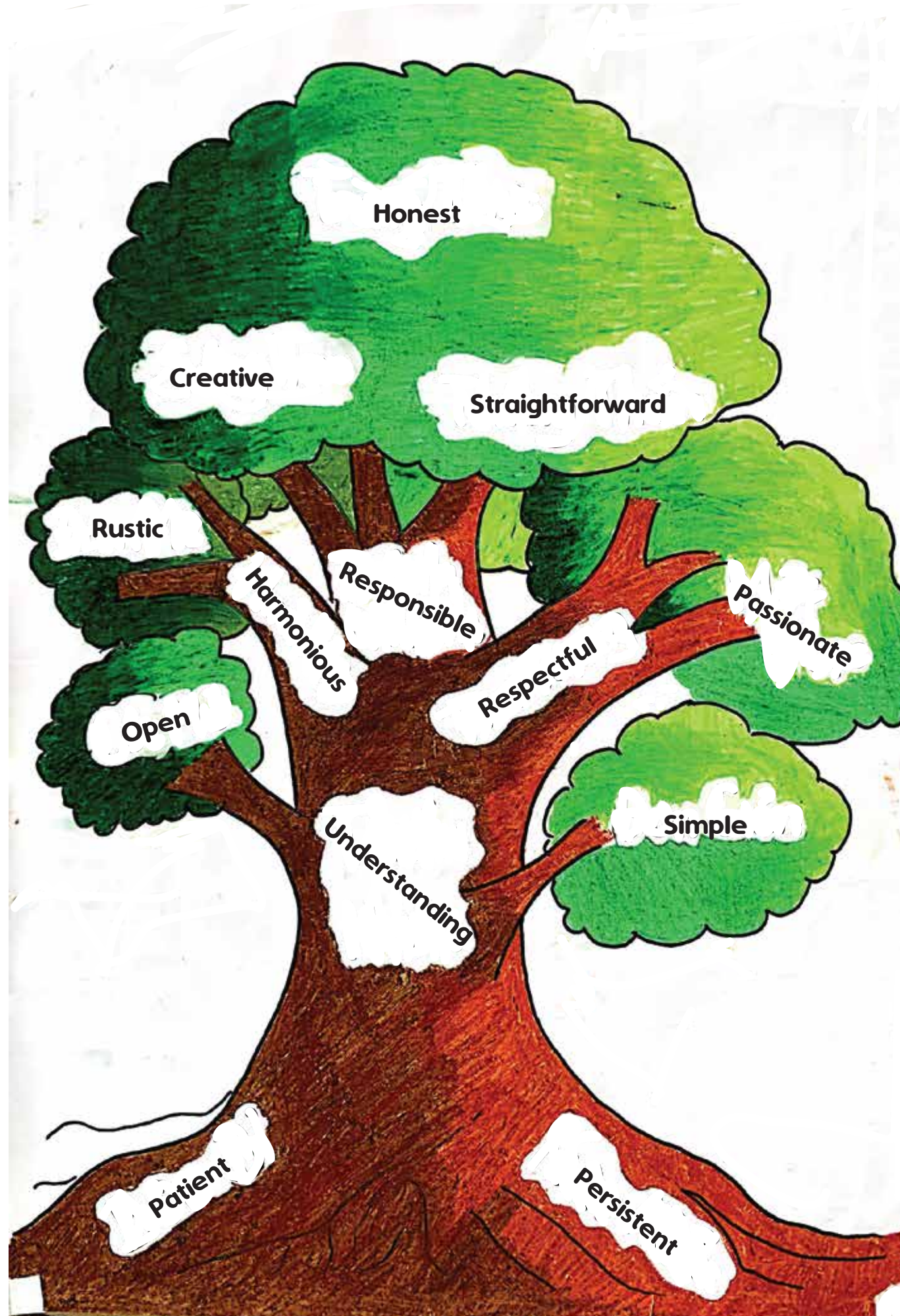


# Annual Report 2019



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# Directors

## Message



*We are delighted to share with you GreenHub's 2019 Annual Report.*

*It has been a year of special growth launching projects in more locations and diversifying to include connected areas as responsible tourism. This has been matched by a growth in staff, and a focus on expanding our work in waste and plastics management, while growing our strategic and technical capacities. It has enabled us to significantly ramp up our impact. GreenHub is cementing its reputation, both nationally and overseas, as a "go-to" environmental organisation, sought out for advice and consultation on waste management.*

*This was strongly demonstrated in Phu Yen province, where GreenHub was invited by province leaders to collaborate on developing guidelines for waste management in coastal areas. This will especially support planning for tourism development that enhances both the local environment and economy.*

*GreenHub has also expanded our range of collaborating partners: from local communities and women's unions, to other not-for-profits, government agencies, donors, schools, businesses and more. We recognise that the scale of the challenges we seek to address is immense and we are but one actor. Building active coalitions towards one goal - a more sustainable Vietnam has made significant progress this year, but two areas merit special highlighting:*

*·We established a rigorous methodology to monitor marine waste, developing the first of its kind in Vietnam. This enables GreenHub and partners to standardize and compare results, and already making significant inroads in targeting pollution at source and supporting policy.*

*·We established a strong practice of innovation in addressing a range of growing waste challenges. This commitment to holistic solutions with local networks is the bedrock of GreenHub's success in delivering environmental solutions with local economic benefits.*

*Our 2019 report also highlights a number of case studies and success stories. We invite you to view our work on-the-ground. None of these achievements would have been possible without the sustained energy of committed staff, advisors and volunteers, our partners in Vietnam and internationally, and the investors who shared GreenHub's mission.*

*We salute you all.*

# GreenHub

## An Overview



GreenThank, Jan 2020

## Who we are

GreenHub is a leading Vietnamese environmental not-for-profit focused on enabling sustainable communities. GreenHub was formed in 2016 under the Vietnam Union of Science and Technology Associations (VUSTA). Using a community centric model, we cultivate and work with partners and community members to develop and advance sustainable practices, share our technical expertise to build capacity and ensure results can be sustained. We connect community members to resources that improve their lives and environments. We advocate for policies that advance Vietnam's green growth and development.

## Vision

**Vision:** For the green development of Vietnam.

## Mission

**Mission:** GreenHub connects communities and resources to embrace green lifestyle practices, sustainable production and nature conservation.



# Waste Management



Waste collection, Do Son, Hai Phong, Mar 2019

Vietnam has a growing waste management crisis. Rapid economic growth, urbanisation and changed lifestyles have increased solid waste, with an estimated 15% in urban and 45-60% in rural areas not collected, and only 10% recovered for recycling or reuse. Domestic solid waste generated nationwide averages 61,000 Tons/day (22.3 MTons/year) with 71% dumped in landfills. Further, total waste is expected to increase by 100% in less than 15 years. This leakage into the environment, especially plastics causes major pollution on land, water and air affecting human health and causing ecological damage. At the same time, sustainable development opportunities exist. Studies indicate that achieving the United Nations Sustainable Development Goal (SDG) Target 12.4 (responsible chemical and waste management) is a low-risk strategy for achieving national progress on many of the SDGs.

In 2019, with mounting global pressure and increased public interest, progress against plastic waste gained momentum in Vietnam with important results. Prime Minister Nguyen Xuan Phuc made a landmark announcement, banning single-use plastic products by 2025, and other initiatives including a review of plastic waste policies. He welcomed the establishment of a coalition of businesses to resolve plastic waste challenge. Announcements also indicated Vietnam will end plastic scrap imports from 2025. GreenHub leveraged this momentum by leading new waste assessments in communities, business, education and tourism enterprises, strengthening waste networks and advocacy.



