

# **ACDC** Action to the Community Development Centre

Hanoi, Vietnam

## **A 3 year development plan (2014-2016)**

preliminary/work material/internal only

**October, 2013**

# **WHO WE ARE**

**ACDC, Action to the Community Development Centre, a Non Government Organization(NGO) based in Hanoi, Vietnam.**

# **OUR VALUES & BELIEVES**

**All people with disability in Vietnam are entitled to recognition, inclusion and equal rights.**

**We believe in a long term and sustainable development of the disability community in Vietnam.**

**PWD's, and DPO's should be part of, and contribute to, a prosperous development of our country.**

**Our five core values of the organisation.**

**5P:People,Participation,Passion,Proffesionalism and Partnership.**

# **OUR MISSION**

**Act as a reliable and trustworthy organisation, bridging between government agencies, NGO's, DPO's, local communities and people with disabilities.**

**Act as a professional organization in providing legal consultancy and assistance for local DPO's and People with disabilities.**

# **OBJECTIVES**

**To be recognised as a national and professional organisation working with passion towards a barrier free society for people with disabilities.**

## **DEVELOPMENT STRATEGY**

ACDC should focus on a limited variety of actions and project which all contributes to the expressed objectives and values. ACDC is a young organisation and must therefore operate in accordance to its limited recourses and experiences. Although there are so much to do and so much to be achieved it could be tempting to try to do “everything at once”. Instead, a careful assessment of the present situation for people with disability would be worthwhile, aiming to prioritise which activities and what result each activity/project most possibly could achieve. In order to do so, some facts and figures would be helpful to make good decisions. For example; an overview of the socio-economic prevalence of people with disability in Vietnam. An overview of age distribution and prevalence.

An overview of gender distribution and prevalence. An overview of geographical distribution of people with disabilities.

Should ACDC prioritise its target groups based on who needs most support or which group is most effective to support or an appropriate mix of the said.

State an ultimate goal which could be that within the year of 2018 a minimum of 50 % of Vietnamese’s disability community should know that ACDC is an organisation working for a barrier free society for people with disabilities in Vietnam.

Except from building domestic positions also seek contact with other countries disability organisations and perhaps make visits to their countries in order to experience their stage of development and learn from their situation.

Talk to and guide Vietnamese companies involved in production marketing and sales of aid equipment for people of disability.

The legal advice and policy determent of ACDC should be prioritised. It is at the current stage of development, a very important key issue. It also give a high credibility to the organisation. Involve in the main streaming process with regards to legal advice, health and social security.

Education and communication is an overall important area of activities. Due to its relatively complex and large area ACDC should try to select the activities which could give best yield in terms of long-and short term desired achievements.

## COMMUNICATION STRATEGY

In 2008 the government signed the UN treaty regarding people with disability and their rights in the Vietnamese society. It's a long and challenging path to embark on, as it is a very important and necessary task to communication/education the society. The communication mission should have a prioritised position among all the various activities ACDC is engaged in. Every opportunity to communicate to a broader group of stake holders, DPO's and general public should be utilised.



There are a number of communication tools to use depending on what effect ACDC like to accomplish. Short term to long term tools, however they interact with each other so in a good communication scheme all forms should be used.

Short term: (Twitter), Face book, (Image sharing and Text messaging).

Medium term: Web sites, Hand-outs, Newsletter, Media/News- Press releases, Email.

Long term: (Blog sites), YouTube videos, Publications, Workshops and group meetings.

With the current development strategy as a base, the communication should be compatible and performed concurrently.

One of the more important and effective channels is the media. Preferably the communication officer and the director is recommended to liaise with selected media and journalists. Success stories is often liked by media and all types of happy ending stories could be told to media nation wide.

You Tube is a great platform to broadcast your own stories and success. The short videos could include local DPO's representatives and PWD's

Homepage and Face book should be updated on a regular basis in order to show a high activity level and professionalism.

A yearly media project together with local DPO's could be initiated and organised by ACDC with the purpose to reach out to as many as possible of the 6,7 million people with disabilities and their families all over the country. Negative attitudes amongst the general public will take time to change so therefore, being consistent and always prioritise the opportunity to communicate good stories and relevant information will help and is important in the long run.

ACDC should adhere to the following strategy:

1. The following groups should be specifically targeted on a regular basis;  
(Newsletter, E-mail) in other annex

- a) Member DPO's
- b) Media
- c) Stakeholders and funders
- d) Governmental agencies

2. The following groups should in general be targeted on a regular basis;  
(Homepage, Face book, YouTube, Media/Press releases)

- a) PWD's
- b) The general public
- c) Policy maker
- d) Media

## HUMAN RECOURSE STRATEGY

ACDC currently holds 10 employees organized in a linear structure. The dominating departments are, administration and finance dept., legal advice and policy dept., communication dept. and research dept.



In order to develop the organisation towards the long term objectives it is of vital importance to be able to recruit and keep individuals with both professional skills and passion. The centre will build a team of young people with enthusiasm, strong professional skills and dedication to help the centre reach its goal.

Preferably these individuals will have own experience from disability or within their family.

### **ACDC should adhere to the following strategy for the next 2 years, 2015:**

1. Organise an advisory board consisting of scientists with intensive experience and of high reputation. Invited by the centre to contribute ideas about development strategy and technical aspects. Also providing its network of skilful and professional individuals (opinion leaders)
2. ACDC will have at least 3 Masters of law, business admin and social development. Well qualified in community development, particular specialised in development for people with disability.
3. ACDC have 1 advocacy officers. 1 coordinator and 1 project officer. Well qualified, experienced and able to implement the advocacy activities of the organisation being one of the strength of the organisation.
4. ACDC will have communication officers. 1 coordinator and 1 communication officer. Well qualified end experienced in communication and journalism.
5. ACDC will have 1 grant and project officers. They will be able to raise funds, and implement projects.

## FUNDING STRATEGY

As a non-government organisation ACDC is fully depending on proper funding in order to execute its activities and to reach the defined objectives. A cornerstones for being successful with funding activities is, being perceived as a serious and trustworthy organisation. Approaching and selecting the most appropriate funder is another key to success as organising application, forms and documents could be very time consuming. It is also important and valuable to be able to demonstrate past and successful projects as well as planed future projects.

A third key is timing and having access to information with regards to organisations, companies, countries and private donors. When and in what area they are willing to fund. Finally, long term and short term (project funding) has to be considered, obviously in a suitable mix.

ACDC should adhere to the following strategy:

1. From time to another spend considerable time to identify appropriate donors domestic as well as internationally.
2. To ease the stress of being undercapitalised a minimum foresight could be desired.
3. Seek funding for specifically designed projects which include the estimated administrative cost as well. (10%)
4. Identify what donors specifically find relevant in their donating activity and adapt the application without losing your objectives.
5. Engage in self-funding activities like crowd funding or special events.
6. Liaise with other fund seeking organisation and make joint applications.



# ACDC

**FUNDING**



**STAFF**



**COMMUNICATION/MARKETING  
PROJECT EXECUTION**



**A BARRIER FREE COMMUNITY FOR  
PEOPLE WITH DISABILITIES**

Change of attitudes  
amongst the general public  
and policy maker towards  
PWD's  
People with disability will  
participate in building and  
developing the society  
thereby supporting  
themselves and their  
families.

