

WHAT IS GETGREEN VIETNAM PROJECT?

The GetGreen Vietnam project is an incubator for “Change Agents” who are empowered to change their consumption behavior towards sustainability, in which actions are taken for big changes for the environment through small shifts in their own habits. They can also inspire and convince their families, friends and colleagues to change.

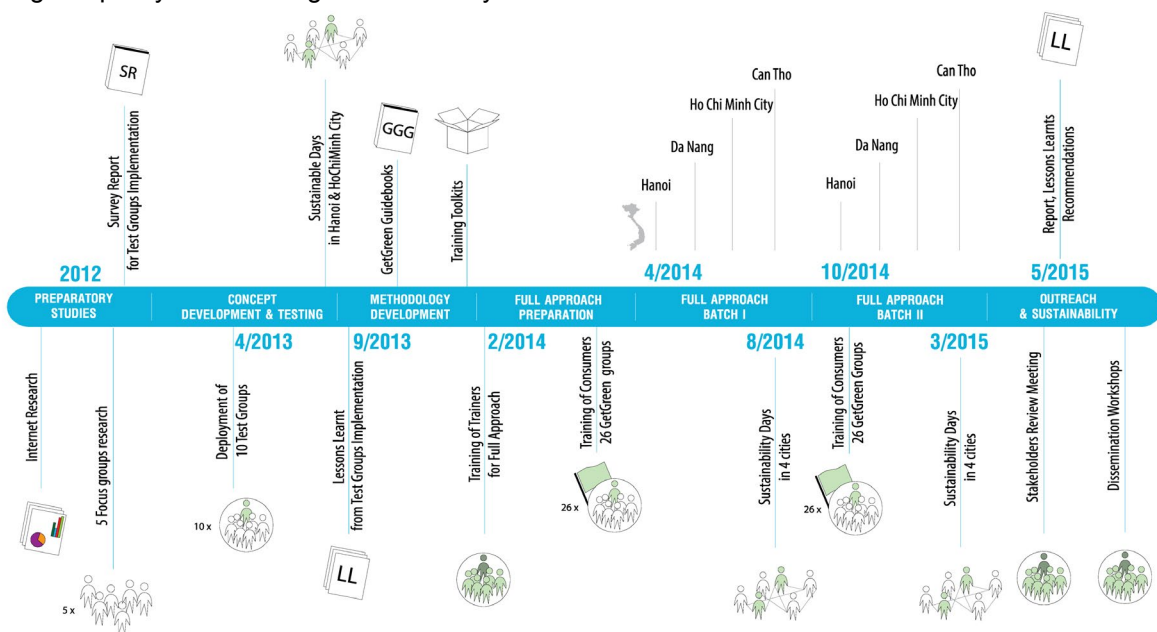
We call it “sustainable consumption”, in another word, “sustainable living and working”.

The project has made efforts in forming communities of sustainable consumers in 4 cities: Hanoi, Da Nang, Ho Chi Minh City and Can Tho, with the intention that these will become stronger and larger by the dissemination of benefits of sustainable consumption.



WHAT IS SUSTAINABLE CONSUMPTION?

Within the scope of the project, sustainable consumption is considered to be the collective action of buying, using, and disposing that follows an environmentally-responsible decision making process incorporated by the consumer. Consumers minimize negative environmental impacts in accordance with their personal needs, while ensuring the same or higher quality of life throughout their daily routine.



PROJECT PARTNERS

Lead Partner



DELFT UNIVERSITY OF TECHNOLOGY
Dr. Marcel Crul
M.R.M.Crul@tudelft.nl

Partner



VIETNAM CLEANER PRODUCTION CENTRE
Mrs. Ta Huong Thu
thu.th@vnpc.org

Partner



ASIAN INSTITUTE OF TECHNOLOGY IN VIETNAM
Mrs. Nguyen Thi Bich Hoa
hoa@aitcv.ac.vn

FUNDED BY



European Union

switchasia
TOWARDS SUSTAINABLE
CONSUMPTION AND PRODUCTION
SWITCH-Asia programme

PROJECT CONTACT

Mrs. Linda Roos
Delft University of Technology
Mekelweg 2, 2628 CD Delft
Email: l.roos@tudelft.nl
Tel: +31-152782273

METHODOLOGY & MATERIALS

GETGREEN METHOD & MATERIALS

Within this project we believe there is a gap between consumers' intentions and actions, the so-called 'green gap'. This means that people may know about sustainability and the consequences and that they are able to do the right thing, but still end up making unsustainable choices. We therefore help translate their green intentions into actions. The entire approach is action-oriented, not awareness-oriented.