Waste audit, Phu Yen, Sep 2019



Poverty reduction for ethnic minority women through I4.0 application  
Bac Kan, Jul 2019

Vietnam has made significant progress in its agricultural sector. However worrying trends include declines in the percentage of agriculture workers, relatively low productivity and value-added, and increases in its environmental footprint through mismanaged waste and habitats, environmental pollution and greenhouse gas emissions. Inequalities also persist in ethnic minorities especially women being left behind, making up 95% of the country's extreme poor. Improving income from agriculture, particularly in highland areas can help Vietnam further reduce poverty whilst also delivering environmental benefits.



Farmers (Vinh Ha enterprise)  
Hanoi, Sep 2019

In 2019 our goal focused on developing models that train local farmers and local agriculture enterprises in techniques that not only protect the environment, but also equip them with new business strategies to ensure the success and longevity of their business. This includes increasing value through modern business development training, strategy and support, connecting farmers to cooperatives and markets, applying information technology solutions, and sharing technical expertise.

# Sustainable Agriculture

# Our Core Areas





*Beach after clean-up, Phu Quoc, Jun 2019*

## Nature Conservation

Vietnam's rich ecosystems, key biodiversity areas and "Biological Hotspot" status are internationally recognized. There is an extensive network of over 150 protected areas, 30 National Parks, 9 Biosphere Reserves and 8 World Heritage Sites. There are also many conservation projects and commitments e.g. in 2019 alone, 5 new government decrees to implement wildlife legislation. Yet, the country's wildlife and landscapes - its natural heritage continue to be under increasing threats.

GreenHub is environment and people-oriented focused, and our nature conservation actions are linked to every project. In 2019 we connected our on-the-ground work in waste management and livelihoods in agriculture and tourism, to ensure that development does not increase negative impacts on biodiversity. Building on this through joint community actions, environmental education, youth engagement and media messaging, we continued to highlight and advocate the importance of nature restoration to human and environmental health and economic advancement. This underpins all projects that GreenHub undertakes and is central to all we do.



*Sa Pa, Sep 2019*

# Impact Overview



# Case Study 1: Global Plastic Pollution Survey - Vietnam Results



Plastic Pollution Survey, Ha Long, Quang Ninh, May 2019

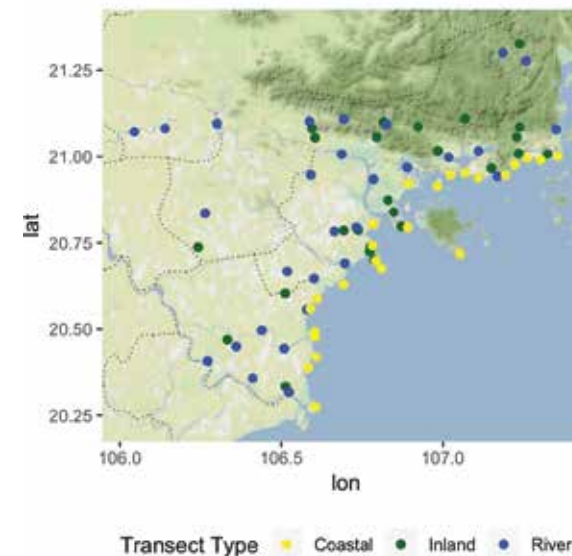
Marine debris in Vietnam, especially plastic marine debris continues to be a growing and significant pollution risk to land and aquatic biodiversity, human health, livelihoods, fisheries and tourism. But methodology and data needs still exist. In a global project, GreenHub partnered with the Commonwealth Scientific and Industrial Research Organisation (CSIRO) of Australia to implement coastal and waterway surveys and to train our staff in best practice research methodology for marine debris monitoring.



Plastic Pollution Survey, Hai Phong, May 2019

In 2019, GreenHub and partners sampled a coastline region of 200km from 90km north-east of Hai Phong, to 60 km to the south. Inland sites extended approximately 40km west of Hai Phong to the Phuong Khe region. The riverine sites covered a similar area to the inland sites, and in some sites extended as far west as the Duong River in Bac Ninh Province. Over a twelve-day period, we successfully completed debris surveys at a total of 79 sites (237 transects)

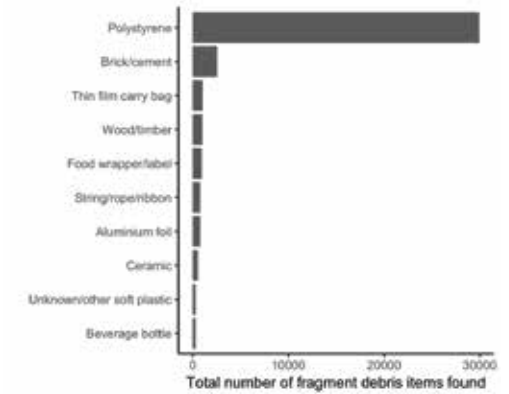
Analyzed data from the 2018 survey showed a total of 43,152 debris items/km across the 79 sites surveyed. The coastal surveys averaged 246.6 debris items per metre of coastline. This equates to an estimated total debris load of over 132 million items along the entire 3,444km Vietnamese coastline.



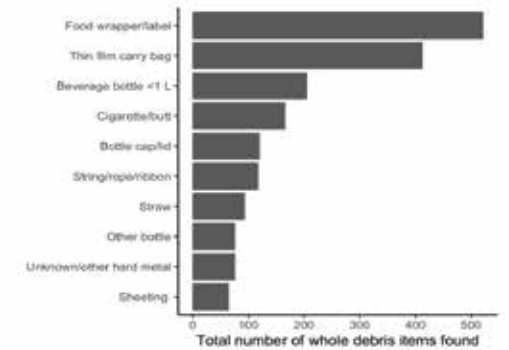
Location of completed surveys along the selected region of coastal Hai Phong, Vietnam  
Source: Global Plastics Leakage field report - Vietnam, CSIRO, 2019



Plastic Pollution Survey, Quang Ninh, May 2019



The top 10 most common debris items (fragments) found across the coastal, inland and river surveys combined  
Source: Global Plastics Leakage field report - Vietnam, CSIRO, 2019

