



Annual Report 2024





GreenHub volunteers and students at Phiêng Luông Primary and Secondary Ethnic Semi-Boarding School painting murals promoting environmental protection, waste separation and safe waste practices, Bắc Mê district, Hà Giang, 2024.

***Content note: all photographs of children taken and published with consent from parents or guardians**

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Letter From Our Director

Building on eight years of work, GreenHub continues striving towards a strong, resilient, inclusive, green development of Viet Nam. In 2024 we focused on developing long-term programs in key areas like Zero Waste education, strengthening of the informal waste sector, plastic reduction, and promoting Corporate Social and Environmental Responsibility (CSER) across the country.



GreenHub Director Ms. Tran Thi Hoa speaking at a community event at Lâm Động Market, Thủy Nguyên district, Hải Phòng city, 2024.

Our work in 2024 aligned with national priorities and progress, especially as the country approached its deadline for domestic waste separation (according to the Law on Environmental Protection, amended in 2020). Waste sorting is a difficult task, and GreenHub will continue to support communities with the knowledge and skills to make waste sorting a sustainable daily habit. We do this in many ways including through providing training and guidance for officials and communities in provinces and cities, piloting the implementation of waste separation at the source, conducting Zero Waste education in schools and expanding these learnings to the community.

GreenHub also supported and implemented circular economy models and businesses in 2024, with the National Action Plan for the implementation of the Circular Economy by 2030 expected to be approved by the Prime Minister. The plan will promote sustainable production and consumption, effective use of resources, used materials, and minimize waste to the environment.

As GreenHub moves into 2025 we are determined to bolster our important work connecting communities and resources to embrace green lifestyle practices, sustainable production and nature conservation. We do however face many challenges as resource mobilization becomes increasingly difficult, and we connect new environmental topics and trends to our core focus of waste management. Through the opportunities and challenges the next year will bring, we are committed to strengthening our efforts to promote Zero Waste practices, contributing to the common Net Zero goal and responding to climate change in Viet Nam.



Waste workers separating rubbish in Lâm Động Commune, Hải Phòng City, 2024.



Using reusable bags at Lâm Động market, Hải Phòng city, 2024.



Recycled fish net bags in use at Tuy Hòa market, Phú Yên, 2024.



Tran Thi Hoa
Chairwoman of Founding Council, Director

About GreenHub

The Center for Supporting Green Development, GreenHub, is a science and technology organization, founded in 2016 by women with a vision for a resilient, inclusive, green development of Viet Nam. A national leader in building Zero Waste community models, we advocate for waste-related regulations and work in four key areas: Zero Waste; marine debris and plastic pollution; inclusive business and sustainable agriculture; and nature conservation.

We've implemented:



59
projects &
surveys



24
provinces

Our projects include experiential waste education through our 'Zero Waste Schools and More' programme, capacity strengthening in the informal waste sector, Zero Waste model implementation, on-the-ground assessment surveys, waste management evaluation and more.

Throughout our work we adopt an evidence-based, community-centric, partnered approach anchored in scientific methods. We work closely from design to implementation with Women's and Youth Unions, government, schools, the private sector and local communities.



To Hien Thanh Primary School students during a lesson on the 5Rs in Zero Waste, Cần Thơ, 2024.

We have an extensive network that provides a wealth of knowledge, supporting us to deliver impactful services. We co-founded the [Viet Nam Zero Waste Alliance](#) with nonprofit and private sector members, and are a member of ten national and international networks, including Vietnam's Zero Waste Alliance, the International Union for Conservation of Nature, Plastic and Health Action Partnership, and Viet Nam National Plastic Action Partnership.

Our passionate team has decades of experience in capacity strengthening and environmental management. We are a women-led organization, and 80% of our staff and advisors are women. GreenHub has 17 professional staff, an expert Advisory Board, and 40 national and international volunteers since 2016.

Mission

To connect communities and resources to embrace green lifestyle practices, sustainable production and nature conservation.



