A.S. Watson
Smile
for Good

2020
BU Guideline

Volunteering in the New Normal

In this new day of **enhanced safety standards** and **social distancing,** we explore new ways to volunteer and **Smile for Good**

It opens the door for **Virtual Volunteerism**

![A.S. Watson Smile for Good logo]

To Recap…. about Smile For Good

- A **hero CSR community campaign** to replace Global Volunteer Day(GVD) since 2019, to convey the message of doing good to cheer up yourself and others

- The aim of **Smile For Good** is to share **#LotsofLOVE** & **#LotsofLAUGH** with the communities we serve around the world

- The activities under **Smile For Good** should include **staff volunteering and community involvement**

- BUs should partner with **charities, NGOs or government departments** to hold the activities

180 YEARS OF love A.S. Watson

What we can do?

Virtual Volunteer doesn't need to get complicated.

Consider **_matching your strength_** with **_the needs of beneficiary_**.

Look at what you have done in the past

Discuss with your NGO partner to find a way to **GO VIRTUAL**

Examples

How to reach out to the beneficiaries without social contact

Target Audience: Singleton Elderly / Residents in Elderly Home

Live event on social

Topic: Staying Healthy in lockdown (balanced diet, cooking demonstration, everyday stretching exercise)

     - by BU health experts, e.g. Pharmacist & Dietitian, fitness trainer

One-on-one service by colleague (one-off)

Arrange followup phone/video call with the elderly

Listen to their stories & Send LOVE and CARE

Colleagues can go further if they want to develop a long-term relationship with the elderly

- Communicate with the them **regularly**
- **Be a friend** with them to help them combat loneliness
  - having phone/video calls
  - sharing pictures and stories for them to enjoy
  - sending letters/postcards to them, like a penpal
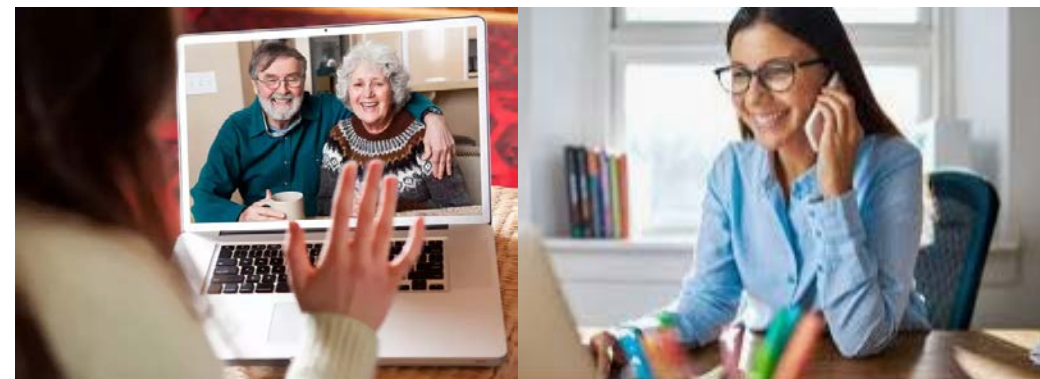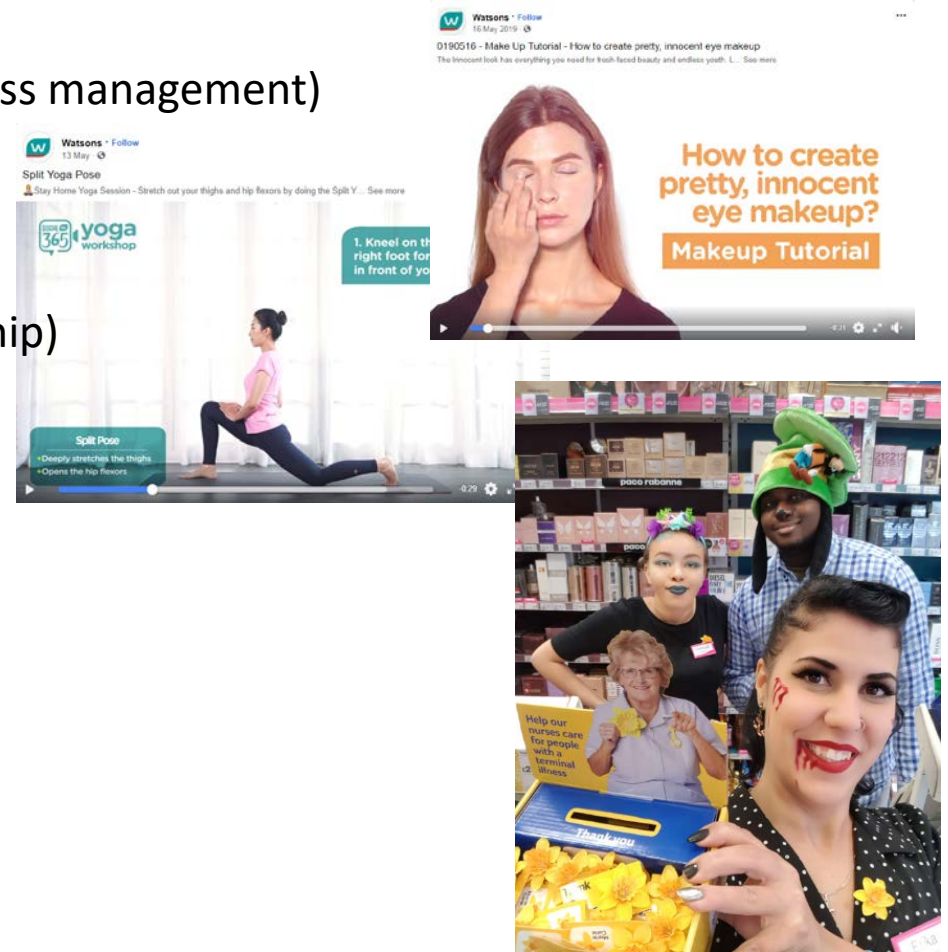
Target Audience: Patients

