

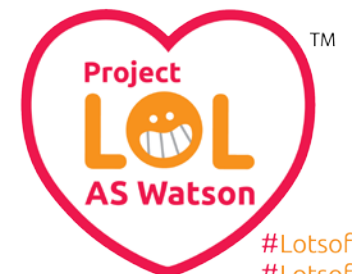


AS Watson

**GLOBAL
VOLUNTEER** *Day*



AS Watson Global Volunteer Day Execution Plan 2024



#Lotsof LOVE
#Lotsof LAUGH



Global Volunteer Day (GVD) returns!

- Our **hero community campaign** to replace Smile For Good, to encourage our colleagues to volunteer, and to share **#LotsofLOVE** & **#LotsofLAUGH** with the communities we serve around the world
- GVD activities should include **staff volunteering and community involvement**
- **BUs can invite suppliers and customers to join**

Activity Suggestions

- Elderly visit
- School visit
- Fundraising activity
- Helping at food bank
- Fun day for underprivileged
- Coastal cleanup
- Tree Planting



Logo



Key Visual



Event Hashtags

#ASWatson
#GlobalVolunteerDay
#GVD2024
#ASWLOL

Execution Period

- Sep – Oct 2024
- Events are encouraged to fall within one of these pillars of services
 - Health (e.g. health seminars, health checks and consultations)
 - Education (e.g. youth education, sports development, environmental protection)
 - Caring Community (e.g. helping the needy)

Useful Materials

You may find all the forms, guidelines and toolkit at Group PR Portal:

<https://gpr.aswatson.com/?p=989>

Visual Guideline

- Utilise lively, colourful characters to deliver **GVD** brand image
- Toolkit is available in Group PR Portal for BUs to adapt on their local application
- Please seek advice from Group PR and Group Sustainability for special applications

Application Examples

Event Banner



Event Tee



Virtual Background for live events / meetings



Photo Props



Timeline

What to Do?

Date	Actions	Submission
By 30 Aug	<ul style="list-style-type: none"> Submit your Activity Plan 	https://forms.office.com/r/a4TPrhryFG
	<ul style="list-style-type: none"> Upload the hi-res logo of your partner organisation to OneDrive 	https://aswatsongroup-my.sharepoint.com/:f:/g/personal/zoey_aswatson_com/Es-MjuMyYL1HtGtVr1WaS-gBhCkV2S0dUkqNqKsOtfjJMw?e=PxNft9
Sep – Oct	<ul style="list-style-type: none"> Event Period 	
Max. 4 days After Event	<ul style="list-style-type: none"> Submit Activity Report <ul style="list-style-type: none"> Activity Summary Star Volunteer Nomination People Story 	https://forms.office.com/r/VM8G7wCVEP
	<ul style="list-style-type: none"> Upload event materials to OneDrive <ul style="list-style-type: none"> Photos <ul style="list-style-type: none"> 1 group photo At least 5 event photos Screen captures of social post 1 Star Volunteer photo 1 beneficiary photo of People Story Video <ul style="list-style-type: none"> Activity highlight video (Including star volunteer sharing) <ul style="list-style-type: none"> a version with English subtitle; and a clean version without subtitle and background music 	https://aswatsongroup-my.sharepoint.com/:f:/g/personal/zoey_aswatson_com/Es-MjuMyYL1HtGtVr1WaS-gBhCkV2S0dUkqNqKsOtfjJMw?e=PxNft9
	<ul style="list-style-type: none"> Publish posts on BU's social media channels, and share the links to zoeche@aswatson.com & ZoeY@aswatson.com Encourage colleagues and partners to like, comment and share the post 	

Activity Report

(Activity Summary, Star Volunteer Nomination & People Story)

- Fill in all the required field.
- Check all the figures and information before submission. **No changes** can be made after submission.
- Each BU can nominate 1 volunteer to be the Star Volunteer to recognise his/her enthusiasm and efforts during the activity.
- Please provide the **Star Volunteer information and their quote** (e.g. what did he/she like about his/her volunteer experience, / the impact of the volunteer work)
- **BU's have to submit a touching PEOPLE STORY about the volunteer and the beneficiary which inspires others to give back to the community**
- Please print a copy for your own record before submission.

How to Upload Photos and Videos after event?

1. Go to the OneDrive link
2. Find the folder with your BU name
3. Put all your materials in the folder

After submission, please send email to notify us (zoeche@aswatson.com; ZoeY@aswatson.com)

Photo Requirements

- 1 group photo
- At least 5 event photos
- Screen captures of social post
- 1 Star Volunteer photo
- 1 beneficiary photo of **People Story**
 - ✓ Size of each image: >1mb
 - ✓ Happy faces

Group photo



Event photo



Star Volunteer



Beneficiary of People Story



Video Requirements

- Size: 1980 x 1080 px
- Duration: 1-2 minutes
- The video should show our effort to change the world
- Must include **a sharing from the Star Volunteer** about his/her feeling on volunteering, how the activity helps the beneficiary
- Please provide **a version with English subtitle**; and a **clean version without subtitle and background music**

Video reference



Social Media

- Publish posts on BU's social media channels with hashtags: **#ASWatson #GlobalVolunteerDay #GVD2024 #ASWL0L**, and share the post links to Zoe Cheong (zoeche@aswatson.com) & Zoe Yeung (ZoeY@aswatson.com)
- Encourage colleagues and partners to like, comment and share the posts





For questions, please contact:

Zoe Cheong, Group Sustainability at zoeche@aswatson.com or

Zoe Yeung, Group PR at ZoeY@aswatson.com

Thanks for your help!

Let's make Global Volunteer Day a great success!