Vision

A strong, resilient, inclusive, green development of Viet Nam.

Values

Respect, Integrity, Quality, Professionalism, Innovation, Synergy, Sustainability

Where we work

GreenHub has implemented projects and conducted surveys in 24 provinces across Viet Nam.



Northern Region

Lào Cai, Sơn La, Cao Bằng, Bắc Kạn, Yên Bái, Hà Nội, Quảng Ninh, Hải Phòng, Hà Giang, Hòa Bình

Central Region

Quảng Trị, Đà Nẵng, Quảng Nam, Quảng Ngãi, Đắk Nông, Phú Yên, Khánh Hòa, Ninh Thuận, Bình Thuận

Southern Region

Ho Chi Minh, Bà Rịa Vũng Tàu, Cần Thơ, Sóc Trăng, Kiên Giang (Phú Quốc)

Our Projects in 2024



Children and Teachers Unite for an Environmental Protection Journey in Viet Nam's Highlands
 📍 Hà Giang province
 DOW, Global Giving, Embassy of Switzerland in Vietnam



Reducing Plastic Waste in the Mekong River (Plastic Flow Mekong)
 📍 Cần Thơ city
 Mekong-Republic of Korea Cooperation Fund, TBC Ball



Circular Economy through solid waste management in Lâm Động commune
 📍 Hải Phòng
 Damen Song Cam



Zero Waste Schools and More
 📍 Viet Nam
 H&M



Vietnam Zero Waste
 📍 Phú Yên (2019 - 2024)
 PE (PSF), IDE-E (REPIC, ADEME)



Corporate Social & Environmental Responsibility programs
 📍 Ha Noi, Hải Phòng, Hội An, Phú Yên, Cần Thơ, Hà Giang, Ho Chi Minh City

Impact

In 2024
33,326
people participated
in GreenHub
activities

65%
women



35%
men



809 participated in training programs

Thanks to the ZHub program, up to October 25 2024:

250,000

students practice
Zero Waste behaviors



17,000

educators run Zero Waste
education programs



139,800

people learnt about waste's negative impacts through
ZHub media channels (Facebook, Youtube)



"I'm very happy to see that people are more aware of waste sorting. Many families now separate recyclable waste for us to collect and sell. This makes our work much easier and more convenient."

-Mrs. Dam Thi Lam

the head of the waste collection team in Lâm Động Commune
speaking about the Lâm Động Zero Waste project



143,040 kg

of waste was collected including:



15,425 kg

of recyclable waste



43,187 kg

of organic waste



84,426 kg

of other waste

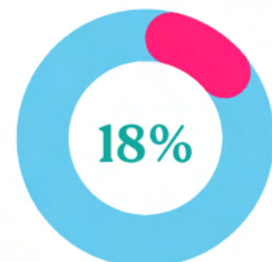


We audited

1665 kg

of waste

to inform project design and support communities to understand the waste they produce.



other waste



ZHub's Growing Impact: New Techniques, Schools and Cities for a Zero Waste Viet Nam



Ho Chi Minh City, Ha Noi, Hà Giang, Hải Phòng, Phú Yên, Cần Thơ



Zero Waste Schools and More Programme

In 2024, the ZHub programme made substantial strides in promoting Zero Waste practices among students and the community, forming robust partnerships to build a strong foundation for future expansion. As Viet Nam reaches its national 2024 waste separation deadline, ZHub's initiatives will play a crucial role in fostering environmental stewardship and sustainable waste management practices among the younger generation. Continued support and collaboration will be essential to achieve the programme's long-term goals, addressing pressing waste pollution challenges effectively.



Bach Dang Primary School students sharing their thoughts after an environmental lesson with GreenHub, Ho Chi Minh City, 2024.