Live event on social

Topic: Look Good Feel Great (skin care, eye makeup, laughter yoga, stress management)

- By BU beauty experts, yoga instructor, mental health expert

In-kind donation

Items: Skin care, beauty, stress relief products (OB or supplier partnership)

Fundraising activities

Staff donation, charity workout challenge

Customer direct donation at till/online, charity sales

Target Audience: Middle School Students

Live event on social
Topic: Educational Cybersecurity
            - by eLab
Topic: Healthy habits during lockdown (homemade snacks, dental care, home workout exercises)
            - by BU health experts, e.g. Dietitian, fitness instructor

One-on-one service by colleague (one-off)
Followup video call with the student
Send LOVE and CARE and/or play educational online game together

One-on-one service by colleague (long-term)
Be a virtual tutor to help **student** with academic skills and lifetime development

For markets **without** social distancing/ movement control, Smile For Good (non-virtual) volunteer activities can be organised as usual.

Execution Plan

Logo

Event Hashtags

#SmileForGood
#SmileInsideOut
#ASWLOL

Execution Period

- Oct – Nov 2020
- Events are encouraged to fall within one of these three pillars of services
  - Health
  - Education
  - Caring Community

Useful Materials

You may find all the forms, guidelines and toolkit at Group PR Portal: http://gpr.aswatson.com/?p=826

Visual Guideline

- Utilise lively, colourful characters to deliver **Smile For Good** brand image
- Visual Guideline and Toolkit available in Group PR Portal for BUs to adapt on their local application
- Please seek advice from Group PR and Group CSR for special applications

What to DO?

Date	Actions	Submission
By 4 Sep	• Submit your Activity Plan online	http://survey2.aswatson.net/index.php/545239/lang-en
	• Email the hi-res logo of your partner organisation to zoeche@aswatson.com & ZoeY@aswatson.com	
Oct - Nov	• Event Period	
Max. 4 days After Event	• Submit Activity Summary, Star Volunteer Nomination and People Story	http://survey2.aswatson.net/index.php/288978/lang-en
	• Upload event materials to OneDrive o 1 group photo (virtual or non-virtual) o At least 5 event photos (if non-virtual activities will be held) o Screen captures and hyperlink of live event on social o Screen captures of video call / zoom o 1 Star Volunteer photo o 1 Star Volunteer sharing video o 1 beneficiary photo of People Story	**The hyperlink will be shared in end September**
	• Publish posts on BU's social media channels, and share the links to zoeche@aswatson.com & ZoeY@aswatson.com • Encourage colleagues and partners to share the post	
Max. 7 days After Event	• Send the "Project LOL Social Impact Evaluation – Online Survey" to your partner organisation to collect their feedback	http://survey2.aswatson.net/index.php/844759/lang-en

About the 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.
- In the Activity Summary, 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)
- NEW! BUs 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 (The hyperlink will be shared in end September)
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 Submission

- 1 **virtual** or **non-virtual** group photo (see next page for ref)
- At least 5 event photos (if **non-virtual** activities will be held)
- Screen captures of live event on social
- Screen captures of video call / zoom
- 1 Star Volunteer photo
- 1 beneficiary photo of **People Story**

✓ Size of each image: >1mb

✓ Happy faces
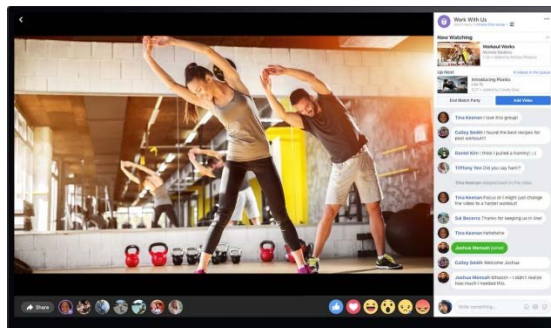
Live event on Social

Video call / Zoom

Non-virtual group photo

Event photo

Beneficiary of People Story

Star Volunteer

Virtual Group Photo Ideas

Heart Pose

Message

Biggest Smile Collage

Video Submission

Star Volunteer Sharing Video

- Size: 1980 x 1080 px

- Duration: 10-20 seconds

- Content: Feeling about the volunteer experience, how the activity helps the beneficiary

- Please provide **a version with English subtitle**; and a **clean version without subtitle and background music**

Social Media

- Publish posts on BU's social media channels with hashtags**: #SmileForGood #SmileInsideOut #ASWLOL**, and share the post links (including the live streaming link) to Zoe Cheong (zoeche@aswatson.com) & Zoe Yeung (ZoeY@aswatson.com)

- Encourage colleagues and partners to share the posts

Reference:

Awards

🏆 **The Biggest Smile Award**

- **Group photo** of all BUs will be published on ProjectLOL Facebook

- A voting campaign will be launched to solicit colleagues and the public to "vote" for **The Biggest Smile Award**

- Winner will be announced on ProjectLOL Facebook

🏆 **The Best People Story Awards**

- 10 best people stories will be selected by CSR committee

- The winning stories will be posted on ProjectLOL Facebook

For questions, please contact:

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

Zoe Yeung, Group PR at ZoeY@aswatson.com

Thanks for your help!

Let's make Smile For Good a great success!