating company by the company	expert 1 rate	expert 2 rate	expert 3 rate
The commercial return	40%	2,40				0,00	0,00	
company size	11%					0,00	0,00	
profitability	4%					0,00	0,00	
bankability	4%					0,00	0,00	
CE/IB model	20%					0,00	0,00	
revenue (today)	4%					0,00	0,00	
growth (3 years)	5%					0,00	0,00	
addressing business risks	6%					0,00	0,00	
profitability	5%					0,00	0,00	
Company governance	4%					0,00	0,00	
ES safeguard standards	5%					0,00	0,00	
The social and environmental impact of the SIB model					0	0,00	0,00	
for inclusive businesses (IB) (impact for people/BoP)	40%	2,40				0,00	0,00	
reach	15%					0,00	0,00	
beneficiaries	6%					0,00	0,00	
targeting BoP	5%					0,00	0,00	
women empowerment	4%					0,00	0,00	
depth and relevance	15%					0,00	0,00	
for income models	15%					0,00	0,00	
before - after	5%					0,00	0,00	
market rate and competitor	5%					0,00	0,00	
sustainability for B40, addressing the	5%					0,00	0,00	
for living standard models	15%					0,00	0,00	
reference of standard (incl. business line)	5%					0,00	0,00	

BẢNG ĐÁNH GIÁ MÔ HÌNH KINH TẾ TUẦN HOÀN CHO DOANH NGHIỆP

SO SÁNH GIỮA CÁC BỘ ĐÁNH GIÁ VÀ BENCHMARK	CEMA 04 Cấp độ: ☐ Chuẩn bị ☐ Bắt đầu ☐ Khởi động nhanh ☐ Dẫn đầu tiên phong	Khung bộ toolkit CE do chuyên gia a Nam - ☐ Cấp độ 1: Doanh nghiệp ý thức về CE ☐ Cấp độ 2: Doanh nghiệp hành động về CE ☐ Cấp độ 3: Doanh nghiệp tiên phong về CE	ToolKits Ellen MacArthur Foundation's Circularity Method	Version 3.0 of the Circular Transition Indicators, The Circular Transition Indicators (CTI) shaped by 30 WBCSD
	Định hướng Chiến lược	Quản trị	Vận hành	
Vật liệu Bền vững	Chiến lược và Kế hoạch	Tuần hoàn nguyên liệu	Theme 1. Strategy and Planning	CLOSE THE LOOP
Thiết kế	Con người	Tuần hoàn nước	Theme 2. Innovation	% material circularity
Chế tạo	Đối Môi	Sử dụng năng lượng tái tạo	Theme 3. People and Skills	% water circularity
Phân phối và Tiêu dùng		Phát thải KNK (tự chọn)	Theme 4. Operations	% renewable energy
Xử lý cuối vòng đời			Theme 5. External Engagement	OPTIMIZE THE LOOP
			Theme 6. Products and Materials	% critical inflow
			Theme 7. Services	% recovery type
			Theme 8. Plant, Property, and Equipment Assets	% onsite water circulation
			Theme 9. Water	VALUE OF THE LOOP
			Theme 10. Energy	circular material productivity
			Theme 11. Finance	CTI revenue
				IMPACT OF THE LOOP
				GHG Impact

CONSULTING



2018 - 2021



Ha Long, Quang Ninh, Vietnam

WOMEN-LED MODEL: Community recycling, creating collection chain

38,500

Women from Ha Long Women Union actively participated in project activities

572

Women in Ha Long received trainings in environment, waste segregation, safe waste collection, etc.

