



## Editorial

January 2014

*Half a year ago, we published our first newsletter in which we informed you about ProCEED's objectives, a baseline survey on environmental awareness, and our initial activities. Today, ProCEED is in full swing. We at MoNRE and GIZ together with our service providers were able to organize a wide range of activities to achieve our goals in climate-related education and communication.*

*Our most ambitious activity was an extensive Environmental Tour to Khammouane where we raised the awareness of government staff and villagers on biodiversity, wildlife conservation and co-management of National Protected Areas. We also introduced a large number of students at secondary schools in Vientiane to the issue of climate change. For many of these activities we used our newly acquired environmental bus and truck. You may have come across the nicely decorated vehicles somewhere.*

*You may have noticed the numerous articles about ProCEED activities and environmental issues that we published in Pasaxon and Vientiane Times newspapers. The news can also be retrieved at the English language website we recently launched – a Lao Version is soon to follow.*

*2014 promises to be just as exciting and busy as the year before. We are planning more environmental tours to the provinces and many other media and educational activities – just watch out for ProCEED's logo and tagline "Environment – We care today for tomorrow".*

Souvanny Phonevilay  
National Project Director, MoNRE

Dr. Michael Trockenbrodt  
Team Leader, GIZ

## On the Road - Environmental Bus Tours Pick up Speed in Vientiane and Khammouane

Environmental Bus Tours start picking up speed with tour events completed in Vientiane and Khammouane Province. The tours, a first of its kind in Laos, are organized by ProCEED, the Promotion of Climate-related Environmental Education project which is part of Lao-German cooperation. The project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Department of Environmental Quality Promotion (DEQP) of the Ministry of Natural Resources and Environment aims at raising awareness about climate change, biodiversity and environmental protection.

From 23 Sept to 4 Oct, 2013 the bus tour took off in Vientiane Capital when more than 5,000 students and their teachers from 20 secondary schools engaged in interactive games, songs, films and presentations about the complex issues of climate change. In an informative and entertaining way, a young team from the Mobile Conservation Unit (MCU) at the National University's Faculty of Forestry communicated the causes and effects of climate change and what these mean in the Lao context. The bus tour performances at each of the schools lasted approximately three hours. As not many people in Laos

know about climate change even though its impacts affect the livelihood of everyone, awareness raising is ProCEED's key objective. A Knowledge-Attitude-Practice (KAP) Survey in 2012 collected information on what 1,350 respondents in Vientiane, Khammouane, Houaphan and Sayaboury know, believe and do in relation with climate change, biodiversity and the environment. The results of the study showed that specific knowledge about climate change is low, also among urban people. People interviewed state that they need more information on climate change. Adaptation to climate change was one of the most mentioned topics of concern by those interviewed. Hence, for Lao citizens to be able to adapt to the impacts of climate change, they need to understand what climate change is and what options there are in dealing with it today and in the future. The secondary school students in Vientiane Capital addressed by the Environment Bus Tour are a crucial audience in that respect.

Using a similar approach, staff members of DEQP headed for Khammouane from 27 Oct to 1 Nov, 2013. They surprised their colleagues in the provincial capital, Thakek, and in Boualapha District with a total of six programs on biodiver-



Role play and poster session during DEQP's environmental bus tour to Thakek

## Environmental Bus Tours Pick Up Speed (continued from page 1)



*Environmental bus on the road - at schools in Vientiane and with government officials and villagers in Boualapha District*

sity, wildlife and the new concept of co-management in the nearby Hin Nam No National Protected Area (NPA). The four bus tour programs in Thakek and two in Boualapha, each 1.5 hours, were attended by a total of almost 200 provincial and district staff from the Governor's Office, Police, Armed Forces, Lao Women and Youth Union, and the Departments of Natural Resources and Environment, Agriculture and Forestry, Industrial and Commerce, Public Works, Education, Health, Justice, Information, Culture and Tourism, and Planning and Investment. Using an infotainment approach, factual information was combined with entertaining songs and games, fostering participants' curiosity and involvement in the subject. The main feature of presentations in Khammouane was co-management in the Hin Nam No NPA.

Co-management is a new approach in Laos. Based on Decree 164/PM, the government establishes NPAs within geographical boundaries to maintain natural ecosystems for plants and animals of high biodiversity value. NPAs limit human occupation and restrict natural resource utilization and development activities harmful to the area's environment. An NPA is divided into different zones which helps the management of natural resources, resident and visitor use. Management activities include zoning, patrolling, species monitoring, maintenance, research etc. The co-management of NPAs means that the government together with the rural population living close to a protected area negotiate a fair sharing of management functions, rights and responsibilities. This combines conservation objectives

and community utilization rights, and offers benefits for biodiversity conservation, wildlife protection and local livelihoods. In return for protection and management work villagers receive benefits, e.g. from forest products or eco-tourism which add to income generation.

