



Passerelles
Numériques
A Gateway for Life

WOMEN IN BUSINESS

A EuroChem Vietnam Sector Committee



WOMEN



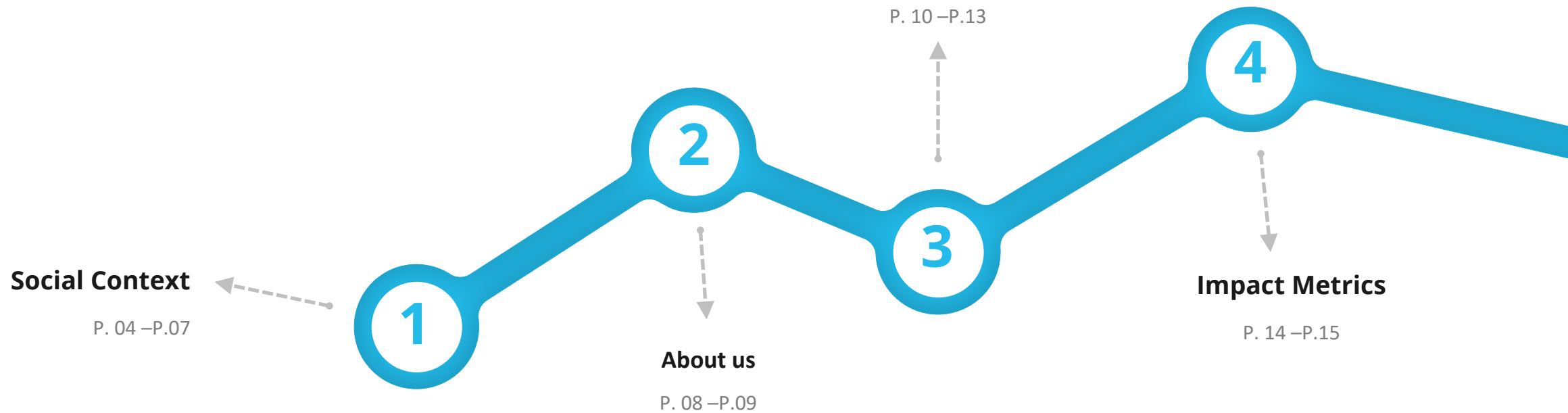
EMPOWERMENT IN TECH

SPONSORSHIP INVITATION



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"Women Empowerment in Tech" Fundraising Campaign





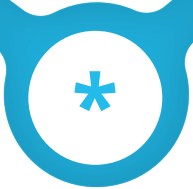
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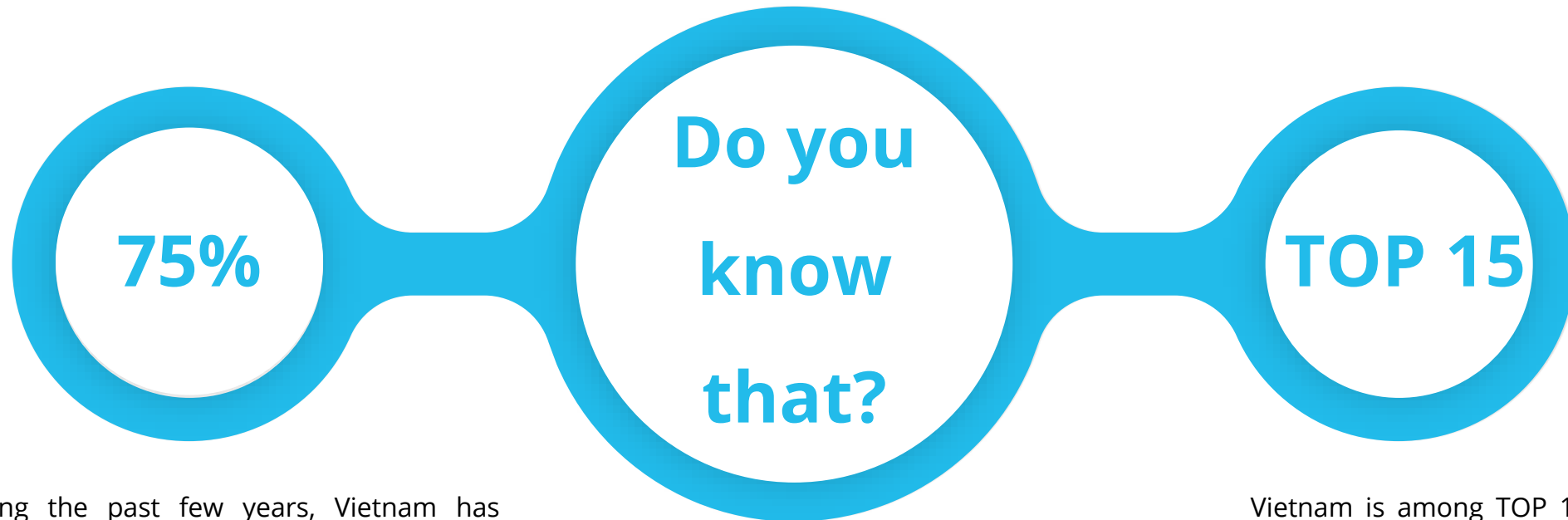