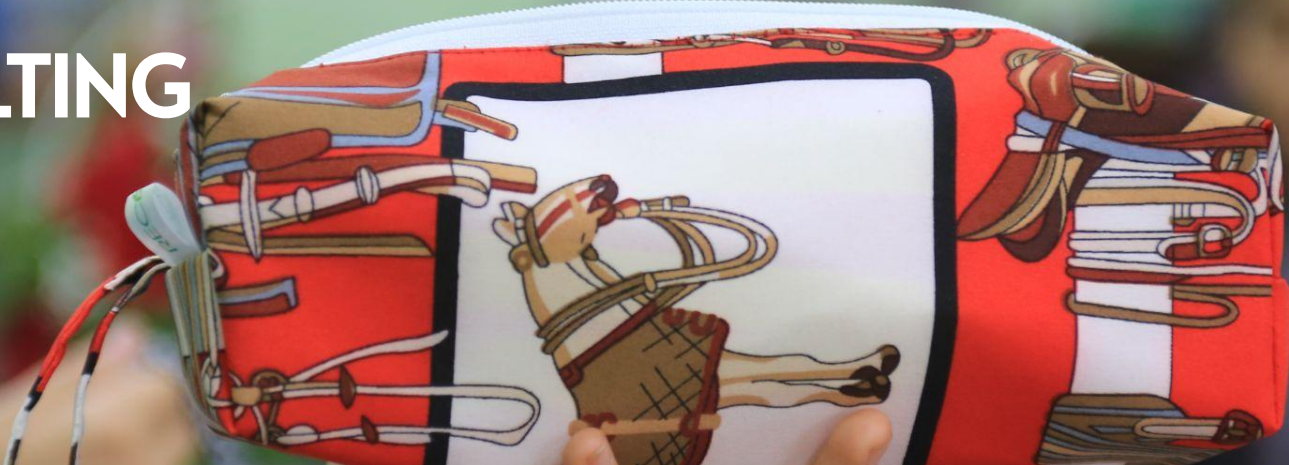
92,487

kg plastic were collected (approximately **3,081,800** plastic bottles)

314.07

(million VND)
(US\$13,655)
From selling collected plastic waste

CONSULTING



2018 - 2021



Ha Long, Quang Ninh, Vietn

WOMEN-LED MODEL: Community recycling, economic employment and business mindset

146

Women joined women-led start-ups in the reusing plastic business model

64.5 (tons)

Of waste was collected from two models: business and collection model

**290.7 (million VND)
(US\$12,639)**

Revenue from women-led, reusing and recycling plastic business models

CONSULTING



2022



Bac Tu Liem, Ha Noi, Vietnam

COMMUNITY-LED MODEL: Recycling Playground

150

Labor day of the staff of the residential group and the ward's women's members

10.051

kg of plastic waste were recycled

CONSULTING



2022 - 2023



Bac Tu Liem, Ha Noi, Vietnam

COMMUNITY-LED MODEL: Dinh Quan Pagoda – Waste sorting &

1.5 (tons)

of waste were collected

01

waste classification and treatment system was built

CONSULTING



2022 - 2023



Hoan Kiem, Ha Noi, Vietnam

COMMUNITY-LED MODEL: Zero Plastic Waste Schools

06

Training to raise awareness about plastic waste

03

Plans were co-design & co-implement to sorting waste in 3 primary schools in Hoan Kiem District, Hanoi

CONSULTING



*Tấm bạt này sẽ được tái chế thành các sản phẩm hữu ích để giảm rác thải nhựa



2018 -
present

COMMUNICATION ACTIVITIES

100 +

events/campaign were organized with partners to raise awareness & social behavior change about plastic waste, marine debris, circular economy,...

50 +

communication materials were well-design to raise awareness & social behavior change about plastic waste & health, circular economy,...

800 +

people were inspired & participate in green community building activities

CONSULTING



2022



National

COMMUNICATION ACTIVITIES: ORGANIZE PLASTINOVATION CONTEST

31

valid applications for the
Training round.

10.000+

hits through social
networking sites

03

Online training

1-1

Coaching for top 5
enterprises

CONSULTING



2022



Hanoi & Ho Chi Minh



Partner: Sun Life Vietnam

COMMUNICATION ACTIVITIES: ORGANIZE RECYCLE ART WORKSHOP

120

people were participated to raise awareness about plastic waste

20 + (kg)

plastic waste were collected and recycled

CONSULTING



2023



National and International

COMMUNICATION ACTIVITIES: ORGANIZE INTERNATIONAL WORKSHOP

45

delegates and specialists in marine debris pollution and plastic pollution were participated in the conference

5

International organizations attended the conference

15

Presentations and discussions are made to share knowledge and best practices in the regions