GreenHub focused on raising students', teachers' and communities' awareness of waste separation in 2024. This included implementing structured monitoring mechanisms; sustained engagement and training; feedback loops and partnerships with local governments, nonprofits and businesses to enhance resource availability. We also initiated collaboration and signed MOUs (Memorandum of Understanding) with tailored work plans with four new Schools this year: Bach Dang Primary School in Ho Chi Minh City, To Hien Thanh Primary School in Cần Thơ city, Lâm Động Kindergarten in Hải Phòng city, Phiêng Luông Primary & Secondary Ethnic Semi-Boarding School in Hà Giang province (primarily ethnic minority students). This rich, expanding network is dedicated to improving community and environmental health and stretches from the border of China in the North to the Mekong Delta in the South.

Children, especially girls, are particularly vulnerable to waste and pollution's negative impacts. This is due to factors including metabolic differences, developing organ and hormonal systems, inadequate access to information, and increased exposure to pollutants and external chemicals in food, water, air and through physical contact.*

*Source: Zota AR, Shamasunder B. 'The environmental injustice of beauty: framing chemical exposures from beauty products as a health disparities concern.' Am J Obstet Gynecol. 2017 and Ginsberg G, Hattis D, Sonawane B. 'Incorporating pharmacokinetic differences between children and adults in assessing children's risks to environmental toxicants.' Toxicol Appl Pharmacol. 2004

In 2024, we diverted thousands of kilograms of waste from landfill across core ZHub schools and universities, including:

In one school year (10 months), Trung Yen Primary School reduces nearly

 **400 000**
plastic bags & wet wipes

On average, in one school year the Academy of Policy & Development (APD) collects:

 **800 kg** 
of plastic bottles

to sell to recyclers, generating 318 USD for university waste workers.

One composting model installed at Phú Yên Ethnic boarding High School produced

 **1080 kg**
organic compost in a year

repurposing food waste instead of sending it to landfill



Students at the Academy of Policy Development during a jeans recycling workshop, Ha Noi, 2024.



Ms. Truong Tung Linh, the winner of GreenHub's social media challenge where students shared Zero Waste tips, 2024.



7 core schools



350 schools & universities in the ZHub network



6 provinces with ZHub schools



New schools in HCMC, Cần Thơ, Hải Phòng, Hà Giang province

ZHub Vision in 2025

- 1.** Maintain and deliver technical support to seven core schools and universities
- 2.** Schools, universities and communities limit textile waste
- 3.** Network expansion with four new schools in Ho Chi Minh City

ZHub is supported by H&M Hennes & Mauritz Viet Nam Co., Ltd. Accompanying the programme is Damen Song Cam Shipyard Co. Ltd (Hải Phòng city), Mekong-Republic of Korea Cooperation Fund & TBC Ball Beverage Can Vietnam Co. Ltd (Cần Thơ city), Global Giving, Dow Chemical Vietnam (Hà Giang province), and Pacific Environment (Phú Yên).

Composting and Community Change in Lâm Động Commune

 Hải Phòng



Circular Economy through solid waste management
in Lâm Động commune

Mrs. Nguyễn Thị Lan is not just a Deputy Village Head committed to her community but also a trailblazer in the Zero Waste lifestyle movement.

Mrs. Lan farms, raises chickens and runs a small drink shop to provide for her family, while also caring for her husband. Mrs Lan's optimism and passion for her community sets her apart and spurred her to become a Zero Waste leader.

She noticed discarded fruit peels piling up at her drink shop and thought they could be turned into organic fertilizer for her vegetable garden but she didn't know where to start until the introduction of the "Zero Waste Lâm Động" project. With the support of compost bins, pits, and training on organic waste management, Mrs. Lan became a pioneer in implementing and promoting the model to other households in her village.

Driven by her dedication, Mrs. Lan collaborated with the "For a Zero Waste Lâm Động" Club to pilot and advocate for household organic waste composting, gradually shifting the community's awareness and habits.

At the beginning, Mrs. Lan and the club members were unfamiliar with how to compost and guide other households. GreenHub provided regular support and worked closely with the club in training sessions, and the club then made great strides in implementing an effective compost model.



Mrs. Lan guiding households to compost, 2024.



