

Opening Ceremony of “Mizuiku – I Love Clean Water” 2018
Quang Nam Province, 22/03/2018

On the occasion of World’s Water Day (March 22), Suntory PepsiCo Vietnam Beverage (Suntory PepsiCo Vietnam) in collaboration with the Central Council of Ho Chi Minh Young Pioneer Organization and Vietnam National Union of Student hosted the Opening Ceremony of “Mizuiku – I love clean water” program 2018 in Quang Nam province. The opening ceremony had the attendance of senior dignitaries from the local authorities and local partners, senior representatives from Suntory Holdings and Suntory PepsiCo Vietnam, teachers and students of Quang Nam province.

The Education Program for Nature and Water – Mizuiku – is an initiative of Suntory Holdings Limited (Suntory) which was established and implemented in Japan since 2004. Since then, the program has attracted the participation of over 145,000 pupils and parents and was considered amongst the most successful programs that Suntory has conducted for the Japanese community and society. In 2015, Suntory successfully launched the program in the Northern region of Vietnam in collaboration with Suntory PepsiCo Vietnam and the local partners. The program was tailored so that it is suitable for the reality in Vietnam.

The year of 2017 marked a milestone for the program with the strategic partnership between Suntory, Suntory PepsiCo Vietnam, and the Central Council of Ho Chi Minh Young Pioneer Organization, the Vietnam National Student Union, together with education-insight expertise from the Live & Learn and Tuong Lai Centre, and the endorsement of the Ministry of Education & Training. The program has expanded nationwide providing trainings to teachers of 30 elementary schools amongst which 14 elementary schools implemented teaching classes for students in Bac Ninh province, Hanoi, Ho Chi Minh City and Ben Tre province and achieved impressive results. In particular, the program has conducted 10 Training for the Trainers (TOT) courses on water conservation and preservation education for over 260 teachers and volunteers; more than 265 classes on water education for over 5,000 elementary students; constructing 13 clean water facilities nationwide including RO

water filtration systems and upgrading restrooms. Besides, 10 Water Knight Festivals for over 3,900 students and teachers and 10 plant tours to Suntory PepsiCo plants for over 1,200 students and teachers were also successfully facilitated. After the launch in August, the “Mizuiku – I love clean water” drawing contest for children has received more than 300,000 entries. In addition, the program has attracted 200 Suntory PepsiCo employees and students from Dynamic start-up competition through the series of sharing events on “Mizuiku – I love clean water” program and CSR activities of Suntory PepsiCo.

In 2018, the "Mizuiku – I love clean water" program will be formally incorporated into the Joint Program between the Ministry of Education and Training and the Ho Chi Minh Central Communist Youth Union for the 2017-2018 academic year. The program will be implemented in Ha Giang, Lang Son, Ha Noi, Bac Ninh, Quang Nam and Ben Tre provinces. The new developments for 2018 will be the launch of “Mizuiku – I love clean water” website featuring E-learning. In addition, there will also be a “*Mizuiku – I love clean water*” Artworks contest for the children .

It is expected that the program will continue to receive good attention from the media agencies and newspapers so that it would reach more people in the community and society.

Contact information:

Chu Thi Kieu, Ho Chi Minh Communist Youth Union Mobile: 0988242324, hoidongdoitw@gmail.com; website: <http://thieunhivietnam.vn>

Bui Tuong Vy – Corporate Communication Executive – Suntory PepsiCo Vietnam Beverage; Mobile: 0127 312 8970; Email: buituong.vy@suntorypesico.vn

MORE INFORMATION:

About Suntory Group (Japan)

Founded in 1899, Suntory is a multi-national major beverage company with 321 group companies, around 38,000 employees across Japan, the United States, Europe and Asia Pacific. Suntory Group's corporate philosophy is "To create harmony with people and nature." Suntory Group promotes corporate activities that deliver the highest quality products and services to its customers, and contributes to the fruitful development of culture and lifestyles as well as to the achievement of a global sustainable environment.

About Suntory PepsiCo Vietnam Beverage

Suntory PepsiCo Vietnam Beverage, 100% owned by foreign capital, is a strategic beverage alliance between Suntory and PepsiCo. Its headquarter is located at 5th Floor, Sheraton Hotel, 88 Dong Khoi Street, Ben Nghe, District 1, Ho Chi Minh City. The company is now one of the leading companies in the beverage industry with 5 nationwide factories, 05 sales offices and 01 headquarter. Suntory PepsiCo is the workplace of over 2,900 direct labors and thousands of indirect labors. Focusing on the very values of “Sell only products we can be proud of”, “Care for customers and the world we live in” and “Respect others and succeed together”, all Suntory PepsiCo’s staff work and act in line with the company’s core values while strictly complying with ethical codes of conduct in Vietnam.

About Live & Learn

Centre of Live and Learn for Environment and Community (Live & Learn) is a non-profit and non-governmental organization established according to the Decision No. 60/QD-LHH dated January 15th, 2008 by Vietnam Union of Science and Technology Associations and permission No.A-804 by Ministry of Science and Technology. Live & Learn’s vision is for a sustainable and equitable world free from poverty. Live & Learn educates, mobilizes communities, and facilitates supportive partnerships in order to foster a greater understanding of sustainability, and to help move towards a sustainable future.

About Tuong Lai Centre

Founded in 2011, Tuong Lai Center is a Science and Technology Organization under Vietnam Union of Science and Technology Association (VUSTA) and specializes in executing programs and projects to develop community. Tuong Lai Center is rich in experiences in cooperating with companies, Non-governmental organizations (NGOs) to provide social services in the field of environment, children’s rights, psychology, education, vocational training for children and the youth in southern provinces. In each of its action program, we usually pursue the four values including: Professional, committeemen, involvement and sustainable development.