The three main models that we use and advise our trainers to use:

- The Motivation – Opportunity – Ability (MOA) model to understand the context;
- The Stages of Change model to understand how change occurs
- The SMART model to understand how to properly set goals/challenges for participants



Figure The Stages of Change model by Prochaska et al (1983).

Phase	Preparation	MOA model
Elements	Internet research Observations Interviews	
Outcomes	Trainer selects participants Trainer identifies motivations Trainer identifies opportunities Trainer identifies abilities	
Phase	Introduction	Stages of Change
1	Elements: Becoming familiarized Intro sustainable consumption Decide upon topics Outcomes: Participants know each other Participants choose two topics	1 Pre-contemplation
2	Elements: Topic cluster 1 Introductory meeting Easy challenge Activity field trip Difficult challenge Topic cluster 2 Introductory meeting Easy challenge Activity field trip Difficult challenge Outcomes: Participants have knowledge Participants have ideas Participants apply actions	2 Contemplation
3		3 Preparation
4		4 Action
5	Elements: Summary game Evaluation Networking event Outcomes: Actions become habits Evaluations of actions and methods Participants change family/friends	5 Maintenance
6		Sharing
Phase	Finalization	Sharing
6	Elements: Summary game Evaluation Networking event Outcomes: Actions become habits Evaluations of actions and methods Participants change family/friends	5 Maintenance
		Sharing
Phase	Post-project	
	Elements: Participants share with others Outcomes: Ripple effect to all of Vietnam Web platform connects change agents	

During the group implementation, the participants will be provided 8 clusters on sustainable consumption topics, but they are only able to choose 2 clusters which are their most concerned or favorable to implement in 6 meetings by a GetGreen trainer. The other 6 clusters will be given to Change Agents at the closing meeting for their further self-improvement.

CO-CREATION

One of the main objectives of GGVN is to enhance the connection between producers/service providers in order to create products and services that meet consumers' requirements and bring benefits to companies in a sustainable way.

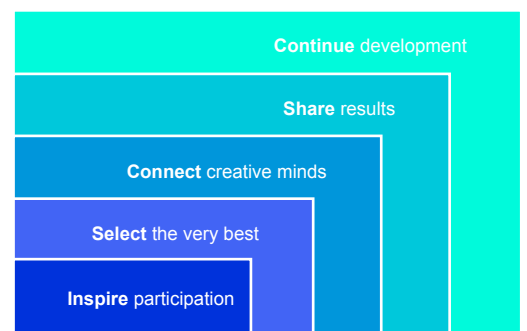
GGVN has implemented its new methodology on co-creation with two sides of the connection as follows:

* Session 1 (Survey the potential company): GGVN has a meeting with company's leader(s) to identify the objectives for co-creation. The key is to match company's strategy with the criteria of sustainable consumption. Based on that, a problem definition for the co-creation workshop (Session 2) is set.

* Session 2 (Co-creation workshop: Consumers and company discuss and develop ideas and solutions to improve existing products and conceptualize new products/services. There are two simple rules for co-creation:

- 1 The company listens and supports consumers.
- 2 Any idea is welcome.

* Session 3 (Evaluation and Planning): GGVN and the company together evaluate the results of Session 2. It will be followed up with an action plan that satisfies both consumers' demands and company's strategy.



Fronteer Strategy's co-creation steps

SUSTAINABLE PRODUCTS & SERVICES

BUYING

USING

DISPOSING

FULL APPROACH

IMPLEMENTATION & RESULTS

	Hanoi	HoChiMinh	Da Nang	Can Tho
Office worker	6	6	3	2
Student	5	5	3	5
Community	5	5	4	3
Number of ChangeAgents	316	317	240	226

Two most frequently selected clusters were “In and around the supermarket” (26 groups) and “Energy efficiency” (27 groups).

Our achievement is that all GetGreen participants after completing group activities captured the key messages: sustainable consumption is not only about the environment, but also about their health, finances, society, future generations, and those small changes can lead to enormous results.

examples of fieldtrips



Waste collecting households; Cau Dien composting centre.



Supermarkets (e.g. Lotte, BigC, Coopmart); Flea market.



Tue Vien farm; Xanh Sach co. (hydroponic system); Hoa Phong clean veggie co.



Change Agent's kitchens.



BKAV Smarthome; Energy efficiency centres in Danang, Hochiminh City.