Lâm Động local Mr. Hai's thriving vegetable garden is fertilized from community compost, 2024.

The organic waste treatment model using compost bins and pits helped reduce food and organic waste sent to landfill, alleviating the burden on the commune's limited waste collection system. Each month, more than 450 kilograms of food and organic waste are processed at the source instead of being discarded at dumpsites.

Residents of Lâm Động commune have also adopted this method to turn organic waste into safe fertilizer for their home-grown vegetable gardens. The community praised the model for its effectiveness and practicality, not only in environmental protection but also in ensuring the health of the residents.



Damen Song Cam, GreenHub, and community members including Mrs. Lan at the organic waste composting model handover ceremony, 2024.

Mrs. Lan actively participates in project training sessions and has become a key figure in environmental initiatives, such as promoting waste sorting, organizing community events to encourage waste reduction, and minimizing the use of plastic bags alongside the "For a Zero Waste Lâm Động" Club.

Mrs. Lan's story is not only an inspiration but also proof that with optimism and effort, anyone can create significant change for their family, community, and the environment!

"Besides reducing waste in the environment, this model is highly effective. The compost improves my vegetables' growth, ensuring they are fresh and chemical-free. I want to spread this model to more families because it benefits not only the environment but also community health."

- Mrs. Lan

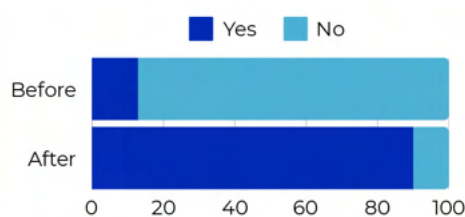
"Pilot Model of Circular Economy in Waste Management at Lâm Động Commune", Thủy Nguyên district, Hải Phòng city, abbreviated as "Lâm Động Zero Waste" project, aimed to reduce the amount of waste going to landfill or leaking into the environment through public-private partnership in waste management. Diverse activities included composting training, awareness raising campaigns, implementation of Zero Waste models in the local market and more.

It was co-implemented by Damen Song Cam Shipyard Co., Ltd (DSCS), GreenHub and Lâm Động Commune People's Committee from August 2023 to March 2025.

The project has reduced the amount of waste generated per day by

580 kg

thanks to the implementation of circular economy models.



The rate of understanding about waste classification increased from **13% to 90%** of people from the start to end of the project.

On average

450 kg

of organic waste is processed per month per household across 50 households, diverting waste from landfill.

From Pilot To Provincial Plan: Phú Yên's Inspiring Zero Waste Journey



Phú Yên



Phú Yên For Zero Waste

Phú Yên province ended 2024 with another robust environmental commitment, testament to their determination to become a Zero Waste province. In December, the province issued a plan to reduce use of non-degradable bags and Single-Use Plastic (2024-2030), part of wider action strengthening management, reduction, reuse and recycling of plastic waste.

With GreenHub's support, the province built on results and lessons learnt from pilot activities to develop the Draft Plan for implementing waste classification at the source. This process included consulting experts, nonprofits and stakeholders like informal waste workers, ensuring consensus from all districts and cities. This plan aims to establish conditions for implementing waste classification according to the revised Law on Environmental Protection (2020), and identifies the responsibilities of relevant agencies in implementing the law efficiently.

Close collaboration between local authorities, enterprises, nonprofits, waste workers and community groups is embedded throughout this project and

demonstrates a dedication to sustainability from the grassroots to management level.

The 2024 Zero Waste market pilot at Ward Seven Market encapsulates the ethos and impact of the wider project. Based on the 'Avoid - Collect - Recycle' approach the pilot supported efforts to drastically reduce and effectively manage solid waste, particularly plastic and organic waste. This pilot supported the production of reusable shopping bags from fishing waste nets as alternatives to Single-Use Plastic bags, organized waste classification at the source, and collection of organic waste to produce fertilizer by composting.

