



Centre for Supporting Green Development - Vietnam



# GREENHUB ANNUAL REPORT 2017

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## Message from the Director

In 2017 – GreenHub’s second year of operation, we received the trust, cooperation and support of many friends, partners and sponsors. This supported our productive community and policy work, mobilizing resources for organizational development, all contributing to our green development mission.

In our Waste Management Programme, together with IUCN and other hard-working partners we organized marine litter data collection, a coastal clean-up of Ha Long Bay, and contributed to local environmental policy development. Relatedly, Australia’s leading scientific research organization, Commonwealth Scientific and Industrial Research Organization (CSIRO) selected GreenHub as their Vietnamese partner in their global land- based marine litter programme.

In our Agriculture Programme, we worked with rural communities in Bac Kan and Dak Nong, advising on community- based poverty reduction. In this, we applied more than 10 models of agricultural production and agribusiness to improve family livelihoods and promote local sustainable development.

Institutional strengthening is important to us to deliver high impact analyses, services and sustainable achievements. We were pleased to receive core support from the Critical Ecosystem Partnership Fund (CEPF) for programme planning, and from USAID to participate in their Partner Capacity Development (PCD) initiative.

We continued to build our partnerships, networks and alliances. GreenHub became one of the first Vietnamese organizations selected as a member of the Climate Change Action Network of Southeast Asia (CANSEA); and a core member of the Vietnam Zero waste Alliance, actively contributing to the Vietnam Sustainable Energy Alliance (VSEA).

GreenHub is determined to increase our effectiveness, build our professional competence, and expand our contribution to sustainable development that our mission promotes. In 2018, we will strengthen our existing partnerships, and develop new networks and alliances to benefit the many communities for whom we exist.



**Ms Tran Thi Hoa**  
Director



# 1. INTRODUCTION OF GREENHUB

## 1.1 Who We Are

Centre for Supporting Green Development (GreenHub) is a Vietnamese, non- governmental, not-for-profit organization under the Vietnam Union of Science and Technology Associations (VUSTA) with oversight by the Ministry of Science & Technology, and NGO Registration Number A-1555. GreenHub was legally established on March 15, 2016 by three Vietnamese experts with significant project experience in project financial management, biodiversity conservation, community development, capacity building and networking.

## 1.2 Vision, Mission And Core Values

### VISION

A strong, inclusive and green development for a resilient Vietnam.

### MISSION

To develop and implement effective, evidence- based practices towards healthy communities and natural resource conservation.

### CORE VALUES

Integrity; Respect; Transparency; Collaboration.



