2022 BU Guideline

O+O Volunteering

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

➢ 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**

O+O Volunteering

Integrating **O+O** (Offline Plus Online)

into our Smile For Good volunteering activities,

not only can it **double the happiness** for both volunteer and beneficiaries,

but also **boost volunteer engagement**!

Let's explore the innovative **O+O Volunteering** model and share Love & Smile!

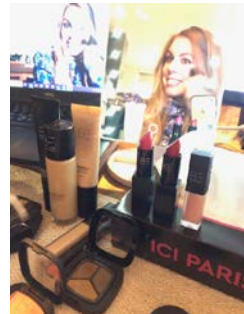# O+O Volunteering Examples

O+O DIY workshop for volunteer

E.g. Making gift card / totebag for the elderly

O+O live event

Topic: Get Active / Look Good Feel Great
(Health, fitness, skin care, makeup, laughter yoga, stress management)

Physical events

Coastal cleanup, elderly visit, school visit, fundraising activity, volunteer day at food bank, fun day for underprivileged

#LotsofLOVE
#LotsofLAUGH

Logo

A.S. Watson
Smile
for Good

Event Hashtags

#SmileForGood
#ASWLOL

Key Visual

Execution Period

- Oct – mid Nov 2022

- 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=912

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 Sustainability for special applications

Application Examples

Event Banner

Event Tee

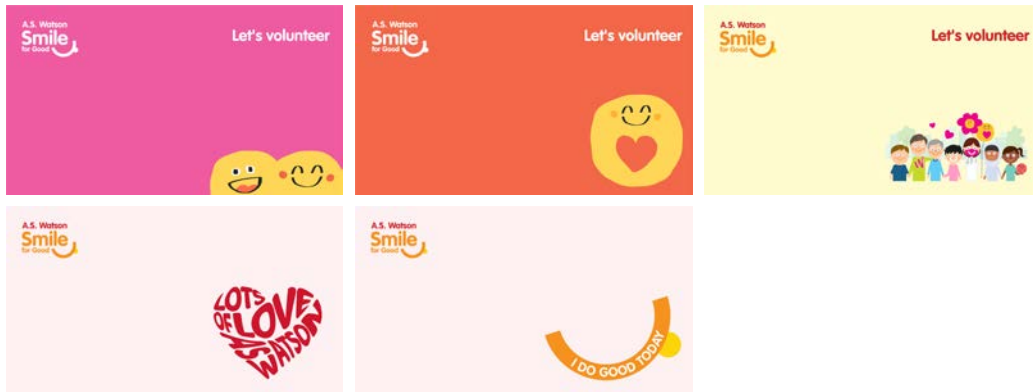

Virtual Background for live events and meetings

Photo Props

Timeline

Date	Actions	Submission
By 23 Sep	• Submit your Activity Plan	http://survey2.aswatson.net/index.php/924643/lang-en
	• Upload the hi-res logo of your partner organisation to OneDrive	https://aswatsongroup-my.sharepoint.com/:f:/g/personal/zoey_aswatson_com/Es-MjuMyYL1HtGtVr1WaS-gBhCkV2S0dUkgNqKsOtfjJMw?e=CkbP9i
Oct – mid Nov	• Event Period • Encourage colleagues and partners to use the profile frame and camera filter, share on their social media	

Max. 4 days After Event	• Submit Activity Report
	    o Activity Summary
	    o Star Volunteer Nomination
	    o People Story
		http://survey2.aswatson.net/index.php/136848/lang-en

	• Upload event materials to OneDrive
	  o **Photos**
	    ▪ 1 group photo
	    ▪ At least 5 event photos
	    ▪ Screen captures of live event / video call
	    ▪ Screen captures of social post
	    ▪ 1 Star Volunteer photo
	    ▪ 1 beneficiary photo of People Story
	  o **Video**
	    ▪ Activity highlight video (Including star volunteer sharing)
	      • 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-gBhCkV2S0dUkgNqKsOtfjJMw?e=CkbP9i

	• 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	
	• 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

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)
- 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
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 live event/ video call
- Screen captures of social post
- 1 Star Volunteer photo
- 1 beneficiary photo of **People Story**

- ✓ Size of each image: >1mb
- ✓ Happy faces

**Submission Deadline:
Max. 4 Days after Event**
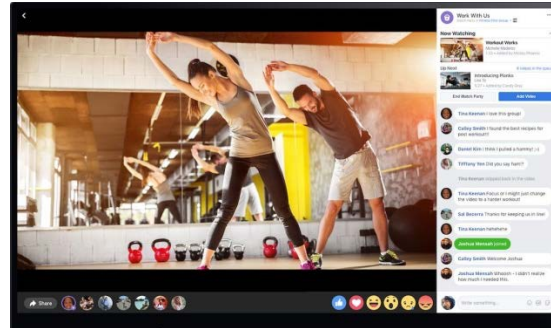
Live event

Virtual group photo

Group photo

Event photo

Beneficiary of People Story

Star Volunteer

Video Requirements

- Size: 1980 x 1080 px

- Duration: 2-3 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**

Social Media

- Publish posts on BU's social media channels with hashtags**: #SmileForGood #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 like, comment and share the posts

Video reference:

Submission Deadline: Max. 4 Days after Event

🏆 **The Biggest Smile Award**

- Selected 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**

🏆 **The Best Photo Story Awards**

- 10 best people stories will be selected by Global Sustainability Committee

Results will be announced on **Digital Gym app(300+ management; including all your BU heads),** WatsON news channel and ProjectLOL Facebook

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 Smile For Good a great success!