With these solutions, the pilot achieved the following results in 2024:



More than **1,500 plastic bags** reduced per month at the market during the test period



Reduction of **80% of plastic bags** used by market vendors



More than **250 kg of organic waste** was sorted and collected **per day** in the test period



More than **5 tons of fertilizer** produced by composting organic waste



"Phú Yên women go to the market without plastic bags for the sake of the environment, public health and the future of our children. Traders in Ward 7 market are willing to give discounts to those who come to shop and bring reusable containers instead of plastic bags."

- Mrs. Binh (Ward 7 market vendor)



Phú Yên Women's Union and market vendors working together to promote plastic alternatives, 2024.



GreenHub discussing the plan to reduce Single-Use Plastic and non-degradable plastic bags, 2024.



Reusables at Hanid hotel, who implemented Zero Waste practices with GreenHub's support, 2024.



The **'Phú Yên Zero Waste'** program, supported by IDE-E and Pacific Environment, aims to support the Province's efforts to drastically reduce and effectively manage solid waste, paving the road to eliminating Single-Use Plastics, improving waste separation, collection and developing viable recycling solutions.

GreenHub has been working with authorities and communities in Phú Yên Province since 2019, co-designing Zero Waste solutions. Project activities include Zero Waste market pilots, hospitality models, capacity-strengthening for Women Informal Waste Workers, Zero Waste School models, study tours and more.

Student Waste Audit Contest Inspires Zero Waste Households in Cần Thơ



Cần Thơ



Project: Reducing Plastic Waste in the Mekong River & Promoting Zero Waste Practice from School to Community

Ngọc thought she was simply doing her part for the environment by participating in her school's waste audit contest. Aware of waste's negative environmental impacts, Ngọc, her mother and older sister enthusiastically embraced the challenge, sorting waste into eight categories and diligently recording their findings. To her own surprise, Ngọc's dedication paid off and she won the contest.

"I thought I was just trying to make my environment better and didn't expect to be highly appreciated," said Ngọc

Ngọc is a grade three student at To Hien Thanh Primary School in Cần Thơ city. In October 2024, students competed to sort waste at home, applying skills they learnt at school and recording their progress with photos and videos. The competition is one of many collaborative activities in GreenHub's project with To Hien Thanh Primary school which aims to improve waste management and environmental protection through experiential education and capacity strengthening.

Every day, around 630 - 650 tons of household waste is collected in Cần Thơ. GreenHub and project partners like the Cần Thơ Department of Natural Resources and Environment (DONRE) have been working to reduce this figure, strengthening community awareness of solid waste classification to increase rates of collection, reuse, recycling and energy recovery.



Stills from winning student Ngọc's video recording waste separation at home, 2024.

Family Adopts New Waste Habits

Student's families played a key role in supporting their child's efforts while also practicing crucial waste separation skills. Ngọc shared how her mother and older sister helped her to sort waste, reduce pollution and recycle.

"For example, plastic bottles can be sold to save money," Ngọc explained.

Another student's parent and Cần Thơ University staff member, Nguyễn Thị Hồng Vân felt her sense of responsibility to protect the environment grow throughout the contest.

"Through this challenge, our family also learned how to sort waste. At first, I thought it would be very difficult, but when we did it regularly, it became easier. This activity also helped reduce the amount of waste at home," said Vân.

Promoting Zero Waste from School to Home

Experiential learning is at the heart of this project. By engaging students and their families, GreenHub ensures the principles of waste sorting and recycling are practiced at school and at home.

“I hope everyone stays enthusiastic about participating in environmental protection and waste sorting activities,” Ngọc shared with a smile.

The journey toward Zero Waste starts with individuals, and through projects like this, students are leading the way.



To Hien Thanh school students during the waste audit contest, 2024.



90%

of To Hien Thanh students believe that everyone is responsible for protecting the environment*



To Hien Thanh school students using new waste bins to separate waste, 2024.