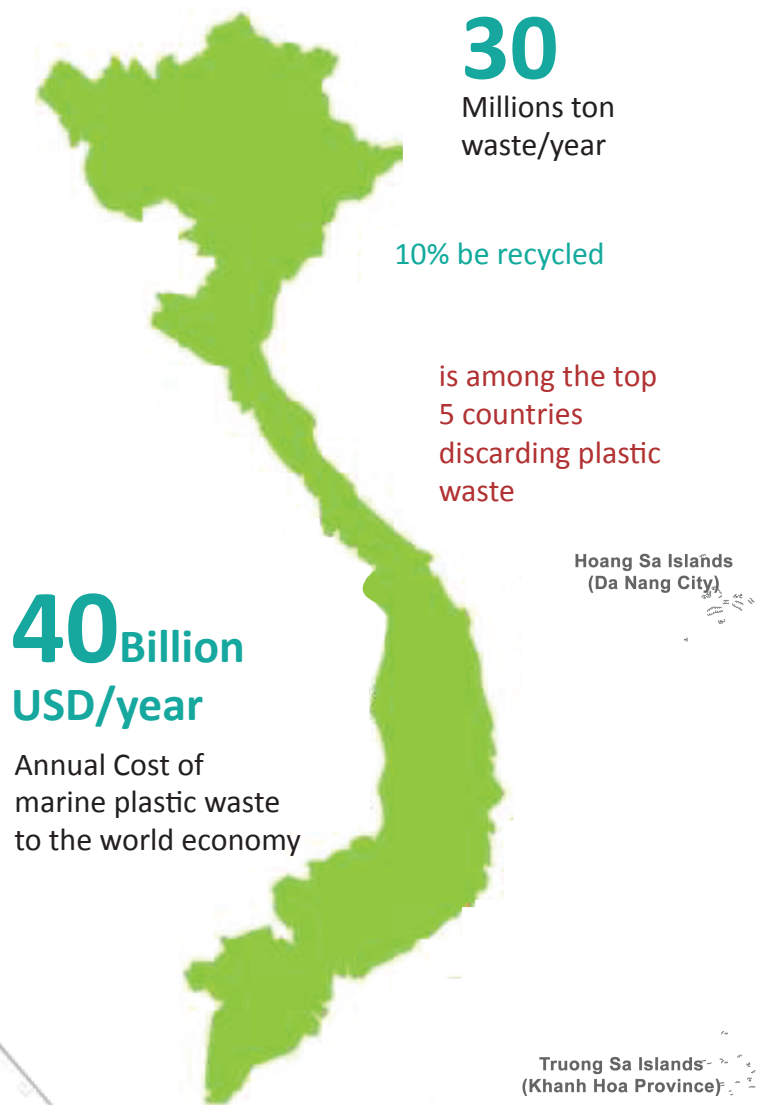
### 1.3 Focus

GreenHub aims to develop with partners and stakeholders effective practices for communication and policy advocacy to advance Vietnam's green growth and development. We do this by focusing our efforts on promoting and enabling sustainable production and processes in the agricultural supply chain, encouraging solutions and investment in energy efficient technology; best practice waste management, and natural resource restoration and conservation. Effective responses to climate change, gender mainstreaming, youth engagement, poverty alleviation are cross-programmes.

#### Waste Management

Only 20% of cities and 19% of the 573 landfills in Vietnam have an engineered sanitary system: 30% with machines, 9% with weighing stations, and 36% with bedding layers. The situation is especially critical in Vietnam's coastal areas, coastal cities and river banks, where most of Vietnam's population, especially the poor, increasingly lives and come into contact with harmful waste.

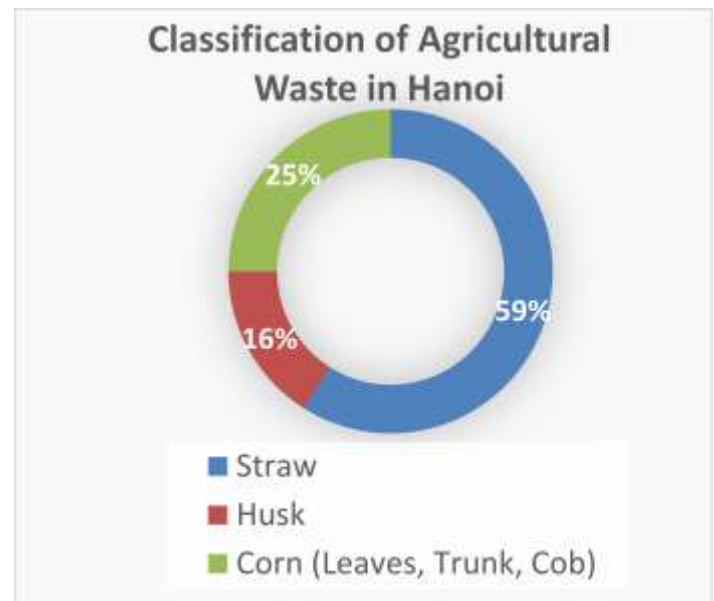
GreenHub's waste management actions are centered on raising consumer awareness and influencing behavioral change towards 3R habits - to reduce, reuse, and recycle waste; marine debris monitoring (focus on plastic waste) and Coastal Clean-up Campaigns including volunteer activities to motivate communities.