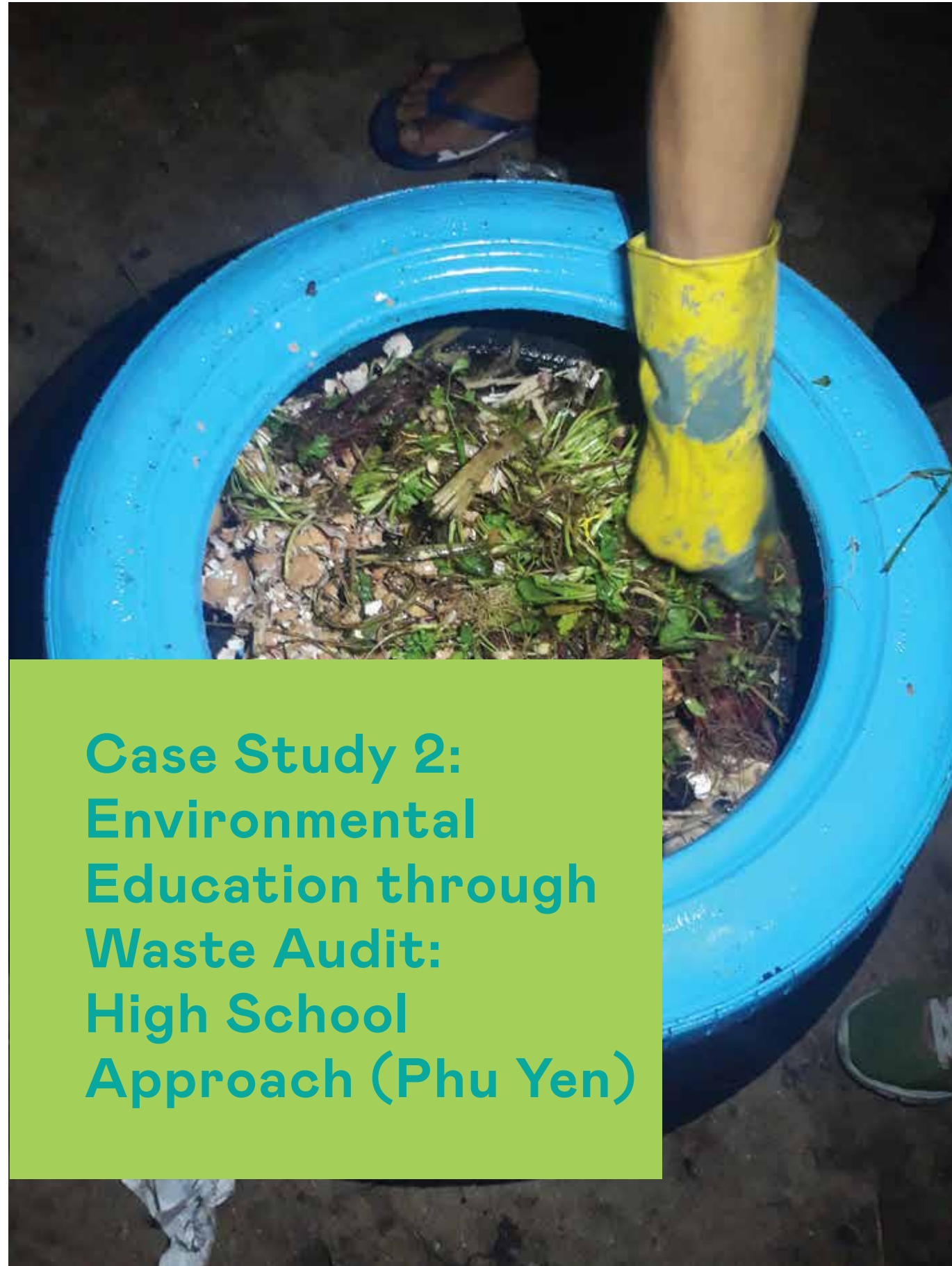


The top 10 most common debris items (whole) found across the coastal, inland and river surveys combined  
Source: Global Plastics Leakage field report - Vietnam, CSIRO, 2019

These data will be modeled to describe the litter plume of the sampled urban and nearby area. Preliminary analysis suggests that the amount of debris on the Vietnamese coastline is one of the highest recorded in all the project's global surveys. Debris loads of the coastal Hai Phong region was over 20 times higher than the loads estimated along the western coastline of the United States and around 1.5 times higher than Shanghai, China.

GreenHub will share this best-practice scientific methodology with members of the Vietnam Zero Waste Alliance, and is committed to training other partner organisations. Already, these survey results from GreenHub have helped strengthen the 'National Action Plan on Plastic Waste Management' which was launched by the Prime Minister on 4th December 2019. Results have also contributed at a local level to provincial action plans on reducing plastic waste. This ability to directly influence policy by providing clear and meaningful scientific data is a significant achievement





## Case Study 2: Environmental Education through Waste Audit: High School Approach (Phu Yen)

*Using old tires to make compost, Phu Yen, Sep 2019*



*Model of compost - making in Ethnic Minority boarding school, Phu Yen, Sep 2019*

GreenHub initiated an “environmental education through practice” approach by developing a solid waste audit program at an Ethnic Minority boarding school in Phu Yen province. Results delivered not only reliable data on the state of solid waste in the school, but also led to increasing awareness among students in protecting the environment and changed student behavior.

In practical exercises, students personally audited the school waste produced by themselves in a daily routine. Students learned the methodology and the practice of auditing waste composition and quantity, and so discovered accurately how much waste they and their friends are adding to the environment. Over the eight (8) days of the audit, students became increasingly aware of the continuous pressure they were causing on their surroundings. As a result, they started to immediately take action, e.g. not using single-use plastic products and reducing their daily waste - a hopeful sign from the young generation of the province.



*Set up model of compost - making, Phu Yen, Sep 2019*

This model of waste sorting, combined with organic compost-making, and retrieving recyclable waste are initial efforts to reduce litter by the school. In addition, the launching of an Environment Club and introducing compost-making in the 10th Grade curriculum have shown the strength, seriousness and determination of teachers and students of Phu Yen high school in dealing with the solid waste.





Waste collection, Con Co, Quang Tri, Jun 2019



Waste collection, Phu Quoc, Jun 2019



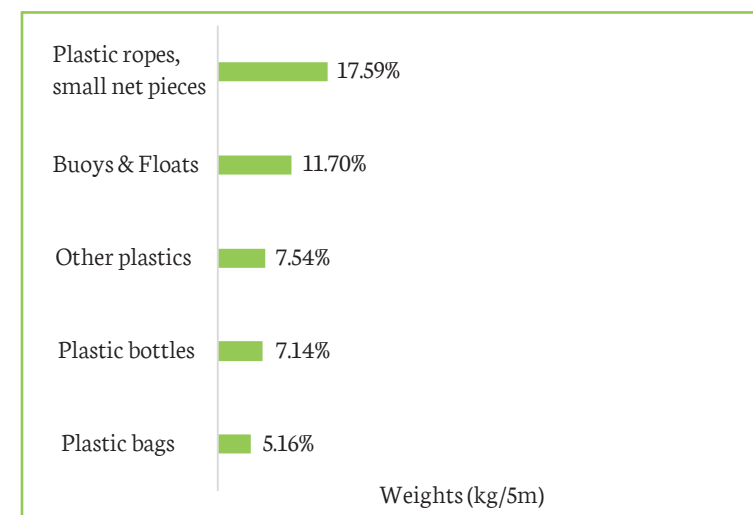
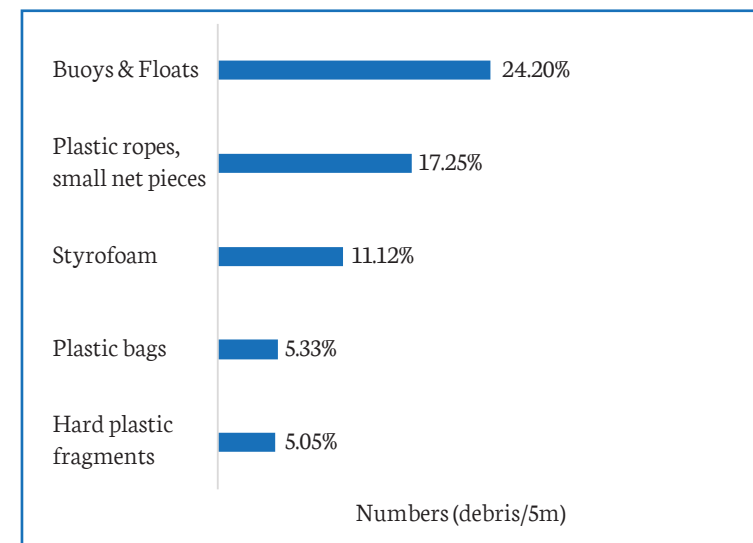
Waste classification, Con Dao, Jun 2019

## Case Study 3: MPA Plastic Pollution Monitoring in Coastal Areas

Marine Protected Areas (MPAs) in Vietnam first established in 2001 represent vulnerable marine ecosystem sites, often with the added attraction as important tourism destinations. In 2019 GreenHub cooperated with the International Union for the Conservation of Nature (IUCN) to launch a two year monitoring programme of plastic waste at 33 coastal points in 11 MPAs and marine areas of Ha Long Bay and 3 beaches (Tuy Hoa city, Dong Hoa and Tuy An districts) in Phu Yen province. This is the first extensive survey of plastic waste in MPAs in Vietnam, though earlier studies have estimated plastic waste quantities in coral reef areas of Vietnam. Monitoring results will provide composition and quantification of the plastic waste, and indentify hotspot MPAs

for priority attention, management and policy development. Findings from the monitoring programme will be presented and shared with partners in the Vietnam's National Annual MPA Workshop organised by IUCN and the Directorate of Fisheries.

