



PROJECT LOL Philanthropy Programme
INTRODUCTION

Background

- To reinforce A.S. Watson Group commitment in social responsibilities on its **175th Anniversary**
- To **enhance the communications on ASW Group's social responsibility image.**

Strategy

- To create **an umbrella brand for all community activities** of the group and all BUs, in order to combine all efforts and effects
- To use a more social media friendly language, easier to communicate and be in a conversation.



Messaging

- “Lots of Love, Lots of Laughs”

Lots of Love, Lots of Laughs

3 Areas of service

Education



Health



Caring for Community





Youth education and sports development, to bring up a new generation with positive attitude and healthy life.

We also continuously support **environmentally-sustainable practices** and promote awareness to both our employees and customers.

Examples:

- HKSSA
- WAC
- FIVB workshop...





As an international health and beauty retailer, the Group mobilises its professional team of pharmacists, dietitians and Chinese medicine practitioners to offer **free health seminar, health check and consultation** to the needy in the community

Examples

Pharmacist outreach
Nutrition label
workshop...





We have great passion in serving the community.

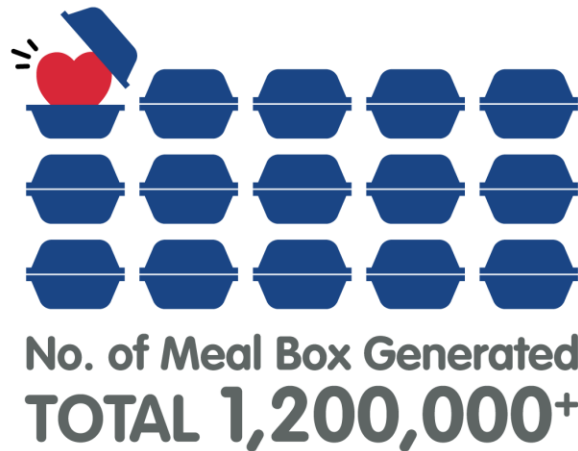
We encourage our business units to develop programmes with organisations that are relevant to local community needs, and we support our employees' efforts in getting **involved and contributing to society.**

Examples

- Food donation
- Elderly home visit
- Walkathon...