### Waste to energy

With an agriculture tradition and expanding industry, Vietnam faces the challenge of large amounts of agricultural waste annually (about 30 million tons of straw, 10-15 million tons of bran and husk, and large volumes of sawdust, leaves, trunks and rind). However, efforts in waste collection, handling and reuse are still limited.

GreenHub's work is focused on developing waste to energy solutions using agricultural waste products such as sawdust and rice husks, as a form of energy. The creation of pellets/ briquettes as a replacement for coal or raw forest products as a fuel source also aims to make better use of the available natural resources and to reduce greenhouse gas emissions from agricultural production.



1 million tons of Agricultural Waste Generated in Hanoi Annually. Almost 85 % is straw and corn waste

### Livelihoods and sustainable agricultural production supply chains

Vietnam has made significant progress in its agricultural sector. This growth has helped the country to increase food security and made it a leading global exporter of agro-food commodities, among the top five exporters for aquatic products, rice, coffee, tea, black pepper, rubber, and cassava. However, increased waste generation and inappropriate waste disposal are contributing to significant environmental pollution and health impacts especially close to communities where producers live.



GreenHub promotes sustainable agricultural production and improved livelihoods by demonstrating evidence-based practices, business development training and support, and connecting farmers to cooperatives, networks, national technical expertise and needed resources.

*“Community-based sustainable poverty reduction initiative for poor communities in Bac Kan province 2017”. Sponsored by UNDP, GreenHub is a consultant to the project.*

## Natural Resource Conservation

Vietnam, through its vigorous development growth has produced strong social and economic benefits but also unintended and significant environmental challenges including deforestation, depletion of other living natural resources, and water, soil and air pollution in urban and rural areas. GreenHub recognizes the need to harmonize development and conservation in order to create healthy and sustainable livelihoods and restore the environment for future generations.

GreenHub focuses on empowering local communities and stakeholders to actively engage in the conservation and environmental management of key biodiversity areas, sensitive and protected areas such as the Biosphere Reserves, World Heritage Sites and National Parks.

Through these focus areas, our programs address issues of climate change response, youth development, poverty alleviation, gender equity and empowerment of women.



*GreenHub in the Coastal clean-up campaign  
Protect Ha long Bay (Quang Ninh province) 2017*

## 1.4 Our team

GreenHub's staff members are highly experienced young professionals with, on average, more than 10 years' experience working in communications, climate change, sustainable energy, environment and natural resources. Our team has worked on national and international projects with governments, universities and the private sector in Vietnam. We are active trainers and facilitators in communication events, environmental management, and community development.

GreenHub's board of advisors, as leaders in their fields, has on average more than 30 years' experience in the fields of environmental and natural resource management, economics, planning, climate change, and communication. Their experience proves to be invaluable assets to GreenHub's strategic development, organizational monitoring, partnership and public relations promotion.

With special emphasis on youth, GreenHub also hosts interns and volunteers to support our work and to provide them with an opportunity to develop their skills. This diversity makes GreenHub a stimulating, progressive and productive organization.



*Tran Thi Hoa*  
*Co-Founder, Director*

## Co-Founders

*Nguyen Thi Thu Trang*  
*Co-Founder, Deputy Director*



*Nguyen Thi Thanh Van*  
*Co-Founder, Deputy Director*  
*(Finance- Administration)*



