



*The VISIBILITY and*  
**CORPORATE SOCIAL  
RESPONSIBILITY**

**SEAMEO VOCTECH**

**Brunei Darussalam  
FY 2014/15 – 2018/19**

# **Visibility and Corporate Social Responsibility (V/CSR) Initiatives**

**The 5<sup>th</sup> in the line of 5 Strategic Goals or KRAs in its Strategic Plan for FY 2014/15 – 2018/19.**

**A corporate communication strategy in promoting a coherent and wholesome image in a borderless community.**

# SEAMEO VOCTECH believes...

That being *visible* means *socially responsible*

That in the eyes of the community, it is morally bound to do the right thing, driven by a revitalized organizational core values

That beyond its interest, it engages activities for social goodness and encourages positive impact on programs for environmental concerns

# Recipients of SV's V/CSR (3Cs)

1. **Constituents** (*Internal Stakeholders*)
2. **Clientele** (*External Stakeholders*)
3. **Community** (*Local and Global*)

## **SV defines VISIBILITY in terms of:**

***Image*** - a reflection of our organization's reality; it is SEAMEO VOCTECH as seen through the eyes of the community; it is SV's organizational culture projected externally.

***Identity*** – a visual manifestation of the SEAMEO VOCTECH image conveyed through our logo, stationery, office uniforms, buildings, services and other SV symbols that contribute to organizational reality (Argenti, 1998).

# SEAMEO VOCTECH's CORE VALUES for FY 2014/15-2018/19

**P** *for* PROFESSIONALISM

**R** *for* RESPECT for DIVERSITY

**A** *for* ACCOUNTABILITY

**I** *for* INNOVATIVENESS

**S** *for* SYNERGY

**E** *for* EXCELLENCE

**“ PRAISE and be praised “**

# **SV's Current CSRs**

**Professional and Consultancy Services**

**Philanthropy**

**Educational Forum**

**Scholarship (Selected Training Programmes)**

**Information & Knowledge Sharing**

**Adopt-a-Community**

**Involvement in Organized National Events**

**Green Day/Family Day**

# **SV's Proposed CSRs**

**Media Relations**

**Youth Leadership Development Camp**

**Culture and Arts (Patronage and Competitions)**

**Physical Fitness & Health Consciousness**