Sponsorship Benefits

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SOCIAL CONTEXT



During the past few years, Vietnam has made significant progress in gender equality. Vietnamese women have been active in the workforce over the last two decades. [1]

Vietnam is among TOP 15 countries with the highest rate of working females. [2]

1] Wang, B. D.- P. (2021, March 29). How reskilling women will fuel Vietnam's digital transformation agenda. TuoiTre News. <https://tuoitrenews.vn/news/city-diary/20210316/how-reskilling-women-will-fuel-vietnams-digital-transformation-agenda/59809.html>

[2][3] Nguyen, T. (2022, September 14). Gender Equality and Prevailing Challenges in the Workplace in Vietnam. Vietnam Briefing News. <https://www.vietnam-briefing.com/news/vietnams-gender-equality-and-prevailing-challenges-in-the-workplace-in-vietnam.html/>

However, those figures do not tell the full story.

Many women have to take on the double role as full-time workers and unpaid caregivers -because of social stereotypes, limited access to incentives & policies, and reduced time for education and training.

2x

Vietnamese women work 2X hours per week, compared to men to carry out **unpaid domestic and caregiving duties.** [3]

11%

In workplaces, men are paid 11% more than women for the same job. [4]

37%

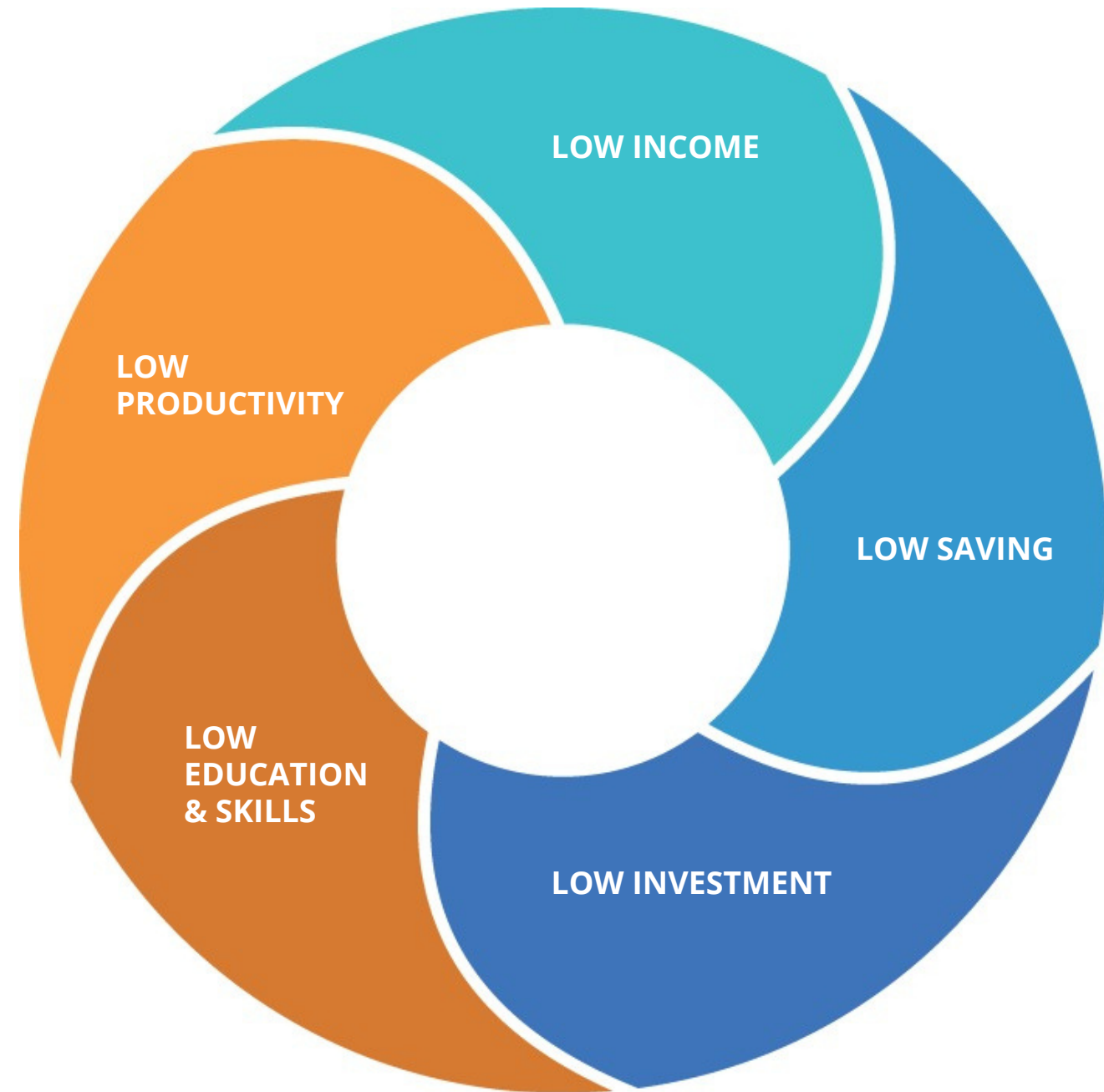
In the **higher-technology industry** - one of Vietnam's fastest growing sector -female workers only account for 37% of the workforce. [5]