*Professor Truong Manh Tien*  
*Co-Founder and Advisor*







*Boris Fabres*



*Prof. Nguyen Kim Thai*

**Board of  
Advisors**



*Prof. Nguyen Thi Ha*



*Prof. Nguyen Chu Hoi*



*Trung Thi Thanh Tu  
Administration Officer*

**Officers**



*Nguyen Thai An  
Communications Officer*

**Do Thi Ngoc**  
*(Student National University of Civil Engineering)*



**Paula Gill**  
*(Australia, Environment Communication Officer)*



**My Linh**  
*(Former student Foreign Trade University)*

**Vu Hong Thanh**  
*(Former student Natural Science University)*



## Network Volunteers



**Nguyen Thu**  
*(Student Transportation University)*



**Anoop Hemachandra**  
*(India)*

## Team 3M Professional Marketing and Communication Experts



**Jana Nieto Karam**  
*(Mexico)*



**Sheng Lee**  
*(USA)*

## 2. Highlights and Achievements

### 2.1 Solving Marine Debris Issues – A Sustainable Ecosystem In Ha Long Bay

Considered one of the biggest global challenges in the 21<sup>st</sup> century, together with climate change and biodiversity loss, the spread of marine debris, especially plastics, harms terrestrial and marine wildlife and human health. Studies show that more than 200 aquatic species suffer from plastic debris entanglement and accidental ingestion leading to choking, physical blockage, malnutrition, or death; and rafting of debris may introduce invasive species

In 2017, GreenHub was a partner in the initiative “Engaging youth and stakeholders in coastal clean-up campaign for sustainable marine ecosystems in Ha Long Bay, Quang Ninh province”, which aimed to protect its marine ecosystem and promote sustainable tourism development through marine debris coastal clean-ups, data collection and collaborative partnerships. GreenHub acted as technical advisor and facilitator, contributing to knowledge sharing, development of education materials, and coastal clean-up protocols. Data analysis results were also provided to local managers, the Ha Long Bay Waste Management Board, and the Ocean Conservancy (USA) for on-going monitoring.

Using the momentum from clean-up events and mobilizations, GreenHub established a Youth Network of Volunteers whose name is *Ocean Saver* to promote coastal clean-ups, monitor marine debris and to engage the community in these issues. The outcomes of the initiative were also shared at the 2017 Asia Pacific Environment Forum in South Korea.



*GreenHub participated in Asia Pacific Environment Forum in 2017 in South Korea.*



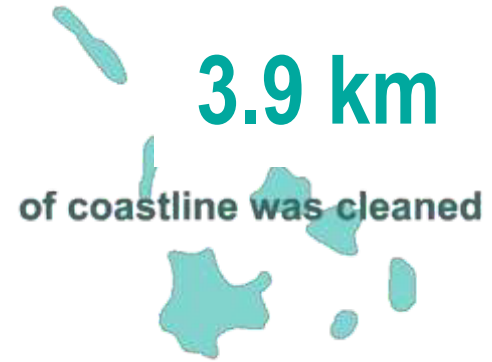
*Polystyrene was the most common marine debris found during the coastal cleanups.*



**320**  
volunteers  
joined the fight for  
a healthy ocean



**4 tons**  
Of marine debris  
were cleaned up



**3.9 km**  
of coastline was cleaned



**7,000**

people were engaged through  
social media channels



## 2.2 Supporting Poverty Reduction - Economic Empowerment In Dak Nong And Bac Kan



*Traning on business plan development*

From October to December 2017, GreenHub partnered with the government's National Poverty Reduction Office and United Nations Development Programme (UNDP) organizing initiatives to promote sustainable poverty reduction through community – owned economic development. Through the organization of a community festival the partnership promoted and implemented initiatives to improve livelihoods and publicized indigenous products, linked to the preservation of the environment.

Technical support provided by GreenHub, included assistance in developing cooperative groups, providing access to loans, connecting to business partners and improving product development quality.

11 groups in Bac Kan and 10 groups in Dak Nong registered to be involved in the festival. The festival also honoured the communities' ownership of their enterprises, with the top 10 participating groups chosen to receive further support to develop their businesses.



*Technical Support for the Taro group in Ba Be district, Bac Kan Province.*



*Technical Support for the Coffee group in Dak G'long district, Dak Nong Province.*



## Community Empowerment

Through the program, community leaders became more confident in sharing their community's issues in local stakeholder meetings, working with consultants and presenting their businesses.

“After connecting to business partners, the farmers have a larger market for their products. We are developing high quality coffee.”

