

IMPACT SHEET • SWITCH-ASIA PROJECT  
GETGREEN VN – SUSTAINABLE LIVING AND WORKING  
IN VIETNAM

## CATALYZING SUSTAINABLE LIVING AND WORKING EFFORTS IN VIETNAM



**1000 VIETNAMESE CONSUMERS AS CHANGE AGENTS FOR  
THE TRANSITION TOWARDS SUSTAINABLE CONSUMPTION**



## THE CHALLENGE

In Vietnam several ongoing projects focus on delivering more sustainable products to both export and local markets. However, the awareness of the local consumers on sustainability is low. It is important to raise consumer awareness to create a demand for such products. The main target groups of the project are middle class consumer groups and office worker groups. After being made aware, trained and educated on the concept with the support from trainers and experts during the project, these consumers are considered change agents towards more sustainable consumption.

## OBJECTIVE

The project aims at contributing to an increased share of sustainable consumption by Vietnamese consumers in general. To achieve this, the project aims at increasing the capacity of consumer organisations and government in enabling and supporting consumers to move towards more sustainable consumption behaviour.



## TARGET GROUPS

### TARGET GROUPS:

- consumer groups
- consumer organisations
- governmental organisations

### FINAL BENEFICIARIES:

- Consumer organisations and related NGOs will benefit from increased knowledge of and practice with sustainable consumption approaches
- Small and medium sized companies will gain insight into consumer needs and benefit from active collaboration with consumers

## ACTIVITIES / STRATEGY



The project aims at contributing to an increased share of sustainable consumption by Vietnamese consumers. To achieve this, the project activities are designed to increase the capacity of consumer organisations and government in convincing and supporting consumers in making the choice for more environmentally friendly behaviour.

The project reaches out to the community of Vietnamese consumers through networking and information dissemination activities, including website, brochure, press release, project events. Promotional and training materials (i.e. “Tips and Tricks” leaflets, short films on sustainable consumption available for Internet/PC use) will be fully exploited. These are means of communication to establish and reach out to a large community with at least 1000 members in 50 GetGreen clubs acting as “change agents”. These change agents will later spread out the knowledge of sustainable working and living in Vietnam and ensure a future of the developed methods and education material after the project.

An active collaboration between consumer groups and small and medium enterprises, also called co-creation, will ensure a better understanding from both sides. This will ensure a stronger position for the product portfolio of the small and medium enterprises and a greater offering of sustainable products for the consumers.

# SCALING-UP STRATEGY



## TARGETED APPROACH – FOCUS ON CONSUMER SEGMENTS

The focus of the project is on consumer groups in Vietnam. By reaching out to the consumers a movement from bottom-up is activated and will create a higher demand for sustainable products. In combination with other on-going projects in Vietnam, focused on increasing the offering of sustainable products by local small and medium enterprises, this results in a holistic approach for the whole country.



## GETGREEN CLUBS ACTING AS “CHANGE AGENTS”

The consumer groups formed in the project will be acting as “change agents” for the future and during the project they will gradually build up to a community of a thousand consumers. These change agents will come from citizens and civil society organizations. The project will reach out to this community of change agents with promotion material, education material, methods, tools and information in order for them to be able to reach an even larger audience in Vietnam. The change agents will go through 3-day training workshops.



## GET GREEN GUIDEBOOK

The GetGreen Guidebook will be made available for all change agents, consumer organisations and interested partners, both in Vietnamese and in English. The Guidebook will include sections on the profiles of the target groups i.e. GetGreen consumer groups, an introduction to the concept of sustainable consumption, modules on specific sustainable consumption opportunities and tools, tips and tricks.



## SOCIAL MEDIA INTERACTION PLATFORM

A web-based interaction tool (Social Media Interaction Platform) will be produced for the consumers and change agents as well as a platform for co-creation and co-design of sustainable products with local small and medium enterprises.



## GetGreen Chain of Activities for Scaling-up Sustainable Consumption

1

**Collection of consumer baseline information**

- Focus Groups
- Interviews
- Desk study

*formation of overall framework & test groups members*

2

**Implementation of 10 Test Groups in North & South Vietnam**

- 5 meetings
- 10 groups x 10 members

*Evaluation of the performance of each group by the Sustainability Review Method & Networking among group members*

3

**Development of the GetGreen Guidebook & Change agent training material**

- Platform for co-creation
- Web-based interaction platform

4

**Building the pool of change agents**

- 40 change agents
- 2 training workshops

*25 change agents selected for implementation*

5

**GetGreen groups identification and Selection**

- 6 promotion workshops

6

**Implementing GetGreen methodology in consumer groups**

- 50 groups x 20 member
- Case studies & lessons learned

7

**Networking among GetGreen groups**

- 7 Network events

- Events
- Groups
- Deliverables

# RESULTS

**PROJECT INAUGURATED**  
The launching ceremony took place in Hanoi with over 200 participants coming from national and local authorities, representatives of national and international CSOs and NGOs, Chamber of Commerce and Industry, industry and sector associations, universities, mass media. There was huge interest to get to know the planned activities of this innovative and unique project.

**BACKGROUND STUDIES AND INITIAL CAPACITY BUILDING COMPLETED**  
A basic state of the art study on sustainable consumption and consumer behaviour worldwide, lessons learned and existing methodologies was completed. In addition, a preparatory analysis of the current status of sustainable consumption in Vietnam, including existing policy instruments was done. The GetGreen staff was also trained on sustainable consumption issues as well as participatory, human-centred co-creation processes.