[4] Advancing gender equality in Vietnam: A crucial balancing act (2019, November 21). McKinsey & Company. <https://www.mckinsey.com/vn/our-insights/advancing-gender-equality-in-vietnam-a-crucial-balancing-act>

[5] International Labor Organization, Leading to Success: The business case for women in business and management in Viet Nam, 2020. https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---ilo-hanoi/documents/publication/wcs_761063.pdf

In short, disadvantaged women run high risks of being stuck in

"POVERTY TRAP"





WHY WE NEED YOUR HELP

Dear potential sponsor,

The figures above partly paint a picture of gender equality in Vietnam. But most importantly, those numbers represent real people -real stories with unheard voices. And at PNV, there are 236 girls who have been striving daily to overcome societal and familial obstacles.

As the people who directly select and interview their families, we empathize with their challenges and determination. However, many female students still lack confidence in their abilities and circumstances. We thus want to show our students that there is a whole

community supporting them, that they are pioneering "muses" inspiring other girls in the field of technology.

That is why the "Women Empowerment in Tech" Fundraising Campaign was created. More than tangible values, each contribution is a commitment that we believe in their potential.

We would like to propose a partnership between you and PNV. We believe that together, we can empower women and make significant contributions to the progress of gender equality, particularly in the field of Technology.

ABOUT US

Established in 2010 in Da Nang city, PasserellesNumériquesVietnam (PNV) is licensed by the Department of Foreign Affairs -Ministry of Foreign Affairs. Every year, PNV offers a free 3-year IT training program at our center.



- ✓ all training, accommodation, and living expenses are covered by PNV

SCHOLARSHIP



- ✓ underserved young people aged 18-23 in Vietnam.
- ✓ 50% of our students are female

BENEFICIARIES



- ✓ diploma from Danang Vocational College (DanaVTC) and PN's international certificate

DEGREE

Current
Female Students

65

Female Graduates
Have Qualified Jobs

227

95%

Average
Monthly Salary

\$789

Of Their Incomes
Spent For
Their Families
(\$192)

24%

Female Alumni

MORE

PN
PASSERELLES
NUMÉRIQUES

**OUR WORK LEADS
TO ACTUAL LONG-TERM
SOCIAL IMPACTS ON WOMEN
EMPOWERMENT IN VIETNAM**

WOMEN EMPOWERMENT IN TECH FUNDRAISING CAMPAIGN

Challenge

PNV enables underprivileged Vietnamese students to pursue higher education in Information Technology, but COVID-19 has worsened funding and support issues. This has made it difficult for us to sustain our programs and support our students, particularly during a time when digital skills are increasingly in demand.

Moreover, gender equity in higher education remains a challenge for PNV. Women in Vietnam confront significant barriers to accessing higher education and well-paid employment opportunities.

Mission

To offer young women from underprivileged backgrounds an opportunity to build a career in the digital industry.