*Mrs. Do Thi Phuc – Team leader Group 9, Quang Hoa commune, Dak G’long district, Dak Nong province.*

“In less than 2 months, with support from experts, the packaging of products were changed completely. This is due to greater confidence in the new packaging by consumers, distributors and sellers.”

*Mrs. Ly Thi Quyen – Director Thien An Cooperative, Vi Huong commune, Bach Thong district, Bac Kan province.*



“My family has 3 members. We grow tea on a 3 Ha field. With support from experts, we escaped poverty and had a good income”

*Mr. K’Song – Ma ethnic minority, Dak G’long district, Dak Nong province*

## 2.3 Hanoi Clean Air Green City Initiatives

Air pollution in Ha Noi is documented as a serious health threat to its population, especially vulnerable inhabitants as children, the elderly and low-income households. The city is listed among the world's major cities with a significant air pollution problem to be resolved, and air pollution is referenced in three indicators in the United Nations Sustainable Development Goals. Towards developing partnerships to address these concerns, in 2017 GreenHub initiated two actions



*GreenHub joined the Hanoi television Talk Show “No straw burning fields”*

### **Improving Air Quality in Hanoi - The “No Straw Burning Fields” Campaign**

GreenHub joined the Hanoi Department of Natural Resources and Environment (DoNRE), to implement the city's “Do Not Burn Straw” campaign. The main objectives of this campaign are to raise awareness among farmers about the harmful effects of burning straw and to present positive options for the recycling and reusing of straw to improve economic efficiency and to protect the environment and public health



*Pilot Program to replace traditional stoves by improved stoves*

### **Replacing Household Coal Burning by using Improved Stoves**

GreenHub recognizes that the use of improved stoves as an alternatives to traditional stoves/ fossil fuels and the change can contribute to sustainable production and supply of clean energy, improving household health and helping to mitigating climate change in Vietnam. GreenHub's programme connects farmers with waste to energy companies (which produce environmental friendly fuel as wood pellets/ briquettes), increase user awareness, and develops improved stoves distribution channels.

GreenHub works with the Hanoi Environment Protection Agency, to further promote initiatives for improving air quality in Hanoi. These initiatives are supported under the program “Clean Air Green City – Building multi-stakeholder network and linkages among youth, communities, businesses and government to improve air quality in Hanoi”, coordinated by Live and Learn, with GreenHub, GreenID and Hanoi University of Science and technology as project implementing partners.

## 2.4 Training Partnership- CSIRO International Land-Based Marine Debris Survey

The Commonwealth Scientific and Industrial Research Organisation (CSIRO) of Australia is leading an international marine debris research project “*Quantifying flows of plastic and other debris from land-based sources to the ocean*”. CSIRO selected GreenHub as its Vietnamese partner, and to participate in the project’s Land to Ocean Training Workshop in Tong Yeong, South Korea from 15- 19<sup>th</sup> June, 2017.

The workshop was organised by CSIRO and OSEAN (Our Sea of East Asia Network), with 19 participants from Vietnam, Bangladesh, China, Taiwan and South Korea. During the training, participants developed skills in survey protocols for quantifying marine plastics, and gained updated knowledge for advocacy on the challenge of microplastic as an emerging environmental issue.



*GreenHub participated in the Training Workshop on marine debris surveys in June, 2017, South Korea.*



*Training participants learned methods of land – based marine litter surveys*



*Training participants learn how to use marine debris survey tools*

The training provided GreenHub with in-depth knowledge and skills to be the data collection coordinator in Vietnam for the project during 2017 and 2018



## 2.5 Networking And Partnership Development

GreenHub acknowledges the importance of networking and partnership development in organization development, information access, learning opportunities and communications. As policy, GreenHub will work with and build Vietnamese NGOs (VNGOs) capacity, through sharing experiences, knowledge and lessons learned among our networks, as well as identifying future collaborative opportunities. During 2017, GreenHub joined and supported a number of key initiatives at national and regional levels.