In 2019, with the MPA and the National Park staff, GreenHub conducted two surveys in June and December corresponding to the two monsoon seasons in Vietnam. The survey process involved 4 transects on a 100m length of each beach, collecting waste items over 2.5cm in size, classifying and recording the data according to each surveyed transect. Initial results of the data for the June 2019 monitoring as follows:



Top Debris Numbers

Top Debris Weights





Core members of PAN network

## Case Study 4: Uniting Action - the Plastic Action Network (PAN)

The numbers of actors working on waste management in Vietnam can be overwhelming. To overcome this challenge, GreenHub collaborated with key organisations to launch a networking approach with concrete local benefits. The initiative “Building a Plastic Action Network (PAN) and Linkages with Government, local businesses, Youth and Women to Reduce-Reuse-Recycle (3Rs) Plastic Waste in Vietnam” focuses on the social and livelihood benefits of management locally and the resulting sustainable business opportunities.

PAN networks a wide range of stakeholders in government, business and the communities to reduce, reuse and recycle plastic waste in Vietnam. To date, there are 21 core and 31 network members. As plastic pollution and waste management are cross-cutting issues, this approach has been met with much success. In August 2019, the Plastic Action Network project completed its first year of operation, and project results highlighted the large impact that small efficient projects can bring, and the impact achieved when partners work together to address plastic pollution. Some results from the community project site in Ha Long city include:

- 3717 female waste pickers participated in 3R projects learning safe waste collection methods and gained alternative income from plastic waste
- 175 women trained in waste sorting, composting, creating eco-bricks, communication & marketing, all providing new livelihood opportunities
- 3930kg of plastic collected, demonstrating how local groups can directly limit the amount of plastic waste that ends up in our oceans
- 20,000 members of the public were educated through social and traditional media on plastic waste management motivating their involvement
- 540kg of compost made from 5400kg of organic waste collected from households, as a ‘Proof of Concept’ approach, saving 24.3 million VND for state treatment agency/ company when transferred to the landfills

Direct community engagement encouraged an atmosphere of environmental protection and waste management. This includes events as “Recycling Festival Day” and “Community Day” where local people participate in activities such as coastal cleanups, planting trees. While the initiative focused initially on the high-growth tourist hotspots of Ha Long City and Ha Long Bay, the aim is to scale-up to a national level.



Network members discussion, Mar 2019



Women are creating eco-bricks, Ha Long, Nov 2019



# Case Study 5: Researching Business Engagement in Plastic Waste Management

The rapid growth of the plastic industry, imports, and plastic use in Vietnam, combined with high levels of unmanaged plastic waste have created many inter-connected environmental and social challenges. These arise from viewing “waste” not as a valuable resource but the End-of-Life point of a “Linear Economy”. From July to December 2019, GreenHub, jointly with EverGreen Labs (Da Nang), undertook an exploratory cross-sectoral study, funded by IDH Vietnam ([www.idhsustainabletrade.com/teams/vietnam-2/](http://www.idhsustainabletrade.com/teams/vietnam-2/)), to begin to identify the scale of issues, relationships and opportunities and how to support the local business sector in implementing solutions.

The project focused on a review of current collection systems, a policy review of the legislation, regulations, taxes and incentives in plastic waste management in Vietnam; stakeholder mapping; investor and donor mapping of identified projects; and potential business case assessments. The analyses made by GreenHub include the following recommendations:



Recycled plastic beads

- Policies need to be consistent and uniform to attract enterprise investment in solid waste collection, treatment and recycling, as well as promote Public-Private Partnership (PPP) mechanisms and Extended Producer Responsibility (EPR) approaches

- Market-based pricing of waste services needs to be developed, realistic disincentives to deter pollution, and a regime of incentives and transparent regulatory enforcement to promote investment appetite, and design of ecologically safe and recyclable plastics

- Knowledge-sharing among NGOs, business and government needs to be greatly increased and facilitated and more co-ordinated, including developing a shared database with common standards in plastic waste data collection, and information on initiatives in Vietnam

- Financing agencies in waste management should address the cross-sectoral impacts on health, livelihoods, biodiversity and climate change as well as capacity-development in plastics technology; and skills in mobilizing new financing, especially for SMEs

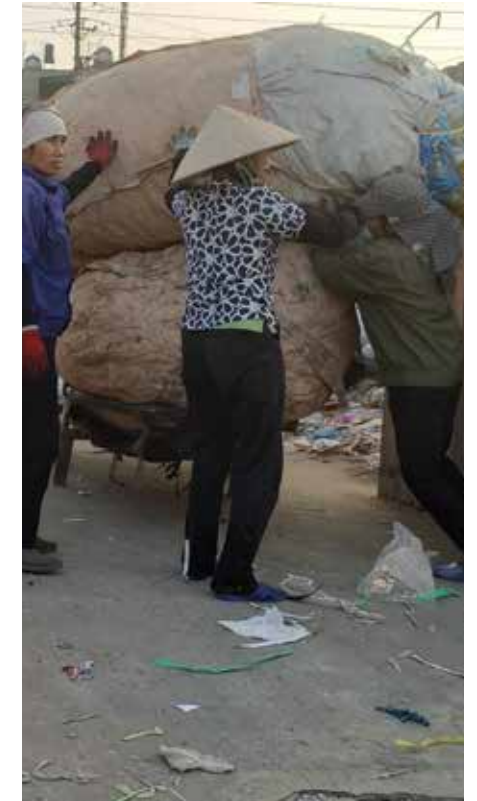
- New incentives in financing commercial and development investment need to be explored through policy and the commercial banking sector to avoid environmental threats

- Improved coordination in waste collection is needed between formal (URENCO/CITENCO), informal (scavengers) collection systems and the commercial sector; and improvements in infrastructure, operational, financial and human resource issues including management

- The technical quality and pricing challenges in commercial biodegradable plastics in Vietnam need to be resolved, including standards definition, limited environmentally-friendly certification and dependency of imports on raw material

- Communications programs should promote more responsible plastics use behavior, innovations in recovery programs and circular economy concepts

The new knowledge will improve GreenHub’s plastics management program design including a greater understanding of cross-sector linkages, and identification of key local and international partners to address the plastics crisis facing Vietnam.



Waste pickers



Plastic waste collection to recycle





Making products from old plastic straps, Ha Long, Nov 2019

## Case Study 6: Empowering Women with the Women's Union (Ha Long City)

In line with Vietnam's National Strategy on Gender Equality (NSGE), GreenHub mainstreams gender in its program design and delivery. As an organisation founded by three women, this is an issue that is close to our founders' hearts. GreenHub prioritises working directly with local vulnerable and disadvantaged women in communities, providing them both with the skills to minimize their environmental impacts while also equipping them with new livelihood skills. Women empowerment is the most important component of our community engagement in five (5) wards of Ha Long City and in the PAN project. Ha Trung ward in particular proved to be the most outstanding ward in achievements during this period.

GreenHub worked directly with local women jointly with the local Women's Union to improve environmental management and diversify local income streams. By developing new skills, women now collect and recycle discarded plastic items and turn them into new products that can be sold to market. Our female partners in Ha Long City have seen many special benefits in a short time:

### 1. New Livelihoods

new skills have led to new livelihoods. In particular, they benefit financially as they receive additional sources of income, helping them to better support their families.