Objective

Raise funding to award full-ride scholarships to 3 female students, allowing them to pursue 1 year of IT education at PNV





We urgently need the support of partners like you to make this initiative a reality and ensure that these young women have access to the education and resources they need to succeed!

WITH YOUR HELP

FULLY-FUNDED SCHOLARSHIPS FOR 3 FEMALE STUDENTS

TOGETHER, WE CAN

**REDUCE THE
GAPS**

Women will be empowered to develop in the IT sector, where the gaps in income and accessibility between females and males are significant.

**IMPROVE
COMPETITIVENESS**

Since Vietnam's ambition is to become a high-income country, the national digital capability among genders and groups needs to be improved.

**ERADICATE
POVERTY**

Improve employability prospects of underprivileged female students, enabling them to secure well-paying jobs that help them escape poverty.




WHY SPONSORING US?


- We believe that education is the key to breaking the cycle of poverty, and we are committed to empowering disadvantaged communities through digital inclusion.
- By investing in this scholarship, you are not only helping these young women access education, but you are also investing in the future of Vietnam.
- With the skills and knowledge gained through this program, these students will be well-equipped to lead the digital revolution in Vietnam and build a better future for themselves and their communities. We invite you to partner with PNV and join us in creating a brighter future for all.



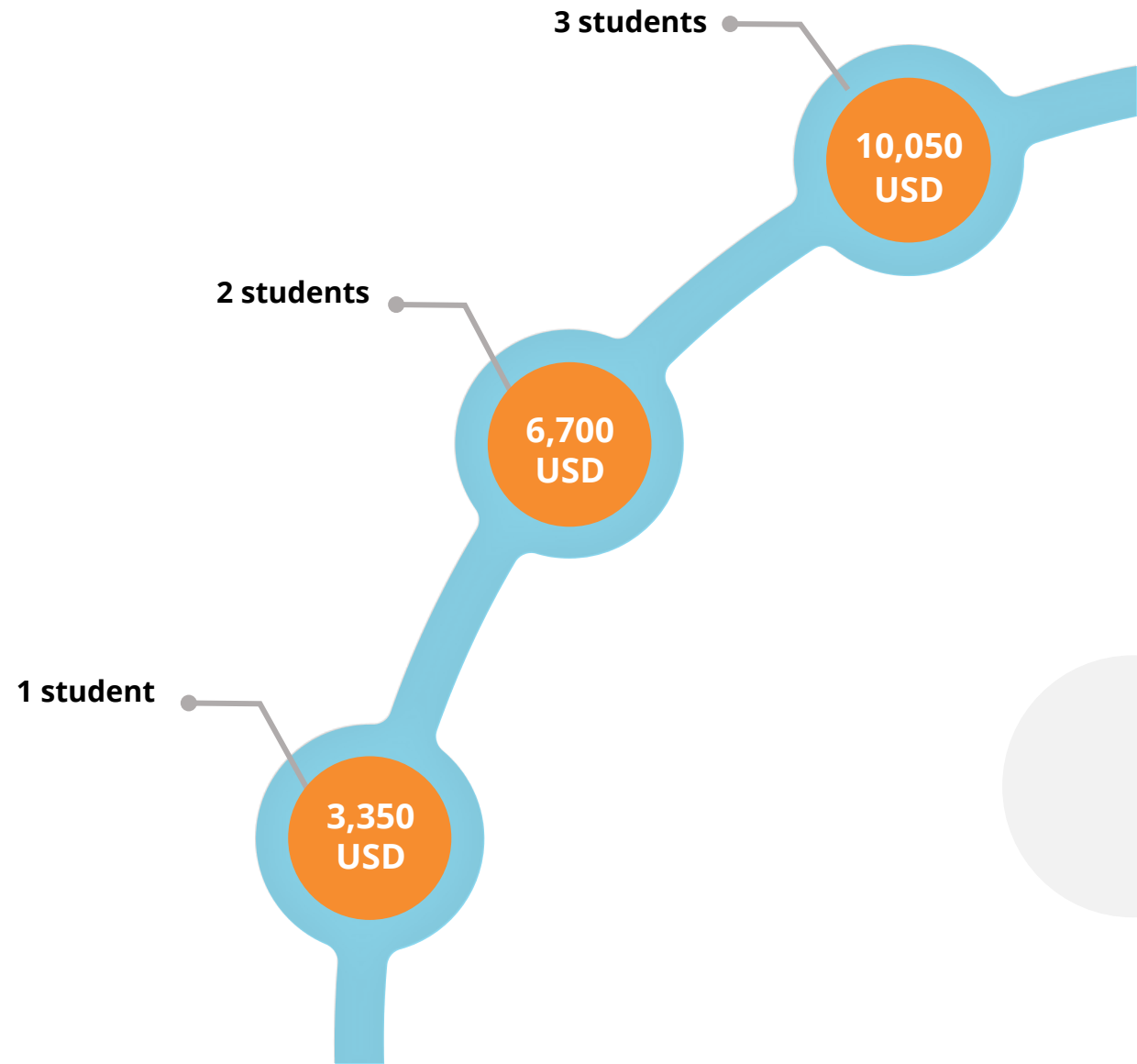
IMPACT METRICS

 Quality education & training that leads to good employment opportunities in Tech industry	Internship Rate
	Graduation Rate
	Employment Rate
	Percentage of female graduates working in Tech industry
	Skills Development
Women Empowerment	<p>The extent (1-10) to which female students & graduates...</p> <ul style="list-style-type: none">• feel confident working in Tech industry• feel supported by their families to pursue this career• faces stereotypes /discrimination against women in tech• would encourage their family members/peers to pursue career in tech

IMPACT METRICS

 Inequality reduction	Percentage of female students who have ethnic minority background
	Ethnic minority employment rate
	Ethnic minority average monthly Income
Poverty reduction	Average family monthly income (before entering PNV)
	Average female graduate monthly income
	Percentage of income contributed back to family
Alumni involvement	Percentage of female graduates who joined PN Alumni Association
	Percentage of female graduates who are mentoring/will mentor juniors
Public awareness	Social media reaches
	Social media engagement
	Conversion rate from audience to (1) donors, (2) beneficiaries

SPONSORSHIP PACKAGE