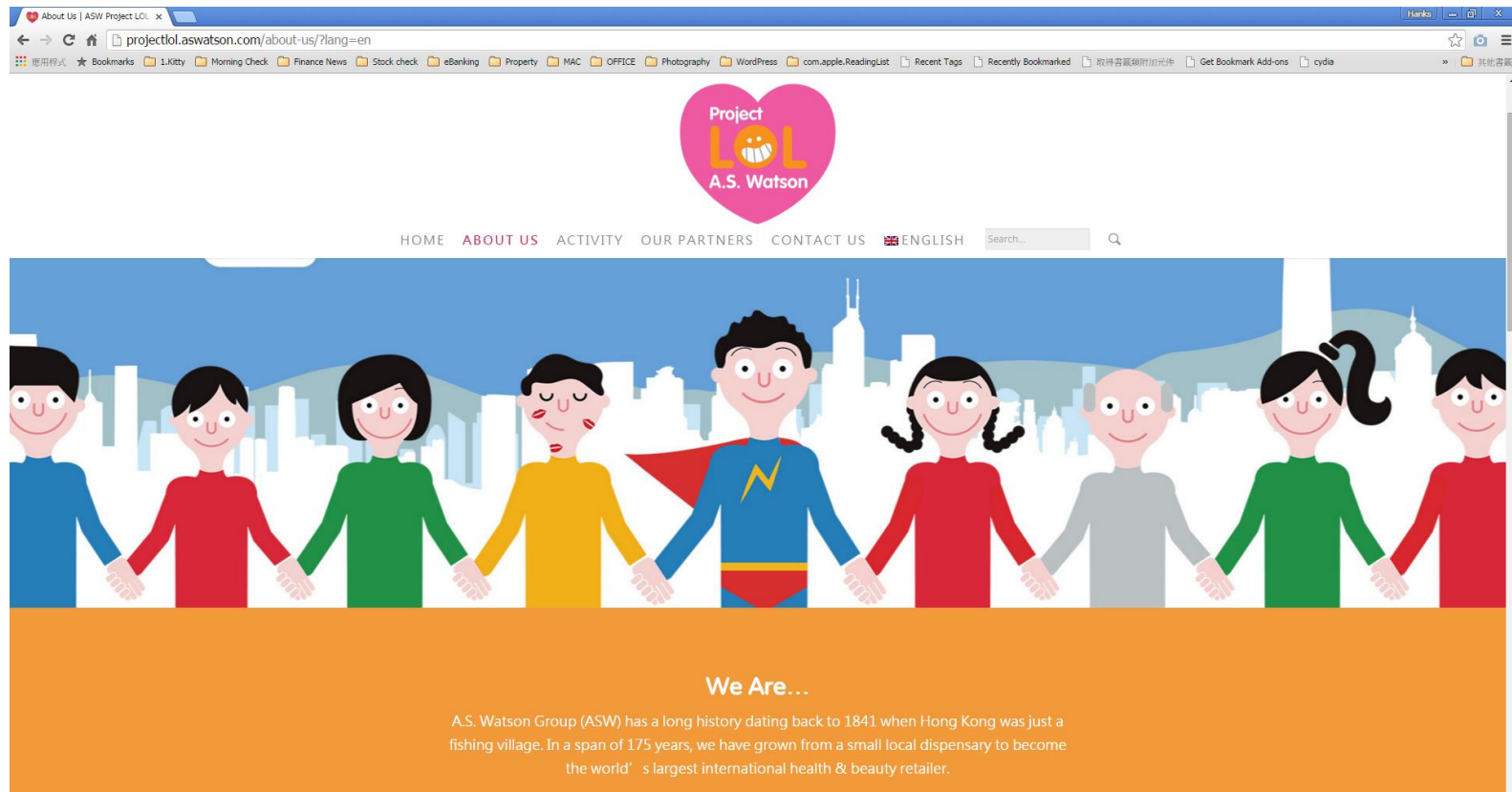
Achievements at a glance



Communications

New Website

projectlol.aswatson.com / www.projectlol.hk [Live in end-November]



Reporting

For every volunteer/ charity sponsorship activity, BU is requested to fill in a form for LOL website data input. Please always provide image within 2 weeks of your service.

Please download from [GPR Portal](http://gpr.aswatson.com) (gpr.aswatson.com)

A.S. WATSON GROUP PR PORTAL

Update. Discuss. Propagate.

Browse: Home » GPR Forms

GPR FORMS

June 6, 2014 - by aswvgr - in Corporate Materials

TYPE	FILE NAME	DATE MODIFIED	SIZE
xls	ASW Web Achievements Update Form	10:43 pm 05/22/2015	36.5k
xls	ASW Web News Update Form	10:43 pm 05/22/2015	438k
xls	ASW Web Our Responsibilities Update Form	10:43 pm 05/22/2015	38.5k
doc	CKFH Donation Record Form Nov2015	9:54 am 11/10/2015	159.5k
doc	Interview Request Form	10:43 pm 05/22/2015	20.8k
xls	Project LOL CSR Activities Form	12:04 pm 10/02/2015	35.5k
doc	Public Speaking Request Form	10:43 pm 05/22/2015	20.4k

CALENDAR

November 2015

MON TUE WED THU FRI SAT SUN

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

23 24 25 26 27 28 29

30

< Oct

RECENT POSTS

- ASW 175 Anniversary
- GLOBAL VOLUNTEER DAY 2015
- LATEST UPDATES – GLOBAL EXECUTION PLAN
- Global Volunteer Day 2015 – Change of Design

Project LOL_CSR Activities Form (Compatibility Mode)

Brand/ BU 業務單位	Date (yyyy/mm/dd) 日期	Venue 地點	Category 範疇	Title/Heading (English)	Title/Heading (Chinese)	NGO/ Partnering organisation	NGO/ Partnering organisation website	Beneficiary 服務對象	No. of beneficiary 受惠人數	Contents / Description (English, 150 words at maximum)	Contents / Description (Chinese, 150 words at maximum)
			<input type="checkbox"/> Education <input type="checkbox"/> Health <input type="checkbox"/> Caring for Community								
Visual checklist											
Quantity of visual material submitting											
Profile Picture (1MB - 3 MB; only horizontal)											
Photos (1MB - 3 MB)											
*Please provide the visuals in jpg or png format; preferred in RGB format											
*Please rename the photos in the name of activities (in English; preferred in lower case with no spacing)											

WHAT SHALL WE DO?

All volunteering activities starting from Jan 2016 should **embrace the LOL branding**.

Please refer to visual identity guideline for detailed explanation of **logo / graphics** usage.