### 2. New Environment

women are increasingly contributing to the creation of a cleaner, healthier, more beautiful environment as they re-think the way they view and use waste, increasing the amount of recovered waste

### 3. New Community

the project has forged a deeper community spirit, networking and social ties. The women consistently encourage and motivate each other in their work in their designs and collection activities.

### 4. New Solutions

As part of a pilot in 2019, the women in Ha Trung ward made 450 eco-bricks from plastic bottles and bag waste, promoting eco-brick use in local construction to demonstrate 'Proof of Concept' in profitable waste recovery.



Making chair from eco-bricks, Ha Long, Dec 2019



Making products from old pano, Ha Long, Nov 2019

One of the local Women's Union members described her involvement::

*"We don't think that we've just taken part in a [short] project. Instead, we consider it to be a permanent project because environmental protection is the lifelong responsibility of every citizen. The skills we've learnt will last a lifetime."*



Making eco-brick from plastic bottle & bag waste  
Ha Long, Nov 2019

Based on the success of this community pilot in Ha Long City, GreenHub will scale up this project in other local community areas and work with Women's Unions to reduce local plastic pollution through community-relevant solutions.





**MITSUBISHI**  
HƯỚNG DẪN NGÀY HỘI TÁI CHẾ - NGÀY MỚI TRƯỜNG THỢ ĐÓI  
TUYÊN LÊ DIỆN VÀ HẢI ĐẢO VIỆT NAM, THÁNG KHUYẾN ĐỒNG VÀI MÙI TRƯỜNG NĂM 2019  
PHÒNG TRẠCH CHỐNG BẠC THẠI NHƯA TẠI TỈNH QUẢNG NINH

**Ngày Hội Tái Chế**

Recycling Festival Day  
Quang Ninh, Jun 2019



## Case Study 7: Leveraging “Industry 4.0” in rural Bac Kan and Dak Nong Provinces

With the ethnic minority women of Bac Kan and Dak Nong provinces, GreenHub collaborated to develop exciting livelihood initiatives leading to economic empowerment and accelerated poverty reduction. Combining “Industry 4.0” technology (e-commerce, e-pay social media) and stakeholder networking, the approach applied **4M initiatives**:

**MEET** (Problem identification), **MATCH** (Solution mapping),  
**MENTOR** (Rapid experimentation), **MOVE** (Scaling up).

The success story and community model for remote areas is best told through Ms. Ma Thi Mien, Deputy Director of Bao Chau Pharmaceutical Cooperative (Phieng Bang village, Bac Kan Province) who applied these tools to market medicines via e-commerce. Five years ago, Ms. Mien focused on the value chain delivering herbal medicines to local markets, and established the Bao Chau Pharmaceutical Cooperative with her husband. However, expanding the business was a challenge: local revenue was low and increasing the customer base was difficult.



*Ethnic minority women are using social networks & e-commerce platform to attract consumers, Dec 2019*

In 2019, their cooperative (over 90% female) was selected for training in business marketing and communications: use of social networks like Facebook and Zalo, label design, packaging, product display, photos and videos to attract consumers. Demand and production cooperatives were linked with e-commerce platforms. Ms. Mien and Bao Chau Pharmaceutical Cooperative quickly posted their products on e-commerce systems including social networks such as Facebook, Zalo and others such as Sendo, Shopee, Voso.vn. The customer demand expanded sharply and personal income of cooperative members increased up to 8 million VND a month. Sharing about their project impacts, Ms. Mien said:

*“Our business opportunities have expanded. This project has led to increased promotion of our products - reaching many more customers and not restricted to traditional “word of mouth” sales. Now, ordinary people using social networks know about our products. Our sales have greatly increased. Before, we only sold about 100 bottles of cataplasm per day. Now, we sell twice, three times, even more”*

*Ms. Mien, Deputy Director of  
Bao Chau Pharmaceutical Cooperative*





Farmers (Vinh Ha Enterprise), Ha Noi, Sep 2019



M&E Vinh Ha Enterprise, Ha Noi, Jul 2019

Recent events have highlighted consumer concerns about the quality and origin of agricultural products and food safety. Relatedly, SMEs and farmers are finding it difficult to apply reputable safety certifications because of high costs and quality management challenges. GreenHub with Oxfam support has begun to work with agricultural enterprises to set up a framework for closely connected stakeholders to participate in guaranteeing the product's quality through an information transparency system - the Participatory Guarantee System (PGS).

## Case Study 8: Quality Management - Vinh Ha Safe Food Manufacturing & Trading

In the first year, GreenHub introduced PGS to local communities with a clear roadmap: promote PGS via technical workshops and online media, and then select pilot enterprises by supporting and guiding them to deploy PGS. The Vinh Ha Safe Food Manufacturing & Trading Joint Stock Company (“Vinh Ha”) a SME in Hanoi, was identified as a very suitable candidate to develop quality guarantees due to its eager participatory interest, the enthusiasm of farmers and their dedication to cultivating the land. Importantly, the enterprise’s owner, Ms. Vinh showed commitment to vegetable cultivation; and the enterprise’ irrigation system, soil and water standards made organic vegetable production possible.

The GreenHub project supported “Vinh Ha” to build their PGS system by implementing intense technical training courses, connecting networks between enterprises and interested parties and establishing a PGS model that includes an Information Guarantee System (IGS). Sharing the project impacts on the company’s development, Ms Mai - Deputy Director of Vinh Ha Enterprise said:



Training on PGS & IGS, Ha Noi, May 2019



Children in farmtour, Ha Noi, Nov 2019



Ms Mai, Deputy Director of Vinh ha Enterprise

“The management of consistent quality from beginning to end is the most difficult and biggest concern, and Vinh Ha enterprise was struggling greatly to solve this problem. My relationship with the EFD project was meant to be, like my destiny. Since our enterprise has practised PGS, quality control has improved and is more methodical. IGS technology has helped us to write a diary simpler, and save time with clearer information. For SMEs like Vinh Ha enterprise, this PGS is suitable.”





Members of Ta Phin community-based tourism coopeartives, Sa Pa, Lao Cai, Sep 2019

## Case Study 9: Ta Phin community-based tourism cooperatives (Sa Pa, Lao Cai)

Mass tourism development in Vietnam is a major economic engine, and as in many countries has transformed the national economic structure impacting traditional agricultural practices, re-defined coastal areas and is increasingly supported by large business chains and modern service systems. These all come with benefits including increased employment, but also with environmental and social impacts. GreenHub is therefore identifying authentic tourism opportunities especially for ethnic minority women, within the national tourism drive to build responsible community-based models minimizing environmental impacts whilst benefitting local service providers.



Children in Ta Phin, Sa Pa, Lao Cai, Aug 2019



Cooperative meeting, Sa Pa, Lao Cai, Dec 2019

Collaborating with the Sa Pa Culture and Information authorities in Lao Cai province, and supported by the Australia Department of Foreign Affairs and Trade (DFAT), GreenHub worked directly with ethnic minority women in Ta Phin commune, to support the building of tourism cooperatives while supporting local agriculture and other tourism services as homestays. Ta Phin Community-based Tourism Cooperative was established by training members in business skills management, negotiation, business plan development, standards development and monitoring. Cooperative leaders now know how to assign tasks, organize group meetings; demonstrate transparency in financial management and mobilizing internal financial resources through self-financing.



Training, Sa Pa, Lao Cai, Aug 2019

This project also has supported the cooperative in its branding and marketing by creating a 'fanpage' on Facebook and training selective members in useful marketing skills. We also identified the typical household characteristics to build a permaculture farm in order to conserve the landscape and ensure environmental sanitation. GreenHub will scale up the project to develop responsible community-based tourism through leveraging the uniqueness of local resources.