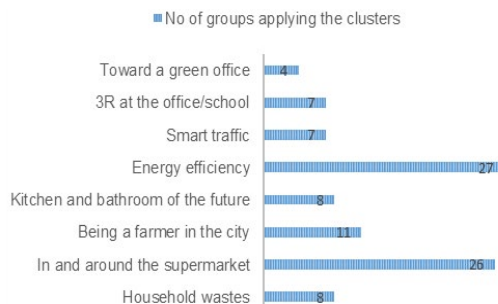
Bicycle trip; Bus trip; Motorbike showrooms (e.g. Honda, Yamaha).



VNCPC; WAPS and Sky-Line schools.



Tanner; TTT Architect.

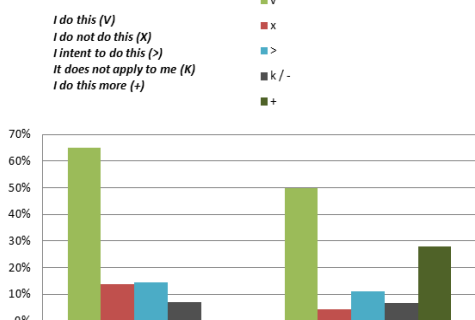


SUSTAINABLE ACTION REVIEW

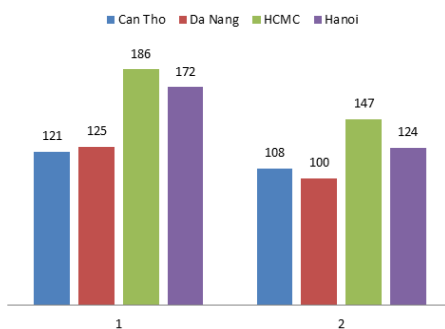
Before Meeting 1 of the GetGreen programme, the sustainable action review method was filled out and in Meeting 6 it was repeated in the form of the sustainable action review game. In batch 1, 26 and 25 groups provided positive results in the first and sixth meetings, respectively.

Analyzing the data from these meetings brought up some interesting results; the main result showed that, on average, participants improved from doing 65 percent to 78 percent of all sustainable actions. This is a very good sign for Vietnam, showing it is already active in sustainable consumption and becoming even more so.

Before meeting 1 (left) - After meeting 6 (right)

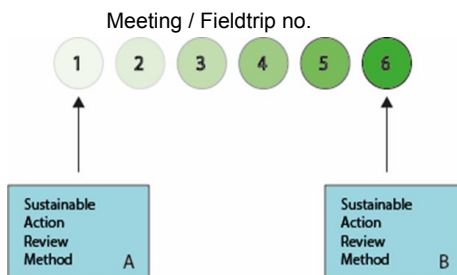


Number of people participating in the survey in the beginning (1) and at the end (2)



We also found that prior to the GetGreen programme the office worker groups were most sustainable, but following the GetGreen the student and community groups had the most positive changes. This brought the students and community groups to a slightly higher level of sustainable consumption than the office groups.

The difference between all the cities was that the bigger cities Hanoi and HCMC did not perform as well as the smaller cities Da Nang and Can Tho. Overall, Da Nang performed the best of all four cities. Can Tho also showed strong commitment with the highest attendance percentage all the meetings (89%).



BEHAVIOR CHANGE

IN NUMBERS

- 5 focus groups with 10 participants per group
- 10 test groups with 10-15 participants per group
- 3 Training-of-Trainers (ToTs), 56 trainers
- 2 batches in full implementation
- 52 GetGreen groups, 1099 Change Agents in 4 cities
- 16 co-creation sessions
- GetGreen guidebooklets including 8 clusters and 75 tips
- 64 inspirational short video clips
- 52 stories of change

CHANGE AGENTS

Change Agents are defined as people that besides changing themselves are, voluntarily or not, influencing the change in others in terms of sustainable consumption.

CASES STUDY

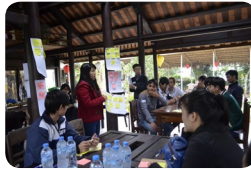
CO-CREATION

SESSION 1: SURVEY



- How to provide more info about Tra Que Herb Village to consumers? (Build up communication ideas)
- How to support consumers in increasing knowledge and experience to consume sustainably? (Experience tour)
- How to encourage consumers to grow their own vegetables at home? (Live like a farmer in the city).

SESSION 2: CO-CREATION WORKSHOP



- Active communication from the village to the consumers. Provide more info to consumers locally (at the field, at farmers' houses) and through public communication.
- Organize networking event for consumers.
- Provide experience tour services at the village. The tour includes site visits from planting to harvesting, preserving and processing.
- Develop added-value products such as a DIY package for customers to grow vegetables at home.