GreenHub’s **“Reducing Plastic Waste in the Mekong River”** and **“Promoting Zero Waste Practice from School to Community”** projects tackle the health and environmental impacts of waste and pollution in Cần Thơ city through experiential education and capacity strengthening.

Project activities include training workshops, mural painting, a Zero Waste experience camp, waste audit contest and more.

Collaborating with To Hien Thanh Primary School, parents and teachers, we are strengthening community waste management capacities and championing youth as a crucial part of the solution to Viet Nam’s waste challenges.

This project is part of a wider regional project, “PlasticFlow Mekong Project”, supported by the Mekong-Republic of Korea Cooperation Fund, coordinated by the Asian Institute of Technology, and implemented in partnership with CLEARRIVERS, Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE). Accompanying the programme is TBC-Ball Beverage Can Vietnam Co., Ltd..

*according to September 2024 GreenHub survey

Memorable Moments



GreenHub with Phiêng Luông Primary & Secondary Ethnic Boarding School students painting murals promoting environmental protection, Bắc Mê district, Hà Giang province, 2024.



GreenHub and Phenikaa University students during a waste sorting training, Hà Nội Capital, 2024.



Local residents sorting waste at a recycling station in Lâm Động Market, Thủy Nguyên district, Hải Phòng City, 2024. (Left)



GreenHub and the Experimental School of Educational Science signing an agreement to implement a "Zero Waste School" model, Hà Nội Capital, 2024.



GreenHub and Lâm Động commune officials surveying community media products in Lâm Động commune, Thủy Nguyên district, Hải Phòng City, 2024.



'For a Zero Waste Lâm Động' Club promoting the use of reusable bags at Lâm Động Market, Thủy Nguyên district, Hải Phòng City, 2024.



GreenHub Director Ms. Tran Thi Hoa with H&M Sustainability & Public Affairs Manager for Vietnam and Cambodia Anastacia Howe speaking at the Green Economy Forum and Exhibition Nordic Day panel on the circular economy, Ho Chi Minh City, 2024.



Students learning about waste separation at To Hien Thanh Primary School, Cần Thơ city, 2024.



GreenHub with Phiêng Luông School students conducting a waste audit, Bắc Mê district, Hà Giang province, 2024.

Parents and students from Lâm Động Kindergarten painting a mural with GreenHub, Thủy Nguyên district, Hải Phòng city, 2024.
(Above)



GreenHub Director Ms. Tran Thi Hoa , Project Coordinator Ms. Dinh Thu Hang and Communications Advisor Ms. Emily Contador-Kelsall looking at composting facilities at resident Mrs. Lan's garden, Lâm Động commune, Thủy Nguyên district, Hải Phòng city, 2024.



A student during health checks at Phiêng Luông Primary & Secondary Ethnic Boarding School, Bắc Mê district, Hà Giang province, 2024.

Students of To Hien Thanh Primary School receiving green gifts at the Zero Waste Experience Camp, Cần Thơ, 2024 (below).



GreenHub conducting a training on Zero Waste schools during the conference on implementing solid waste classification at the source for educational institutions in Hải Phòng City, 2024.



GreenHub Advisor Ms. Luan, journalist Ms. Loan, Vice Director of APD Mr. Nguyen The Hung, and GreenHub Director Ms. Tran Thi Hoa during a handover ceremony with the ZHub university, the Academy of Policy Development, Hà Nội , 2024.





Managing Director of Damen Song Cam Ship yard Mr. Joris van Tienen with students at a World Environment Day event in Lâm Động Commune, Thủy Nguyên district, Hải Phòng city, 2024.



Opening Ceremony at To Hien Thanh Primary School, Cần Thơ, 2024 (above).



Exchanging recyclable waste for reusable gifts in Lâm Động, 2024.



Students at Phenikaa University using new recycling facilities, Hà Nội, 2024.



GreenHub team meeting with Co-Founder and Advisor Mr. Trương Mạnh Tiến and Advisor Mr. Boris Fabres, Hà Nội, 2024.