Landscape improvement



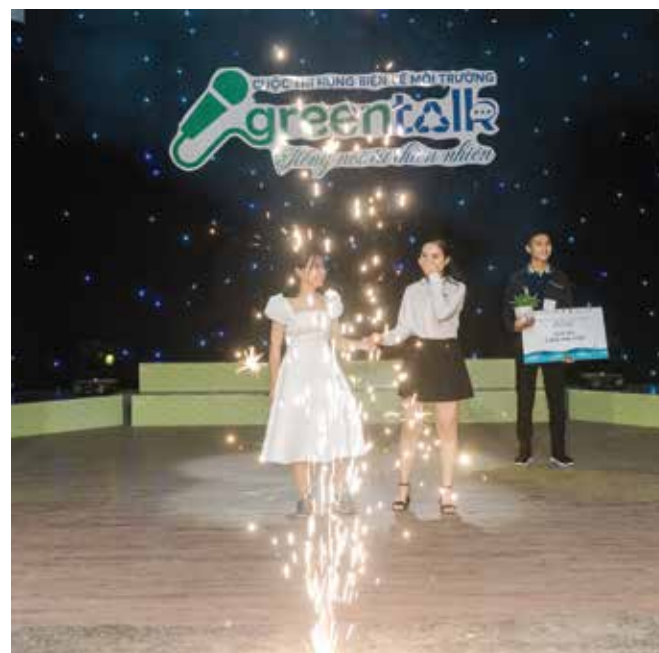
Traditional embroidery



# Case Study 10: Youth Motivating Youth - “GreenTalk ”

A 2018 survey of Vietnamese youth by the United Nations Development Program (UNDP) assessed attitudes, awareness and readiness to act on the Sustainable (Development Goals (SDGs). Results for Goal 12 (Ensure sustainable consumption and production patterns) and Goal 14 (Conserve and sustainably use the oceans, seas and marine resources) were particularly low. Only 4.8% and 7.5% of young Vietnamese prioritized these goals in their top three concerns and interest.

To address this shortfall and stimulate informed action by youth on these SDGs, in 2019 GreenHub hosted its first “GreenTalk: Voice of Nature Competition ”. After a competitive selection process attracting over 350 applicants, 40 were selected to participate in a three-stage competition developing individual and group innovative solutions to environmental issues in Vietnam. Participants received training and coaching on a range of skills including public speaking, theatre arts, problem solving and collaboration. Nguyen Thi Hoang Anh, a student at Uong Bi High School, one of the final two participants, shared about her experience in the competition:



Ms. Nguyen Thi Hoang Anh (left) is receiving the 2nd prize for the GreenTalk contest, Quang Ninh, Oct 2019

*"Before taking part in GreenTalk, I thought if I wanted to work on environmental issues, I would have to work by myself, but after the contest I know that I will have other people to work together with, and I will not give up this work."*



Round 2 of GreenTalk contest, Quang Ninh, Oct 2019



Debate section - final round, Quang Ninh, Oct 2019



Round 1 of GreenTalk contest, Quang Ninh, Sep 2019



Group discussion - Round 2, Quang Ninh, Oct 2019

This first phase was a great success in engaging new audiences who have not typically been involved in GreenHub’s work and developing innovative solutions to the waste crisis. GreenTalk also achieved the following outcomes:

- Over 500 environmentally friendly products were sold at Hon Gai High School, raising over VND 5 million to be used for environmental activities of the Green Ha Long Youth Club
- Environment Youth Clubs were started or strengthened in Ha Long University, Uong Bi High School and Hon Gai High School. This network is educating students about environmental issues e.g. waste sorting and reuse at schools, and supporting local women in 3Rs activities.



# Corporate Social & Environmental Responsibility (CSER)

GreenHub works with corporations, schools and the private sector to create tailored corporate social environmental responsibility (CSER) programs to improve responsible practices, with many organisations opting for an initial focus on internal waste management practices. In 2019, this has taken the following forms:

- Interactive programs addressing sustainable development specifically designed for organizations and staff. Activities have included outdoor cleanups, education on reusing plastic materials, and the introduction of sustainable products.
- Public talks or seminars by GreenHub staff, creating opportunities to share knowledge and ideas on issues such as waste management or sustainable agriculture
- Corporate waste audit services, assessing the primary sources of waste production and the identification of key areas to reduce organisational waste, recycle products and more.



Public talk, Phuong Liet primary school, Ha Noi, Dec 2019



Waste audit with Pernod Ricard, Jun 2019

GreenHub has expanded its work in in this area in 2019. We recognize that corporations can be significant producers of waste, but also positive influencers and therefore it is vital that they are part of the solution. Moreover, with strong leadership at the executive level, and across services and supply chains this can positively impact decisions and behaviour that reach beyond the corporation.

As part of CSER program, GreenHub also launched its Environmental Education and Literacy program in 2019, including a 'Fee for Service' option for businesses, clubs and educational institutions. We especially recognise the critical role that youth and students can play - not later as future leaders and custodians of the earth, but now as empowered citizens who can actively advocate and adopt sustainable practices today. Our program encourages youth and students to become environmental ambassadors and advocate for constructive environmental progress. This is a program that we will seek to expand in the coming year.





*Workshop on sustainable development of marine economy  
Hai Phong, Jul 2019*

# Case Study 11: CSER on the Coast: Sea Pearl Hotel and KaYa Hotel

The tourism industry is a major contributor to plastic waste production in coastal provinces, with possible spillover of waste into beaches and the ocean. GreenHub focused on two coastal areas to test the introduction of CSER practices in hotel operations. The provinces of Quang Ninh and Hai Phong in northeast Vietnam are well-established tourist destinations, especially Ha Long, and Cat Ba. And Phu Yen province in south central coast is an emerging tourism destination.

Green Hub’s 2018 waste audit in Cat Ba (Hai Phong province), showed that single use-plastic products are the majority of solid waste of hotels and restaurants in Cat Ba town. The sources are mainly personal care products provided by hotels. In the peak season, on average, each hotel consumes and discards more than 100 plastic straws and 85 plastic personal care sets (including shampoo bottles, shower gel, combs, cotton swabs and bags) per day. Based on these significant numbers in Cat Ba, GreenHub prioritized working with travel enterprises to share innovations, and propose initiatives to restrict single-use plastic products through the work sessions, conferences and exhibitions.

The response from the hotel industry was positive, with local enterprises showing a willingness to change to create a trash-free Cat Ba and in particular the “Sea Pearl Hotel” was outstanding as an example among them. By eliminating plastic straws, replacing them with reusable bamboo straws, this hotel has begun to reduce its amount of plastic waste.

GreenHub conducted a waste audit of the Sea Pearl hotel to identify the primary areas of waste production. A waste action plan was then created for the SeaPearl Hotel, providing detailed recommendations to minimize the amount of plastic used and discarded. In response to this, Sea Pearl has introduced a garbage classification system, banned plastic straws, and introduced green incentives for its customers. Not only has this brought economic benefits to the hotel, it is also making a positive environmental impact, enhancing their reputation amongst tourists.

In KaYa hotel in Tuy Hoa city (Phu Yen province), GreenHub assessed and compared the difference in restaurant and hotel waste in in two waste audits: June 28 - July 4; and September 3-13, 2019, in the tourist season and off-season. Results showed a large proportion of organic waste produced, but with unused value as it was considered ‘waste’ and discarded.

GreenHub advised the KaYa hotel staff of the potential of the hotel’s organic waste to develop environmental-friendly “Bio Detergents”, and delivered training to the KaYa hotel staff on recycling of the hotel’s organic waste to serve hotel cleaning. The training resulted in the KaYa hotel recycling on average 1.8kg of organic waste per week, generating 6 litres of “Bio Detergent” cleaner per week. With the weekly amount of recycled “Bio Detergent” the hotel produced 5 litres of floor cleaner and 1 litre of glass cleaner . Since then, the hotel did not need to import floor cleaners and glass cleaner from external suppliers to use.



