

Large-scale CSR project launched

On 23 March 2011, Esofflow joined the opening ceremony of the Danida funded pilot project on vocational training and job creation for ex-prostitutes and recovering drug users. The Danish Ambassador to Vietnam, John Nielsen cut the ribbon together with the management of the Center for Social Labour Education No. 2 and representatives from Hanoi People's Committee.



The project focuses on providing a combination of soft skills, English and technical training to groups of ex-prostitutes and recovering drug users. Esofflow will be in charge of providing technical training in Illustrator and other known software programmes. After successful completion of the training programme, Esofflow will offer jobs to a number of the trained students who will join Esofflow, and in that way improve their chances for establishing a stable and meaningful life.

In his inaugural speech, the Danish Ambassador stressed that vocational training offered to ex-prostitutes and recovering drug users is not new in Vietnam, but what is unique about this project is the combination of vocational training with job creation.

The project will further strengthen Esofflow's CSR profile. Since its establishment in 2007, CSR has been an integrated part of Esofflow's business strategy. Among other initiatives, Esofflow is actively promoting employment of disabled and female staff. Esofflow is often used as an example of best practice when it comes to implementing corporate social responsibility (CSR) activities in Vietnam.

March 25, 2011