

## COMPLETION REPORT

Corporate Social Responsibility in Environmental Protection: Experiences from Japan and Lessons Learned for Vietnam

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Corporate social responsibility (CSR) is a concept whereby companies fulfill accountability to their stakeholders by integrating social and environmental concerns in their business operations. Under CSR, companies are expected to perform economic functions (producing and allocating economic value according to laws and market forces) and social functions (implementing voluntary initiatives to contribute to society). Adoption of CSR to environmental management is the right approach to managing the current environmental pollution in many countries in the world. Japan is a country with a good experience in industrial pollution controls and environmental management. Apart from the environmental protection legislations and various enforcement activities, Japanese authorities promote the adoption of various voluntary environmental programs including CSR. These efforts help Japan become a leading country in dealing with industrial pollution, having rigorous environmental parameters and business obligations, compared to world standard. The success of CSR in Japan certainly provided the useful models that may be adapted to the conditions in developing countries, including Vietnam. By promoting the concept of CSR, the Government of Vietnam has clearly signaled that it is embarking on a significantly greater use of voluntary instruments as a policy tool to prevent the further degradation of the country's environment and to improve environmental quality.

The primary objective of this research was to explore policy recommendations to promote CSR in environmental protection in Vietnam. A survey of companies in the northern, central and southern provinces of Vietnam was conducted in 2014 to understand the current practice and possibility of CSR adoption in Vietnam. The study's results indicate a rather poor CSR performance of the companies in Vietnam. Most companies show little concern for environmental improvement. They are not under much pressure to change.

It was also found that the government remains to be the most important source of pressure on companies to improve their environmental performance. However, this advantage largely depends on the government's enforcement and inspection capacity. Also, exposure to the export market can be a potential source of motivation for firms to have a good environmental performance, particularly when enterprises try to expand their market. This report also cites policy recommendations such as raising awareness and employing a multi-stakeholder and collective action approach to promote the adoption of CSR in Vietnam.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)
<p>Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)</p> <p>(1) Journal of Review of Africa and Middle East Studies, No. 04 (104) April 2014, Assessment of FDI enterprises' compliance to regulation of environmental protection in Vietnam, Le Ha Thanh and Vu Mai Trang</p> <p><a href="http://iames.gov.vn/iames/tap-chi-nghien-cuu-chau-phi-va-trung-dong/muc-luc/tap-chi-nghien-cuu-chau-phi-va-trung-dong-so-4-104-thang-4-2014-854.html">http://iames.gov.vn/iames/tap-chi-nghien-cuu-chau-phi-va-trung-dong/muc-luc/tap-chi-nghien-cuu-chau-phi-va-trung-dong-so-4-104-thang-4-2014-854.html</a></p> <p>(2) Proceedings of National workshop on Green Growth in Vietnam, December 2014, Corporate social responsibility in Japan, Le Ha Thanh, Bui Mai Thuong and Dang Thi Phuong Ha</p> <p>(3) Supervisor a master thesis for master student Bui Mai Thung on the topic 'Corporate Social responsibility in environmental protection in Vietnam'. Date of defence 25 December 2014</p>
Book (Publisher and Date of the Book, Title and Author of the Book, etc.)