

# Corporate Social Responsibility



## Corporate Social Responsibility (CSR)

CSR is increasingly being recognised as something that not only business but also institutions, educators and students should be involved in.

THE-ICE recognised that the best contribution we could make was to identify and support a number of hospitality training initiatives that support disadvantaged youth in developing countries.

Being committed to supporting such initiatives, THE-ICE has partnered with KOTO and Sala Bai, each chosen for their demonstrated and continuing dedication to their causes. They offer both personal and professional inspiration to those are involved with them.

### Sala Bai Hotel & Restaurant School - Cambodia

Sala Bai Hotel & Restaurant School was founded in 2002 by the French-based NGO *Agir pour le Cambodge*.

With the long-term goal to reduce poverty in Cambodia through social and professional training of under-privileged youths, Sala Bai offers free hotel school education to those coming from under-privileged families in rural districts from all over Cambodia.

Each year, the School trains around 100 young disadvantaged Cambodians to be restaurant staff, cooks, receptionists and/or housekeeping attendants.

During the 12-month training, the school covers all training fees and expenses for the students - including accommodation, food, transport, insurance and medical expenses.

Priority is given to female students who make up about 70% of each intake, however all students are drawn from under-privileged social and economic family backgrounds in Cambodia, are aged between 17 and 23 years, and meet a minimum education level. Over 1,000 trainees have graduated, all securing work within a year after.

THE-ICE and its accredited members proudly support a student through the **'Friends of Sala Bai'** network. This not-for-profit organisation is supported by individuals, companies and other community-based organisations whose sole purpose is to raise funds in support of the Sala Bai Hotel & Restaurant School in Cambodia.

For more information, to donate, help or visit the School please visit the [Sala Bai Hotel School Website](#).



THE-ICE, a full member of



The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) is an international accreditation body established in 2004. Its focus is on programme accreditation, benchmarking and the promotion of excellence for tourism, hospitality, events & culinary arts education. THE-ICE is a not-for-profit organisation governed by an elected Board of Directors. It supports its member institutions through a range of education development initiatives, and seeks to provide relevant information to future students about their study options.



know one, teach one

For further information visit

[www.the-ice.org](http://www.the-ice.org)





## KOTO – Vietnam

KOTO is a vocational training organisation for disadvantaged youth in Vietnam. KOTO's mantra - Know One, Teach One - reflects the belief that if you're in a position where you can help someone less fortunate than yourself then you should help them.

KOTO supports and trains orphaned, homeless or poor youths from city and rural communities - in Hanoi alone it is estimated that there are some 19,000 young people living on the streets. KOTO's 200-student training centres teach youths hospitality, English language, and life skills such as personal hygiene and money management.

KOTO offers a two year programme, beginning with a family environment where students feel safe, happy and cared for, and can develop into confident young adults.

Provided with ongoing health care, uniforms, laundry, meals, and a monthly training allowance - students also receive accommodation for the first 18 months, sourcing their own for the final six months as an integration into life after graduating.

KOTO recruits up to 30 young people from the streets every six months following recommendations from a wide network of sources including individuals, orphanages, or organisations dealing with poverty, trafficking, physical abuse, alcoholism and other addictions. The training is hard at times, but the journey is an amazing one: they transform from being abandoned, neglected, insecure youths with low self-esteem to empowered, knowledgeable and optimistic young men and women.

KOTO's unique structure offers a social enterprise model that can be applied anywhere, with vocational training the key to a sustainable future for street kids and disadvantaged youth around the world. The model is based on not only providing youth with training and jobs, but providing them with valuable life skills to ensure they can contribute to their community.

THE-ICE and its accredited members are proud to support KOTO's Trainee Sponsorship Programme. please visit the [KOTO website](http://www.koto.org.vn) for more information



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