CONSULTING



2022



National



Partner: USAID IPSC

COMMUNICATION CAMPAIGNS: VIETNAM ESG INITIATIVES

158

Applications for the
Vietnam ESG Initiatives

10.000+

hits through social
networking sites

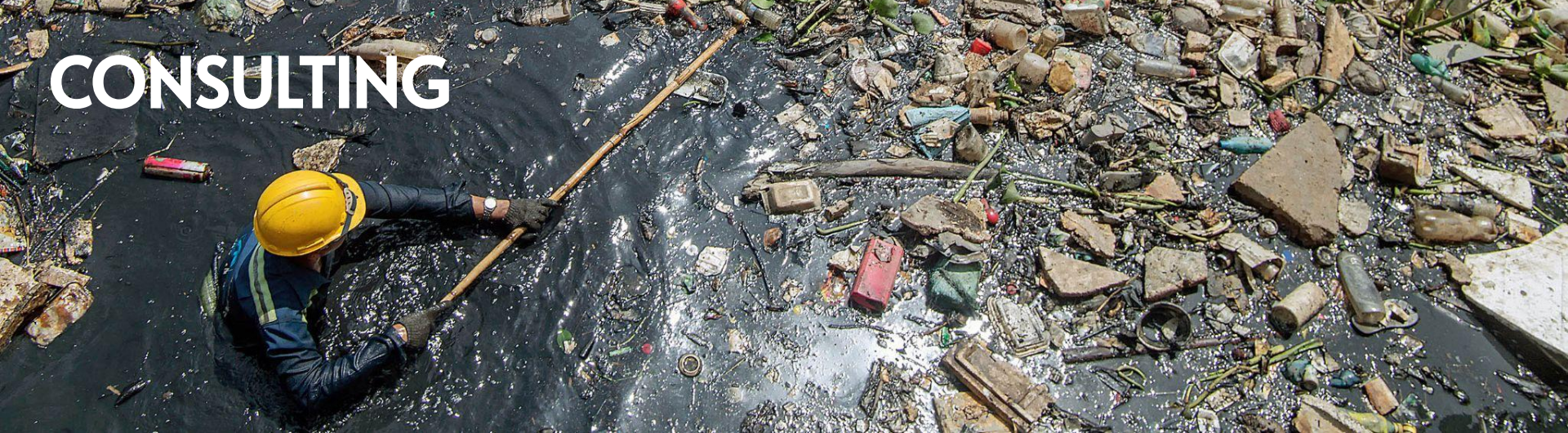
03

Conference and
awareness raising
seminars

400

Enterprises received
innovation information
via email marketing

CONSULTING



2022



National

COMMUNICATION CAMPAIGN: PLASPICS HUNTER

267

Photos and pictures about plastic pollution were taken during the campaign

11

Photos won the prizes in the contest



2021



National

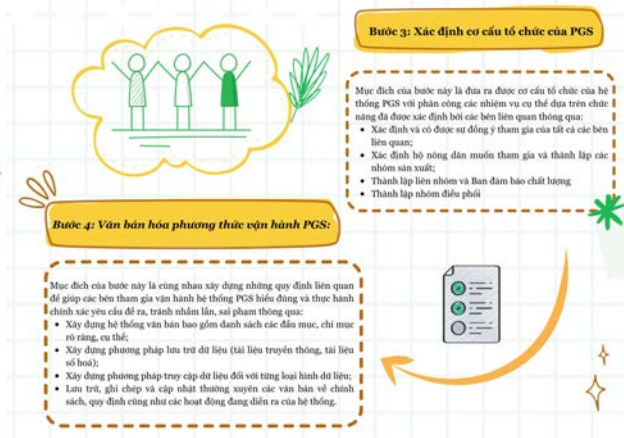
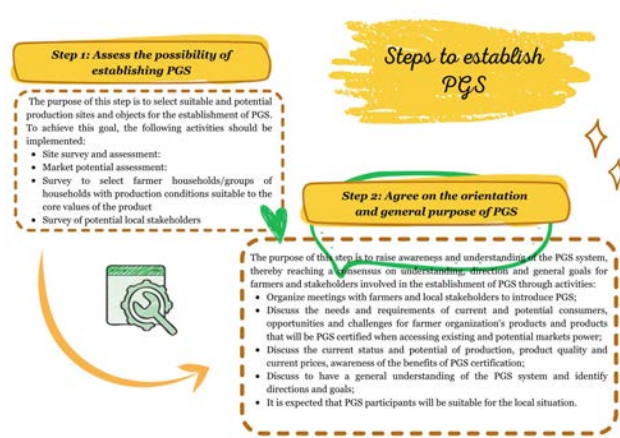
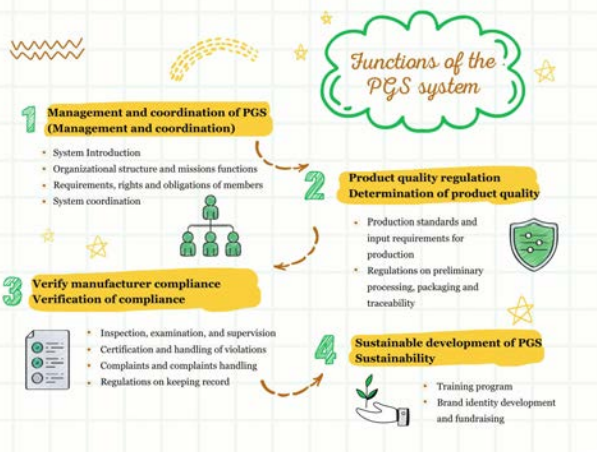
COMMUNICATION CAMPAIGN: PLASTIC TALK

18

teams present about the artworks in the campaign

11

Artworks won the prizes in the contest



2022



Hanoi

DOCUMENTARY DESIGN: PGS SKETCHNOTE

40

Pages of sketchnote were drawn



PHƯƠNG PHÁP CSIRO

Phương pháp tiếp cận: Thu thập mẫu thống kê cho
ĐẤT LIỀN, VÙNG SÔNG, VÙNG VEN BIỂN VÀ BỀ MẶT BIỂN

Phạm vi áp dụng



Vùng bờ biển



Vùng nước bề mặt



Vùng đáy biển



2022



Online

DOCUMENTARY DESIGN: MARINE DEBRIS MONITOR E-LEARNING

7

Videos were made for the
e-learning course

TRAINING ACTIVITIES



36

Training programs to raise awareness and communicate on plastic waste for the community, including businesses, organizations, pupils, students, schools, women, business households, communities

2630

People who have participated in training programs with a view to raise awareness about plastic waste and environmental health

TRAINING ACTIVITIES



II

programs for pupils,
students

07

programs for domestic
and international
companies

II

programs for the
community, residential area

07

programs for women groups
and unions

COACHING ACTIVITIES



XY

programs for pupils,
students

