

JOIN THE ALLIANCE

1. OBJECTIVE

One of the key components of the Ha Long - Cat Ba Alliance (HLCBA) is the involvement of the private sector into the Alliance's programmes and activities. Engaging businesses is essential to improve environmental management of the site and protect its natural integrity, using enterprises' knowledge, experience and resources. Thus, the Alliance believes in fostering a multi-stakeholder approach to ensure the achievement of its mission and goals.

2. WHY JOIN US?

While some businesses wish to engage into the Alliance for economic reasons, others seek to promote social, environmental and ethical values. Joining the Alliance can result in several benefits, including:

- Improving marketing and branding to (i) promote enterprises' products, business models; (ii) enter overseas markets;
- Transferring knowledge and practices through the dissemination of innovative techniques and models;
- Expanding network to (i) build/strengthen economic or political cooperation; (ii) attract potential investors and partners; and, (iii) engage them for the development and implementation of future projects and activities;
- Building the capacity of national and local authorities and other stakeholders to (i) carry out large-scale projects; and, (ii) empower them to undertake future actions (e.g. further implementation and/or replication at a larger scale);
- Improving businesses' public image through Corporate Social Responsibility (CSR) actions that aims to integrate social, environmental, and ethical and human rights concerns into the businesses' operations.

3. HOW TO JOIN US?

The Alliance seeks to expand its network by building partnerships with a broad range of organizations and businesses. While USAID provides the core funding for the Initiative, additional support is welcome, including but not limited to:

- *Financial support* through grants, sponsorships, donations, etc.
- *Technical support* through the organization of training workshops, raising awareness and capacity building activities on the role of businesses in environmental protection, advocacy activities on business engagement and policy analysis, analysis of costs and benefits of certification, etc.

- *Political support through* (i) the participation in the Alliance Leadership Committee meetings, and (ii) the provision of assistance for the re-nomination of Ha Long Bay into the “Ha Long Bay-Cat Ba Archipelago WHS”.

4. CONTACT:

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