Organizational Development

Zero Waste Office: A Green lifestyle Starts in The Workplace

Firm in the belief that significant change begins with small actions, GreenHub introduced the “Zero Waste Office” initiative in 2024, aiming to foster a sustainable workplace. We targeted daily office activities, acknowledging how they can generate a substantial amount of waste. The “Zero Waste Office” will act as a pilot project for reducing office carbon footprints and is a strong affirmation of GreenHub's commitment to sustainability, and its guiding vision of green development.

The “Zero Waste Office” model emphasizes resource optimization and waste reduction, while empowering employees to develop innovative and effective solutions for environmental protection.

“Since the launch of the 'Zero Waste Office' initiative, the staff have been actively reducing waste and have become more diligent about sorting it. As a result, we all have a better understanding of waste sorting, and the office has become much greener and more beautiful!”

*- Ms. Pham Hang
HR Administrative Assistant*



GreenHub staff using reusable containers for takeaway and bringing lunch to the office, 2024.

Over a few months, several initiatives have been successfully implemented, including:



Eliminating Single-Use Plastic products through consistent use of personal containers, cups, water bottles, and reusable bags



Effectively sorting waste

GreenHub's Zero Waste Office has encouraged and promoted green practices not only among GreenHub staff, but also to surrounding offices.

2024 Office Retreat: Strengthening Connections and Strategic Development

In 2024, GreenHub successfully organized two office retreats in Sóc Sơn (January 2024) and Ba Vi (August 2024), marking significant milestones in enhancing team cohesion and strategic organizational development.

A Journey of Connection and Renewal

The Office Retreat in Sóc Sơn featured activities such as exploring core values through interactive games, personal sharing, "life wheel" self-assessment, and a SWOT (strengths, weaknesses, opportunities, threats) analysis session. From these discussions, the team proposed strategies for internal training, green office initiatives, and enhanced management capacity.

In Ba Vi, nature-connecting activities such as visiting Ba Vi National Park and the Ho Chi Minh Temple not only revitalized the team but strengthened their bonds. Discussions provided concrete directions for 2025-2027, emphasizing the development of the Zero Waste Office initiative and plans to improve the effectiveness of upcoming programs and projects.



GreenHubbers engage in group discussion on organizational development, Sóc Sơn, 2024.



GreenHubbers share solutions to enhance the effectiveness of programs and projects, Ba Vi, 2024.

Achievements

Through these two retreats, GreenHub achieved several positive outcomes, reinforcing team connections, enthusiasm, dedication, strategic development plans and internal improvement measures. Recognizing outstanding individuals who exemplify the values of "Respect – Professionalism – Innovation" also served as a source of motivation for the whole team.

These activities added value to the organization and underscored GreenHub's strong commitment to sustainable development. The integration of strategic analysis, organizational culture building, and team bonding serves as a foundation for GreenHub to continue leading environmental protection and community development projects.

Learning The Power Of Zero Waste Communities On Philippines Study Tour

Learning from villages and communities in the Zero Waste movement is key to GreenHub's continued success. In August 2024, two GreenHub staff explored innovative Zero Waste models on a study tour to Manila, Philippines, sponsored by Mother Earth Foundation and Viet Nam Zero Waste Alliance.

Accompanied by government delegates from provincial and city levels in Viet Nam, GreenHub staff toured ward and commune material recovery facilities, a Zero Waste village and Zero Waste business. Exploring successful Zero Waste models together with government officials nurtured our collaboration and commitment to implementing Zero Waste models in all levels of government.



Refill products at a Zero Waste store in Quezon City, 2024.



Observing the waste generation and treatment process in Potrero Commune, Quezon City, 2024.

Among many valuable learnings, we gained a deeper understanding of the importance of a community-wide approach. Through experiencing three Zero Waste models and businesses in higher and lower socioeconomic areas, GreenHub realized waste management to achieve Zero Waste does not require expensive technology but can harness community resources.