07

programs for domestic
and international
companies

II

programs for the
community, residential area

07

programs for women groups
and unions



PROGRAMS FOR PUPILS AND STUDENTS

II

programs for pupils and students in big cities of Vietnam such as Hanoi, Quang Ninh, Thanh Hoa,.... with ages ranging from 6 years old to 25 years old

A number of programs have enabled to form groups of young people who love the environment and maintain regular activities on environmental protection and spreading green actions in the community.

PROGRAMS FOR ENTERPRISES



07

programs for enterprises and organizations such as Hasbro, Etek, Navigos, KPMG, Vietnet-ICT, Sun Life VietNam,....

The programs have helped employees understand about environmental issues and their responsibilities in reducing waste in the business and in production.

In addition to the knowledge sharing, people are also learn to recycled and reused products from plastic waste, aiming to create creative habits and reduce waste through green actions.



PROGRAM FOR WOMEN GROUPS AND COMMUNITIES

18

training programs to raise awareness for women and communities about plastic waste and public health

The programs are organized in a variety of forms and use a method that combines multi-sensory interactions to help participants easily absorb knowledge and have deep feelings that affect the subconscious, thereby motivating them to take action



BUSINESS COACH I-I

18

training programs to raise awareness for women and communities about plastic waste and public health

The programs are organized in a variety of forms and use a method that combines multi-sensory interactions to help participants easily absorb knowledge and have deep feelings that affect the subconscious, thereby motivating them to take action



GREENU

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