SESSION 3: EVALUATION AND PLANNING



- Design own website
- Add more photos and processes to share with consumers
- Improve current experience tour
- Periodically organize an "Organic vegetable festival".



CO-CREATION BETWEEN TRAQUE HERB VILLAGE AND GROUP DNS3 (STUDENTS OF DONG A UNIVERSITY)

DNO3 - HAPPY KIDS KINDERGARTEN

Group DNO3 - HAPPY KIDS KINDERGARTEN

Group DNO3 has shown significant behavioral changes and commitment throughout the training course. As a result, they not only have adopted many green tips but also inspired pupils and their parents by integrating those tips into their educational and outdoor programs.

The participants already have knowledge of climate change, environmental issues and the intention to improve them, yet don't have context to do so. Fortunately, the committee board of the school supported the course, showing their determination for sustainability in education and towards their societal and environmental responsibilities.

The group had chosen "Energy Efficiency" and "In and Around the Supermarket" that provided a lot of useful tips for their work as teachers. Fieldtrips were well designed; challenges were encouraged to be overcome at the school. With the latter cluster, the participants were divided into 5 groups, and each of them were challenged to prepare a meal for 4-5 people with the amount of 150,000VND and apply as many green tips as possible. After that, all 5 groups would present what they had applied and created with the money given.

With the advantage of being an educational organization, the participants of DNO3 found out how to disseminate the green tips and knowledge on the environment. For example, when a class in the 3rd floor or lower has outdoor activities, the teacher will walk them down, using staircase instead of elevators; or teach them how to grow vegetables. Better still, the teachers spent time on explaining and encouraging parents to apply the green tips for the sake of the children.

After the training course, Mrs. Nguyen Thi Nga – Chairman of the Board of Happy Kids Kindergarten wished to work in collaboration with Education and Training Department of Da Nang to implement training courses on sustainable consumption for Kindergartens and Primary schools in the city because of its benefits for the environment and the pupils.

CHANGE AGENTS

NGUYEN VAN TAI - Excellent Change Agent of CTS2

A second year student at Can Tho University, Nguyen Van Tai, "Tai", took part in the GetGreen training course without truly understanding what sustainable consumption was, or what adopting a 'green lifestyle' meant other than ideas on planting trees or preventing their needless destruction. Tai understood that while he wasn't directly destroying or harming the environment, he was also doing nothing to help it.

By the end of the course, Tai was nominated as the most excellent Change Agent in his group (Can Tho Student 2) which was comprised of other students from his university. One of the key take away messages that Tai gained is that by making small daily changes he could protect the environment and become a practitioner of green consumption habits amongst his friends and families; changes that were at once challenging and motivating.

At the networking event "Sustainability Day – Can Tho", Tai shared his experiences and accomplishments with others in the program; as a true Change Agent he convinced his family, aunt and uncle and even neighbors to apply some Green Tips that he picked up in the program. Tai promoted small changes to their lives such as readjusting the air conditioning temperature and conserving power by turning lights off and unplugging devices that weren't in use – he even compared their electricity bills to prove to them the change that the Green Tips made!

While his family may not understand the full extent of what sustainable consumption was, Tai could show them how making small changes can bring benefits, such as saving money, and in doing so changing their behaviour towards a more sustainable direction. All changes require time, and importantly, require action.

We believe that the actions Tai never knew he could implement can be completed by everyone, and as we see the success of his story and of hundreds of Change Agents around Vietnam we know that we as a society can take a step closer to becoming more sustainable every day.

DUOCTAI - CTS2

OUTREACH & SUSTAINABILITY

LESSONS LEARNT

#1 Where to start?

The two smaller cities, Da Nang and Can Tho, showed better results in terms of participation and change. One explanation for the difference could be that citizens in the smaller cities are not yet involved in many similar activities because there are fewer made available; making the commitment high for the ones that are there, such as GetGreen Vietnam.

#2 Who to involve?

Results show that a good strategy is to target 3 consumer groups (i.e. students, office workers and communities) from the middle income population. It is also helpful when all participants are from the same living or working context because Vietnamese people are usually more collectivist (or group-oriented) and tend to act when being supported by their surrounding people. Among the 3 groups, we discovered that the office worker group comprising of teachers had achieved an extremely good result. They integrated sustainable consumption into their lessons and extra activities at school and encouraged their pupils to take small daily actions. The pupils in turn told their parents about what happened at school, influencing them to change as well.