*KaYa hotel staff is using “Bio Detergents”, Phu Yen, Sep 2019*



*Exhibition, Hai Phong, Jul 2019*



*Ms Hoa and KaYa hotel staff with a “Bio Detergents” bottle  
Phu Yen, Sep 2019*



*Exhibition, Hai Phong, Jul 2019*



# International Events

## Climate Action Network of Southeast Asia - CANSEA Regional Meeting 2019

The CAN Southeast Asia - CANSEA (<http://cansea.net/>) Regional Meeting was held from 25-27 February 2019 in Petaling Jaya, Malaysia, with 13 member organizations of the five CANSEA countries (Indonesia, Malaysia, Philippines, Thailand, Vietnam). The regional meeting was especially important as it worked towards developing a CANSEA Strategic Plan, and reviewing new knowledge of key climate change developments important to Southeast Asia. GreenHub promoted the mutual benefits of linking waste management with addressing climate change, in particular a 'Zero Waste' practice as an important part of the climate change solution.



CANSEA Regional Meeting, Malaysia, February 2019

GreenHub partnered with the following organisations in 2019:

### National



# Partnerships

### International









# Organisational Development



One of the fundamental goals of 2019 to increase GreenHub's impact was recruiting and cultivating a high-performance and committed team. This was achieved through increased rigour in our recruiting processes, a greater emphasis on team building. During the year we organized monthly in-house seminars and workshops for our team on organizational culture, responsible financial management, communications and media tools, campaign development, waste management, sustainable ecosystems and nature tourism.

Of special importance to us also in 2019 was the participatory staff development of a 'GreenHub Culture Handbook', emphasizing organizational and personal values of service and dedication. We are all "GreenHubers" and "Branding and Culture Ambassadors" for the communities we serve and the partners we work with. Our 'GreenHub Culture Handbook' was proudly written with inputs from each member of our organization, and records our commitments, wishes and guidelines for all our practices.

As GreenHubers we have built our own culture together, creating 5 principles based on 5 core values: GreenShare, GreenAct, GreenSynergy, GreenTour and GreenThank. Our goal is to become a pioneer organization in spreading green lifestyles in corporations and communities, and in personal terms to practice green lifestyles through daily routines and daily actions





# The GreenHub Team

## Co - Founders



**Ms. Tran Thi Hoa**  
Chair of Founding Council,  
Director



**Ms. Nguyen Thi Thu Trang**  
Co-founder,  
Deputy Director



**Ms. Nguyen Thi Thanh Van**  
Co-founder,  
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**Assoc.Prof. Truong Manh Tien**  
Co-founder,  
Advisor

## Advisors



**Assoc.Prof. Nguyen Chu Hoi**  
(Senior Lecturer, Faculty of Environmental Science, University of Natural Science, Vietnam National University)



**Mr. Boris Fabres**  
(Technical Advisor and Consultant Organisational & Strategy Development)



**Prof. Nguyen Kim Thai**  
(Senior Lecturer, National University of Civil Engineering)



**Prof. Nguyen Thi Ha**  
(Head of Environmental Technology Department, Faculty of Environmental Science, University of Natural Science, Vietnam National University)



**Dr. Vu Thi Minh Luan**  
(Dean of Faculty of Business, Administration at Academy of Policy and Development)



**Ms. Vo Hoang Nga**  
(Policy Advisor for International Organisations)



**Mr. Vu Xuan Anh**  
(Art Director of KLEE Vietnam)



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## Volunteers

## Staff



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Accountant



**Ms. Ta Linh Chi**  
Program Officer



**Ms. Trinh Ngoc Anh**  
Program Officer



**Ms. Nguyen Thu Ha**  
Program Officer



**Ms. Nguyen Thi Minh**  
Program Officer



**Ms. Dinh Thi Hang**  
Field Coordinator



**Mr. Bui Doan Bach**  
Program Officer



**Ms. Nguyen Bao Han**  
Program Assistant



**Ms. Nguyen Thi Minh Tu**  
Administrative Assistant



**Ms. Vu Thi Thu Ha**  
Communications Officer



**Ms. Le Vu Quynh Nga**  
Communications Officer

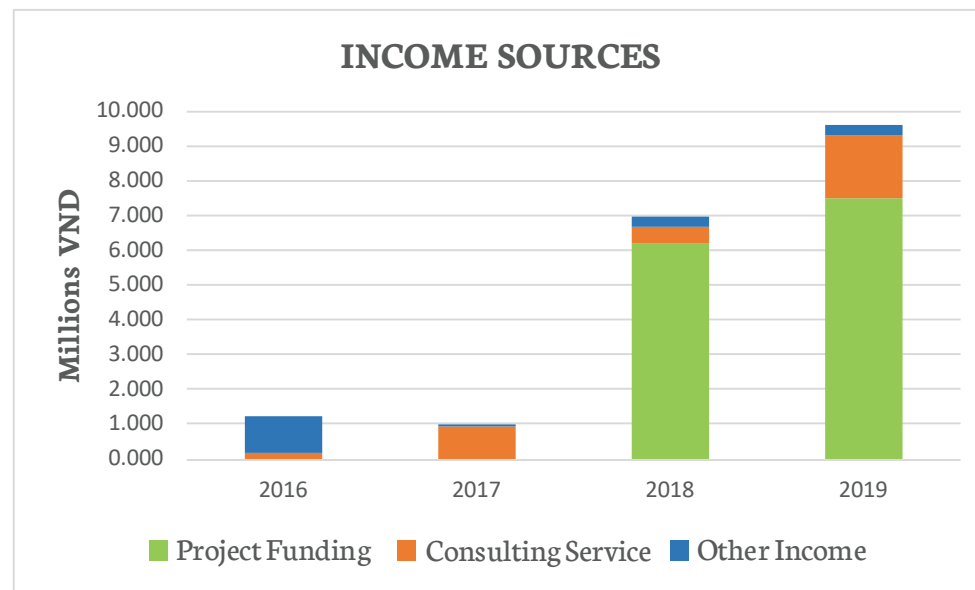


**Ms. Pham Thuy Tien**  
Communications Officer



# Finance

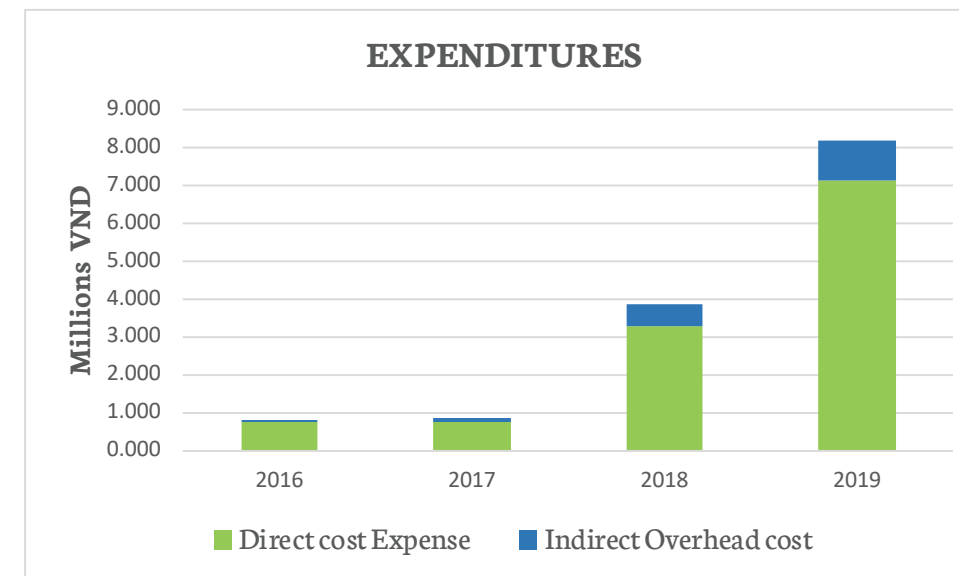
## Income Sources



As a NGO, GreenHub's main sources of income are mainly funding by donors, and consultancy services.