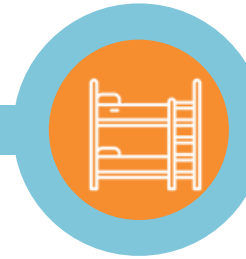
**BASIC
TRAINING
COST**



**PERSONAL
EXPENSES**



**MONTHLY
ALLOWANCE**



**DORMITORY
FEES**



**ADVANCE IT
&SOFT SKILLS
TRAINING COST**



**BICYCLE
COST**



**HEALTH
INSURANCE FEES**



**COMPUTER
FEES**

**EXPECTED SCHOLARSHIP FOR 1 STUDENT IN A YEAR
USD 3,350**

**Annually, PN accounting is audited and certified by Cabinet Ajilex
- a member of the Compagnie Régionale d'Orléans*

GET INTOUCH WITH US



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A Gateway for Life

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ANNEX

For more than a decade, PNV's outstanding contributions to the advancement of the underprivileged communities, local talents, and the region's economy were officially recognized with:

Vietnam Association for Promoting Education (VAPE)

Medals - For the Study Promotion (2015)
Certificate of Merit (2016)

The People's Committee of Danang

Certificate of Merit (2015)
Certificate of Merit (2016)
Certificate of Merit (2021)

The People's Committee of Quang Nam

Certificate of Merit (2015 - 2017)

The People's Committee of Quang Ngai

Certificate of Merit (2021)

The Service Center for Da Nang Foreign Affairs (SCEDFA)

Certificate of Merit (2021)

American Chamber of Commerce in Vietnam

2022 AmCham Vietnam ESG Impact Awards - Excellence in Social Impact



OUR PARTNERS



PNV ON PRESS AND TELEVISIONS



DETAILED IMPACT METRICS

Objectives	Metric	Definition	Baseline comparison
Quality education & training that leads to good employment opportunities in Tech industry	Internship rate	Rate of success in finding an internship within 4-8 weeks, during the 2-month internship program (year 2) and the 5-month internship program (year 3)	Average success rate of the entire cohort in PNV
	Graduation Rate	Percentage of female students who complete the program on time and receive a degree.	<ul style="list-style-type: none"> Total graduation rate of the cohort Average graduation rate of PNV throughout the years
	Employment Rate	Percentage of female graduates who secure a job in the IT sector or related fields within 6 months, 1 year, 2 years after graduation.	<ul style="list-style-type: none"> National average employment rate by level of education: 96.5% (college), 97.2% (university) [1] Average employment rate of women in Vietnam: 97.7% [2]
	Percentage of female graduates working in the field they have been trained in	Percentage of female graduates working in Tech industry	<ul style="list-style-type: none"> Average percentage of women working in Tech industry: 30.7% [3] National average rate of graduates working in unrelated fields: 19% [4]
	Skills Development	Ranking of top professional/hard/soft skills graduates find most important in their current job & Whether PNV has trained them with such skills	