More than 80% of waste in the villages we visited had been reduced by converting food waste and recyclables into resources, which also created jobs for almost 100 people in each commune. This not only solves the problem of waste pollution and space limitation, but also alleviates unemployment.

Following the study tour, Phú Yên officials worked with GreenHub to construct a plan for the whole province to separate waste by the beginning of 2025. This included support for material recovery facilities installed by GreenHub.

Learning from Zero Waste Pioneers: Knowledge Exchange Study Tour

Connecting Zero Waste community leaders lays the foundations for robust environmental networks and inspires Zero Waste action. In August 2024, we led an insightful knowledge exchange tour for community leaders from Phú Yên province, one of our project areas. The tour connected them with Zero Waste leaders in Hội An to forge a path towards a Zero Waste community model.

Members of Phú Yên government departments, Women's Union, Tourism Association and Tuy Hòa City People's Committee joined GreenHub in exploring successful ecotourism and waste management initiatives. This included a workshop on implementing Zero Waste, tours of Cù lao Chàm marine protected area, zero plastic bag Tan Hiep commune, a material recovery facility and more.



Eco-tourism activities at Cù lao Chàm, 2024.



Learning about low waste hotel models, Hội An, 2024.

Path to Zero Waste

The study tour was an important learning opportunity for GreenHub staff and the key community actors we work with to experience viable sustainable models. In Phú Yên, we are working with the community to scale up and implement powerful plastic reduction solutions with a focus on localized models, policy advocacy and communications. Exchanging with pioneering Zero Waste leaders and witnessing the impact and feasibility of successful models equipped GreenHub and Phú Yên participants with the tools and motivation to implement and advocate for Zero Waste models at home and across the country.



Participants touring Material Recovery Facilities, Hội An, 2024.

Looking Ahead

GreenHub is approaching a significant milestone in 2026, marking ten years of dedicated work towards Viet Nam's green development. We have built deep connections with communities across Viet Nam since our establishment and we will be focused on sustaining our projects and their impact while remaining committed to improving and expanding community and environmental impacts.

In 2025, we will develop a new organizational strategy in consultation with staff, advisors, partners, communities, donors and more. Our dedication to building Zero Waste community models, championing women's inclusion and partnering with local communities, waste workers, government and the private sector will continue shaping our work and mission.



GreenHub staff discussing strategy at the office retreat in Ba Vi, 2024.



GreenHub staff participate in a visual storytelling training run by the Communications Advisor, 2024.





GreenHub Director Ms. Tran Thi Hoa meeting with Pacific Environment's Executive Director Ms. Shannon Wright and team to discuss their collaboration in Phú Yên province and Viet Nam.



Women's Union speaking with vendors about reusable alternatives at Lâm Động Market, Thủy Nguyên district, Hải Phòng City, 2024.

Indeed, our collaboration with the private sector will be prominent in coming years, acknowledging businesses' pivotal role in leading innovative waste management solutions and tackling plastic pollution. Internationally, momentum towards a Global Treaty to End Plastic Pollution continues, with further negotiations set to take place in 2025. And the Vietnamese Government is determined to reverse the problem of marine plastic pollution, as detailed in the National Action Plan for Management of Marine Plastic Litter by 2030. The Plan sets targets for a 50% reduction in marine plastic litter by 2025, increasing to 75% by 2030, and elimination of Single-Use Plastics or disposable plastic bags in 80% of coastal tourism amenities by 2025, increasing to 100% by 2030.

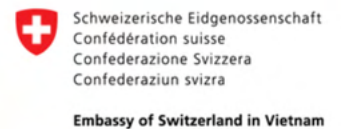
2025 will be another year of important environmental work, as we inch closer to our vision of a strong, resilient, inclusive, green development of Viet Nam.

Thank You

to our donors and partners

GreenHub extends our heartfelt appreciation and gratitude to our esteemed partners and donors for their invaluable support, and generous contributions.


Our success would not be possible without your dedication and support, and we look forward to continuing this journey, driving change and building a more sustainable world.






Enabling Sustainable Communities

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