During our first years (2016 - 2017), GreenHub primarily received funding from consulting services. From 2018-2019, after 2 years of development, GreenHub received increased funding so that the income from donors was 73% of GreenHub's 2016-2019 total income. Income from consulting services was maintained.

## Expenditures



Funding was mainly applied to plastic waste management and sustainable agriculture. The direct cost of project operation was 87% of the total, with 13% as indirect overhead costs

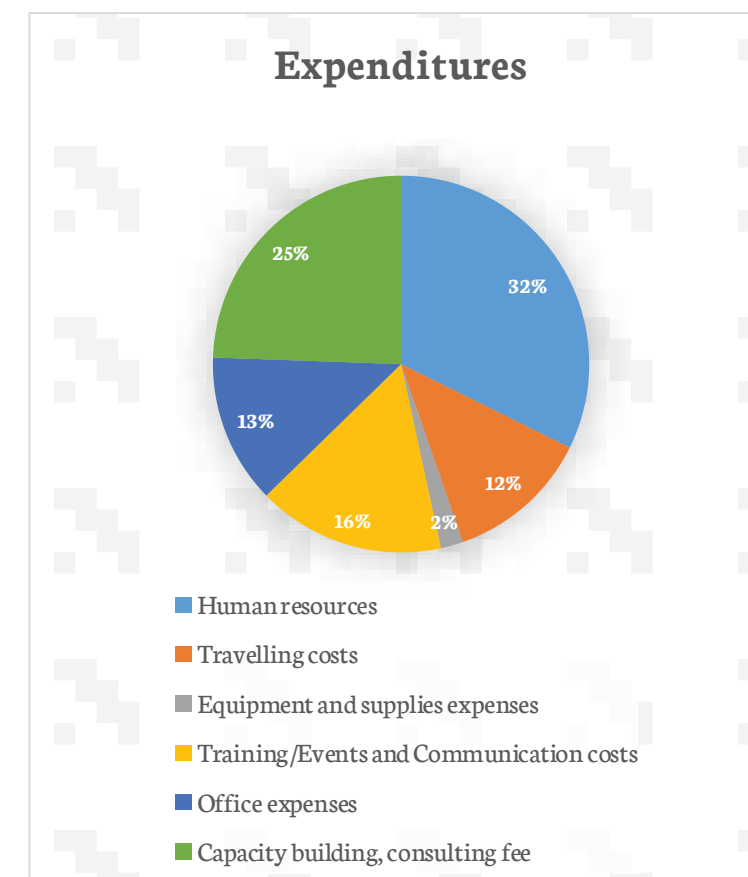


Chart of total 2019 expenditures. The expenditure of project operation takes up 55% (including 2% for equipment and supplies and 25% for capacity building, consulting fee).



# Acknowledgements



GreenHub would like to thank our staff, advisors, supporters, contributors, donors, community members, partners and volunteers who have contributed to our work in 2019. GreenHub's strength is drawn from engaging with a wide range of stakeholders who are all committed to working towards a cleaner, healthier Vietnam. By working together as a team, we are collectively making a difference for a greener Vietnam, one step at a time.

We would like to express our deep gratitude to Associate Prof. Nguyen Chu Hoi, Associate Prof. Truong Manh Tien and Boris Fabres, for their thorough analysis and guidance for their strategy direction and partnership development.

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We express our appreciation to Ms Nguyen Thi Thu Ha from Oxfam (Vietnam).

We would like to thank the CSIRO team for continued collaboration with us in surveying marine waste in Vietnam, contributing to building GreenHub's science-based capacities.

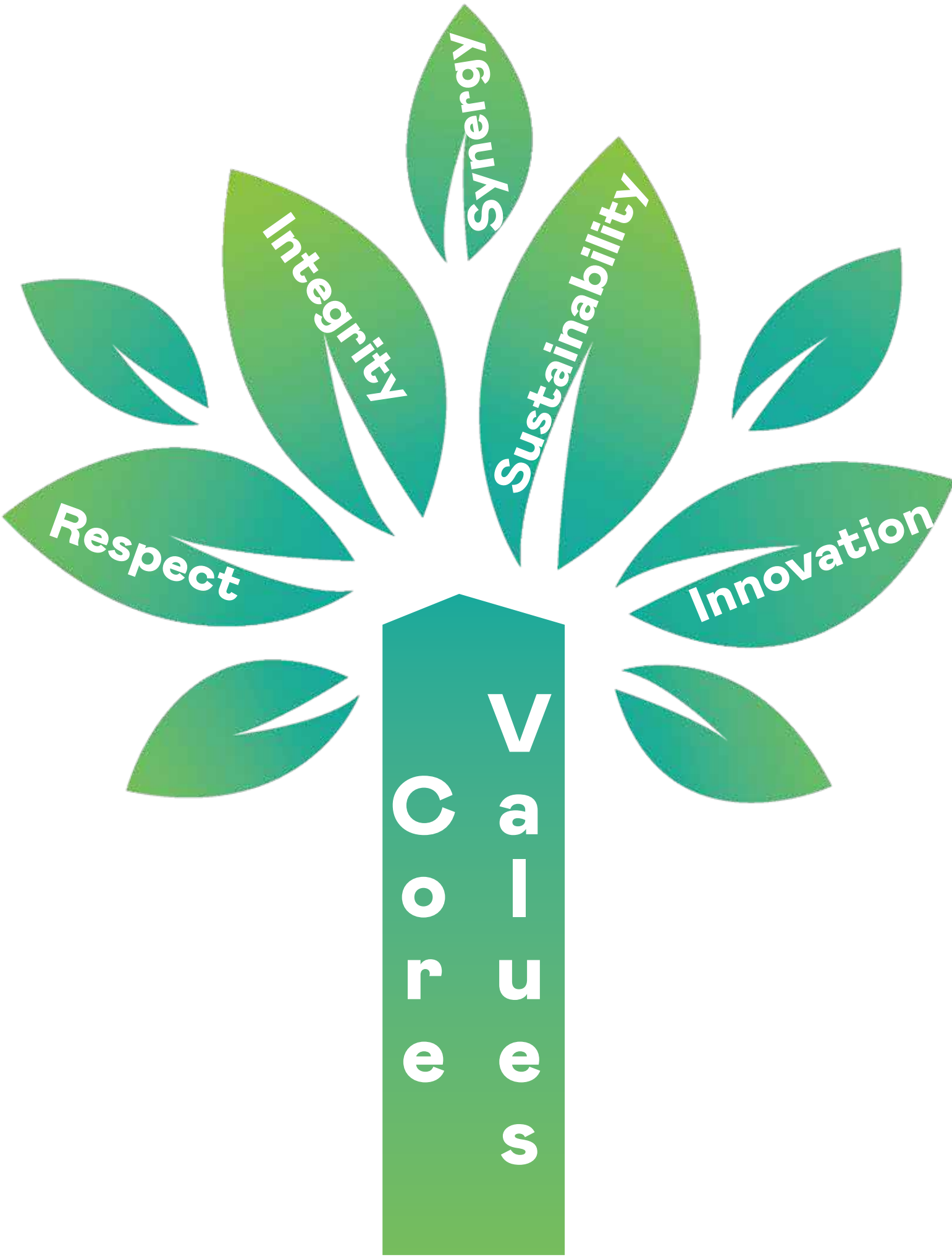
We wish to give great thanks to GreenHub's interns and volunteers who have all made important contributions: Ms Rebeka, Ms Phoebe, Ms Adele, Ms Vu Thu Thao

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