[1] VnExpress, "Cử nhân đại học thất nghiệp nhiều hơn trung cấp," vnexpress.net, Aug. 08, 2022. <https://vnexpress.net/cu-nhan-dai-hoc-that-nghiiep-nhieu-hon-trung-cap-4497162.html>

[2] TRADING ECONOMICS, "Vietnam - Unemployment, Female - 2023 Data 2024 Forecast 1991-2021 Historical," TRADING ECONOMICS. <https://tradingeconomics.com/vietnam/unemployment-female-percent-of-female-labor-force-wb-data.html>

[3] International Labor Organization, Leading to Success: The business case for women in business and management in Viet Nam, 2020. https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---ilo-hanoi/documents/publication/wcs_761063.pdf

[4] Online T. T., "Sai số về tỉ lệ lao động thất nghiệp: Bộ định chính, chuyên gia xin lỗi và khoảng trống về dự báo," TUOI TRE ONLINE, Oct. 11, 2022. <https://tuoitre.vn/sai-so-ve-ti-le-lao-dong-that-nghiiep-bo-dinh-chinh-chuyen-gia-xin-loi-va-khoang-trong-ve-du-bao-20221011093535739.htm>

DETAILED IMPACT METRICS

Objectives	Metric	Definition	Baseline comparison
Women empowerment	Personal sentiment	<ul style="list-style-type: none"> The extent to which female graduates feel confident working in Tech industry (Scale 1-10) The extent to which female graduates feel supported by their families to pursue this career (Scale 1-10) The extent to which female graduates faces stereotypes/discrimination against women in tech (Scale 1-10) The extent to which female graduates would encourage their family members/peers to pursue career in tech (Scale 1-10) 	In Vietnam, 93.75% of people still have at least one bias against gender equality and women's empowerment [5]
Inequality reduction	Ethnic minority demographics	Percentage of female students who have ethnic minority background	National average literacy rate for ethnic minority females: 69.4% [6]
	Employment rate	Percentage employment of female students with ethnic minority background after graduation 6 months, 1 year, 2 year	Average employment rate of ethnic minority females in Vietnam: 79.4% [7]
	Average monthly Income	Average monthly income of female graduates with ethnic minority background after graduation 6 months, 1 year, 2 year	Average monthly income of ethnic minority families in Vietnam: \$216 [8]

[5] General Statistics Office and UNICEF. 2021. Survey measuring Viet Nam Sustainable Development Goal indicators on Children and Women 2020-2021, Survey Findings Report. Ha Noi, Viet Nam: General Statistics Office.

[6] T. H. Bui PhD, Nguyen MA, Nguyen MA, and K. T. Nguyen MA, "Policy Brief: GENDER ISSUES OF ETHNIC MINORITY GROUPS IN VIET NAM," United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), May 2021. Accessed: Mar. 13, 2023. [Online]. Available: https://data.opendatacommons.org/en/dataset/bbb1ca87-46f7-498d-a029-bf9ecef97b70/resource/15712988-6362-4ddf-bc86-b54a0dade0e0/download/gender-issues-in-em_-eng.pdf

[7] GSO. Survey on Socio-Economic Situation of 53 Ethnic Minority Groups of Viet Nam 2019 and Results of the Labour Force Survey 2019

[8] VnExpress, "Vietnam aims to double ethnic minority incomes by 2030 - VnExpress International, Nov. 21, 2019. <https://e.vnexpress.net/news/news/vietnam-aims-to-double-ethnic-minority-incomes-by-2030-4014557.html>

DETAILED IMPACT METRICS

Objectives	Metric	Definition	Baseline comparison
Alumni involvement	Alumni Participation	Percentage of female graduates who joined PN Alumni Association	Overall percentage of graduates who joined PN Alumni Association
	Alumni Engagement	Percentage of female graduates who are mentoring/will mentor next batches of PNV female students	Overall percentage of graduates who are mentoring/will mentor next batches of PNV students
Public awareness	Social media reaches	Total number of reaches on PNV's Facebook/LinkedIn posts related to the scholarship program	
	Social media engagement	Total number of comments and shares on PNV's Facebook/LinkedIn posts related to the scholarship program	
	Conversion rate	<ul style="list-style-type: none"> Percentage of audience who become corporates & individual donors to the scholarship program Percentage of audience who become prospect beneficiaries (students applying for admission to PNV) 	