#6 What barriers are there for taking action and changing behavior?

- Participants just simply forget to perform the action, because the implementation time is too short to turn action into a habit.
- Tools for change are unavailable, e.g. waste separation scheme, public transportation, and specific sustainable products.
- Some actions require high investment, or they are occasional activities, something that happens just a few times in one's life, e.g. investment on solar generation system.
- Opposition of others (e.g. parents, colleagues).

BEHAVIOR CHANGE for SUSTAINABLE CONSUMPTION

#3 What topics to use?

Participants were mostly concerned with energy issues (cluster Energy efficiency) and food issues (cluster "In and around supermarket").

#4 How to implement?

Generally, the designed training process and materials are easy to understand and to implement with the consideration to a popular level of knowledge and experience of both trainers and participants.

Monitoring shows that participants were more motivated after the experiential field trips. The number of participants completing the provided sustainable actions usually increased after field trips. It proves that providing information and fostering people to act on the information are equally important.

Co-creation between consumers and producers is a new method in Vietnam, and 16 companies were introduced to the implementation of co-creation within GGVN. We observed that with the limited number of 16 companies consumers felt more empowered, while companies had a chance to connect to a community of sustainable consumers and understand their demands and preferences better.

#5 What motivations drive towards sustainable consumption?

Tendency to save. Vietnamese people in general have the habit of saving, not only financially, but also using goods sparingly and keeping a good maintenance.

Great concern about food safety. According our GGVN research, food is the first kind of products that consumers are willing to switch to sustainable alternatives, and are also willing to pay the highest price compared to the normal products' prices proportionally.

High awareness on environmental issues. In recent years people are more aware of the critical status of the environment and they all want to do good things for the environment.

It's a trending lifestyle! Living sustainably is a new trend in which the young and open-minded people want to be in the lead.

OUTREACH STRATEGY

Replication via training component

GGVN trainers are from various NGOs/CSOs, universities, professional unions, social clubs, etc. This ensures the continuation of sustainable consumption implementation in their long-term activities. Two project partners, VNCPC and AITVN, have integrated newly acquired skills and expertise in service offers.

Replication via Change Agents

The responsibility of a Change Agent is not limited to changing their own behavior, but also includes sharing their knowledge and actions with friends, family members, colleagues and others, inspiring them to change together. In that sense, the project's impact is broadened gradually and does not stop with the project.

Replication via dissemination

Sustainable tips and information are collected and shared via project website and facebook. A series of inspirational video clips and stories of change also helps promote sustainable consumption. Moreover, project guidebooklet, training materials are available at our website for common use.

TESTIMONIALS

“

All 1099 Change Agents of the GetGreen Vietnam project are contributing their part to improve the environment in Vietnam by changing their behaviour towards more sustainable buying, using and disposing of products. As project coordinator, I am grateful for their enthusiasm, commitment and action for the common cause. Through them, thousands of others will get interested in green behaviour as well. This success is only possible because of the hard work of our dedicated, professional and inventive GetGreen team, our trainers and partners. I congratulate them on the fine results achieved already. But this is only the beginning. I am confident that together we can involve more and more people in Vietnam in the switch towards sustainable consumption in the coming years. ”



- Dr. Marcel Crul -
The GetGreen Vietnam Project Coordinator

“

I got a deeper understanding of what green living and working was, which I've heard before. Moreover, I've perceived the importance of sustainable consumption that is not only about saving energy but also raising awareness and responsibility of a Change Agent ”



- Thu Hien, Hanoi -

“

Participating in GGVN project helped me realize my responsibility and obligation to the environment through certain behaviors, such as forming sustainable habits, spreading benefits of SC to people around me. ”

- Do Thanh,
Hanoi-



“

For me, GetGreen course were social activities with understandable knowledge. As a Change Agent of HCMS1, I cultivated by myself everyday to practice and change my daily rituals. ”

- Tuong Ni,
HoChiMinh City-



“

The project and trainer helped me understand how to be a green and smart consumer; empowered me to change my behaviors and realize their necessity. ”

- Nguyen Thu,
Hanoi-



“

The program was interesting and helpful. Through this, I gained more knowledge of saving energy and how to be “smart” on the road. Particularly, this included exciting fieldtrips! ”

- Hoang Nhan,
HoChiMinh City-



“

This was really a helpful, fun course that changed me for a better life. ”

- Tuong Vy,
Da Nang -



“

I realized many things including not only the importance of living green but also how to protect the environment by simple and helpful actions. It motivated and challenged me. ”

- DucTai,
Can Tho -