On 18 Nov, 2013 the Environmental Bus Tour was extended for a whole month of one-day programs covering 14 villages in the Boualapha District near the Hin Nam No NPA. This is also the project area of a Lao-German nature conservation project implemented by GIZ and the respective Lao Government partners. The November/December tour was prepared by PA-DETC, the Participatory Development Training Center, a non-profit organization engaged in interactive education and communication for development. Again, the focus was on biodiversity, wildlife and NPA co-management.

Morning activities implemented at schools actively involved children through a diversity of games, songs, movie screening, and drawing contests. In the afternoon, village people engaged in observation walks and discussion rounds, which were related to livelihood aspects of their economics, environment, culture, and well-being. Results from the school activities and discussions were presented during community events in the evening. Several thousand people were attracted to movie screenings, a theatre play, quizzes and songs, which again combined factual information and entertainment. One of the major challenges was to connect complex information such as on climate change or co-management to the educational tools

chosen, e.g. theatre plays on biodiversity conservation or NPA co-management.

The tour relied on a 14-seater bus, which is solar-powered so that it provides 4-5 hours of energy for the electronic devices installed. A large white screen can be fixed to one side of the vehicle so that movies can be screened by means of a mobile projector and a computer-assisted multimedia system. An Environmental Truck joined the tours in early 2014. It offers additional facilities for traveling exhibitions, in-door film screening, playing interactive games and engaging in other non-formal environmental education activities.

MCU, DEQP and PADETC staff participated in preparation workshops organized by ProCEED, where they learned how to use interactive moderation and visualization methods. The workshops enabled them to develop skills in brainstorming techniques, team building exercises or mini-drama sessions which are meant to trigger learning processes and to raise environmental awareness.

In 2014, the two vehicles will keep touring Vientiane and the Khammouane, Houaphanh and Sayaboury provinces for periods of about a month each. The environmental non-formal education activities provided through the bus are part of a well-coordinated multi-year strategy supervised by MoNRE. ProCEED supports national mass media and community communication channels to improve knowledge, attitudes and practices regarding the environment, biodiversity and climate change in Laos (see next page).





## Lao Media Provide Regular Information about the Environment

Providing viewers, listeners and readers in Lao PDR with relevant information on environmental issues is an important task of the country's mass media. Therefore, ProCEED supports regular environmental TV and radio programs, and newspaper columns at the national and provincial level. These mass media activities put ProCEED's objective into practice that knowledge, attitudes and behavior related to the environment, biodiversity and climate change in Laos will improve through better access to relevant information.

Lao National Radio (LNR) and Lao National TV (LNTV) production teams cooperate closely with ProCEED and the Department of Environmental Quality Promotion (DEQP) of MoNRE. LNR's weekly environmental radio program is broadcast every Monday morning from 08:00 to 08:30. Viewers of LNTV can watch the corresponding TV magazine every Sunday evening from 19:00 to 19:30. An international communication expert evaluated the environmental programs and suggested recommendations for fine-tuning the programs to ProCEED's major topics: climate change, biodiversity and environmental protection. Important events of ProCEED and MoNRE are covered as well, e.g. conferences, exhibitions, trainings, environmental bus tours, award ceremonies etc. ProCEED provides LNR and LNTV with background information, fact sheets and press releases for these productions.

So far, LNR broadcast 43 programs and LNTV 29 programs between January and November 2013. Lao scripts are available for almost all recordings, many translated into English. Together with the recorded clips, these are valuable materials for en-

vironmental information and education that can be used by other radio and TV stations as well as for non-broadcast purposes such as trainings or school events in the future. Many of the LNR and two LNTV scripts are submitted to ProCEED in advance in order to provide an opportunity for revision and improvement.

LNR and LNTV complement news, official government statements, spots and songs with a people's perspective, possibly by interviewing ordinary citizens, Lao scientists or companies on their views on environmental issues so that the same issue could be discussed from different angles. Interactive journalistic formats such as mini-dramas, call-in or quiz should make the magazines more lively and entertaining. Thus, listeners can better understand the information on complex issues such as climate change or biodiversity.

As part of its mass media activities, ProCEED also provides regular contributions to the Vientiane Times and Pasaxon, the country's major English and Lao newspapers which are mainly read by government officials and other decision makers. Readers acquire information about ProCEED's activities and news about environmental issues relevant to Laos, e.g. climate change, biodiversity protection and nature conservation. The Lao language Pasaxon newspaper publishes half a page on environmental issues every other week in its Monday edition, and the English language Vientiane Times newspaper every other week in its Saturday edition.

By the end of November 2013, a series of eleven articles on ProCEED, KAP survey results and specific activities under the project's Environmental Education and

Communication Strategy (EECS) has been published by the Vientiane Times. In the same period, ten of these articles have been translated into Lao and published by Pasaxon.

A series of attractively designed flyers has been published on the ten most important facts about climate change, co-management of NPAs, biodiversity and wildlife conservation. The flyers' texts and photos are also applied to information charts and PowerPoint presentations for educational and training purposes. The flyers and charts have already been used on the environmental bus tours (see previous page).

A ProCEED poster series will soon address major project activities – mass media, non-formal education, and National Strategy on Environment Education and Awareness 2020 (NSEEA) – and themes: climate change, co-management, biodiversity, wildlife, and forest protection.