**UNDERSTANDING THE TARGET GROUPS**  
At the end of 2012, a survey analysis focusing on deeper insight into Vietnamese consumers' awareness and behaviours toward more sustainable consumption was conducted. The survey results will show motivating and hindering factors in the Vietnamese that can affect the acceptance of sustainable products and behaviours. Furthermore, the participatory group research involves 5-6 focus groups (middle income consumers). The project staff firstly focuses sustainability issues and collect

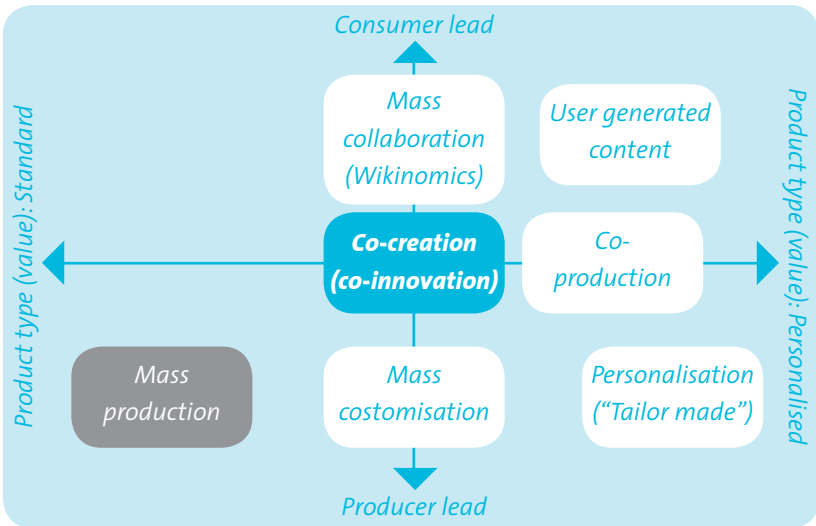
information about their daily lives and they secondly introduce a set of exercises that will give insight into their more latent needs and desires. These focus groups cover energy, water, waste, transport and food areas.

**CO-CREATION APPROACH LAUNCHED**  
Successful testing of initial participatory and co-design approaches in middle class income target group was done.

**STILL TO COME: 1000 CHANGE AGENTS**  
The next activity in the pipe for the GetGreen VN project is the requirement of 10 test groups, which will have about 10 members. During the implementation of these test groups, GetGreen Guidebook (change agent training material) will be developed and it will be utilised by 50 groups involving 1000 Change agents leading to standardized Guidebook, case studies and a pack of lessons learned. The project will also promote networking among these change agents for effective impact.






In the project the change agents and local small and medium enterprises will be connected to each other in co-creation sessions. The outcomes of these sessions will be better understanding of both parties of one and another. On the one hand, this will enable the enterprises to create better-adapted products to the need of the consumer and on the other hand, the consumer will be more likely to buy these products because of a deeper understanding of the product and company.

**Co-creation matrix**



**WHAT IS CO-CREATION?**  
Co-creation is an act of collective creativity shared by 2 or more parties. It is a fairly new form of involving the customer in the company and sharing ideas between customer and company. It comes from the earlier known field of participatory design where the user is a partner. Co-creation goes one step further and applies collective creativity to the whole span of a design process.

## IMPACT IN NUMBERS

<b>ECONOMIC IMPACT</b> 	<ul style="list-style-type: none"><li>• Increased linkage of green supply side (100 products reviewed, 20 products co-created) to emerging sustainable consumption patterns.</li></ul>
<b>ENVIRONMENTAL IMPACT</b> 	<ul style="list-style-type: none"><li>• 50 Consumer Groups in Vietnam implemented 150 Sustainable Consumption improvements in their living and working environment. These improvements will include water use, energy use, waste management, food consumption and personal mobility.</li></ul>
<b>SOCIAL IMPACT</b> 	<ul style="list-style-type: none"><li>• 1000 change agents in Vietnam mobilised and active, 40 experts trained in empowering consumers towards sustainable consumption</li></ul>
<b>ENGAGEMENT OF TARGET GROUP</b> 	<ul style="list-style-type: none"><li>• 1000 Change Agents for Sustainable Consumption in Vietnam mobilised and acting. Consumers groups of household members and office workers that are early adaptors of sustainable innovation will be given tools to activate the rest of the society.</li></ul>
<b>POLICY LINKAGES</b> 	<ul style="list-style-type: none"><li>• Advice given to Vietnamese policy makers on opportunities and effectiveness of consumption oriented policy instruments</li></ul>



***What makes this project different is that it is the first one to get industry and consumers together to improve products and make them more sustainable. We call that co-creation.***

*Dr. Marcel Crul,  
representative of the lead partner, Delft University of Technology*





**Legend**

- Eligible countries where SWITCH-Asia projects are implemented
- Eligible Asian countries for the SWITCH-Asia programme
- Non-eligible Asian countries for the SWITCH-Asia Programme

**Project implementation area**

- City
- Region
- Country

The boundaries shown on this map do not imply on the part of the European Union any judgment on the legal status of any territory or the endorsement or acceptance of such boundaries.

**OBJECTIVES**

The project aims at contributing to an increased share of sustainable consumption by Vietnamese consumers in general. This will be realised by a number of concerted actions on targeted consumer groups in living and working contexts.

**DURATION**



**TOTAL PROJECT BUDGET**

EUR 1,368,070  
(EU Contribution 80%)

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