These print media are complementary to the ongoing radio and TV broadcasting programs, and the website and newspaper articles. Hence, ProCEED has a set of attractive, informative and well-edited publications at its disposal for regular and consistent use in the context of its public relations and its activities related to environmental communication and education. ProCEED supports this broad scope of measures through capacity development in all relevant fields of journalistic and communication skills ~~in close cooperation~~ with MoNRE and other strategic partners in the mass media, government and non-government organizations.



*ProCEED media in action - an LNTV interview related to Environment Day 2013, a facts flyer and a radio listening group*



## ProCEED Website Launched

On 19 August 2013, Ms Souvanny Phonevilly, Deputy Director General Department of Environmental Quality Promotion (DEQP) at the Ministry of Natural Resources and the Environment (MoNRE), has officially launched the website of ProCEED, the Promotion of Climate-related Environmental Education project implemented by DEQP in cooperation with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. At [www.laos-proceed.com](http://www.laos-proceed.com) the website provides up-to-date information on news, activities and products related to the Lao-German cooperation project. It offers users media and materials as well as literature and Internet links for a comprehensive understanding of environmental communication and education in Laos. The design enables quick and easy navigation throughout the website. MoNRE plans to have the website available in Lao in the near future.

## Film Summer School Supports Young Lao Film Makers

Film Summer School 2013 was supported by ProCEED, the Discovery of Lao Knowledge Centre (DOKLAO), Lao National University, and the Ministry of Information, Communication and Tourism (MoICT). Twelve students originating from the private sector, Lao National University, the Cinema Department of MoICT, DEQP-MoNRE, and DOKLAO presented productions in June 2013. All of the film documentaries were shot during a one-week field trip in mid June. During a hands-on workshop, German filmmaker Thomas Lauterbach shared the fundamentals of documentary films and

visual storytelling with his Lao students: from treatment and scripting to directing, filming, and editing. Fieldwork for the documentary films was conducted in the Hin Nam No National Protected Area in Boualapha district, Khammouane which is also the project area of a Lao-German cooperation project implemented by GIZ and the respective Lao Government partners: Integrated Nature Conservation and Sustainable Resource Management in the Hin Nam No Region. The topic of all documentaries is environmental and forest protection but the angles and perspectives in the films differ from a childrens' to a park ranger's point of view.

## MoNRE Presents Environmental Photo Competition Awards

Mr. Khampadith Khammounheuang, Director General of the Department for Environmental Quality Promotion at the Ministry of Natural Resources and Environment (MoNRE), presented awards to the ten winners of proCEED's 2013 Environmental Photo Competition during a ceremony at the Settha Palace Hotel in Vientiane on 24 July, 2013. ProCEED, a Lao-German cooperation project, had invited printed or digital photos on environmental issues in Laos. Out of more than 80 contestants, Vilasack Southisane won the competition with his impressive picture of rice fields being burned in preparation for the next planting season. Runner-up Taikeo Phorlasinh focused on the beauty of the environment along the Fai Hua Nam River in Udomxai Province. The third prize was awarded to Ms Souhida Souliyang as her photo of dried-out

tree branches on dried and cracked soil warns us about the impact of droughts on the environment. The best 32 photos of the competition were pieced together for a photo exhibition and displayed at the award ceremony. The photo exhibition is currently touring schools and government offices in the Vientiane area.

## Germany Commits Two Environmental Education Vehicles to MoNRE

On 13 Nov, 2013 German Ambassador, Mr. Robert von Rimscha, handed over two environmental education vehicles to DEQP at the MoNRE, represented by Director General Khampadith Khammounheuang. The 14-seater bus and eight-meter truck are put to good use in non-formal environmental education activities as part of Lao-German Cooperation. Mr. Khampadith stated "We can now even go to remote areas to communicate our key message: Environment – We care today for tomorrow". In his address at the Culture Hall in Vientiane, Mr. von Rimscha is confident that "these two vehicles will attract large audiences as they offer both information and entertainment in rural areas where environmental education is so much needed. The environmental tours effectively complement the project's well-coordinated multi-media strategy." The environmental education bus started touring Vientiane Capital and Khammouane. The custom-made vehicles' electronic media equipment can alternatively be powered by a solar energy system, which provides 4-5 hours of electricity devices installed such as the film projector or the PA system.

## IMPRINT

**Promotion of Climate-related Environmental Education - ProCEED**  
Department of Environmental Quality Promotion, Ministry of Natural Resources and Environment

Nahaidiau Rd, Ban Nahaidiau,  
Chanthabouly District,  
Vientiane Capital, Lao PDR

T +856 21 254 011

E [proceed@giz.de](mailto:proceed@giz.de)

I [www.laos-proceed.com](http://www.laos-proceed.com)

ProCEED is a Lao-German development cooperation project implemented by the Lao Ministry of Natural Resources and Environment (MoNRE) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The project aims at improving knowledge, attitudes and practices regarding environmental and biodiversity protection as well as climate change adaptation in Laos.