### *Formation of the Vietnam Zero Waste Alliance (VZWA)*

#### *🌱 Workshop on building a coalition of zero waste in Vietnam*

On October 13<sup>th</sup>-15<sup>th</sup>, 2017, an international workshop on building a coalition of zero waste was held in Da Nang city, Vietnam. Included were representatives from non-governmental organizations, nonprofit organizations and stakeholders from Ha Noi, Hai Phong, Thua Thien Hue, Quang Nam, Quang Ngai, Binh Dinh, Lam Dong, Can Tho, Ho Chi Minh City. The conference agreed to establish the “Vietnam Zero Waste Alliance” (VZWA), of which GreenHub is a core member.



*GreenHub shared project information in waste management*

Ms Tran Thi Hoa (GreenHub Director), a representative of the Northern Vietnam region, shared GreenHub’s experiences in waste management, focusing on communication and policy advocacy, evidence-based practices, raising awareness and influencing behavioral change to 3R waste, monitoring marine debris, encouraging community engagement through various activities in Hanoi and its surrounding areas.

#### *🌱 Joining the Regional Communications Group for Zero Waste*

GreenHub is a member of the Regional Communications Group created by Break Free From Plastic (BFFP) and GAIA Asia Pacific. The Communications Group is envisioned to be the focal regional point that helps share, amplify, cross-pollinate campaigns, advocacies, and program the work of member organizations, towards Zero Waste.



*Communications Workshop in Manila, The Philippines in November, 2017*

### **Membership in the Climate Change Action Network of Southeast Asia (CANSEA)**

CANSEA is one of the eight regional networks of the Climate Action Network, an NGO established in 1989. CANSEA is a catalyst in Southeast Asia for mainstreaming and integrating climate change into national development through advocacy and awareness-raising, capacity-building, networking, and in partnerships towards the promotion of poverty reduction, climate justice and sustainable development. In 2017, GreenHub became one of the first organizations in Vietnam selected as a member of CANSEA. We see this important involvement as a significant support to our national programme, and to coordinate climate change actions at the Southeast Asia regional level with our neighbours.



*GreenHub with CANSEA's members in the Communication Workshop in Manila, The Philippines in September, 2017*

### **Participation in the "IUCN Asia strategic Communications for Conservation".**

As a recipient of Critical Ecosystem Partnership Funding (CEPF) through IUCN, GreenHub participated in the "IUCN Asia Strategic Communications for Conservation" workshop in Bangkok, Thailand from 5 to 7<sup>th</sup> July 2017.



*IUCN Asia strategic communications for conservation workshop in July, 2017 in Thailand*

### **Participation in "the 13<sup>th</sup> International Permaculture Conference"**

Towards expanding GreenHub's knowledge of improving livelihood options for communities From 24<sup>th</sup> November to 2<sup>nd</sup> December, 2017, Ms Nguyen Thanh Van representing GreenHub, attended 13<sup>th</sup> Permaculture Conference in India and shared sustainable agriculture models with more than 60 other countries. The opportunity allowed GreenHub to learn from the international experience of the benefits of permaculture and challenges in promoting the opportunities for permaculture.



*Ms Nguyen Thanh Van participated in the 13<sup>th</sup> International Permaculture Conference*



*Awareness & Engagement with the youth during the Recycling Day organized by DONRE Hanoi (September, 2017)*



*Marketing at the Recycling Day organized by Vietnam Women's Academy (October, 2017)*

**GreenHub 3Rs promotion - Greenovation Challenge 2017**  
**-Youth Engagement**  
**-Recycled Products**



*Competition Greenovation Challenge  
 Call for innovations to solve the plastic waste issue in Vietnam  
 "Save a bottle. Shape our future"  
 Ha Noi Foreign Trade University*

*GreenHub became an official member of  
Our Sea of East Asia Network (OSEAN)  
and Global Partnership on Marine Litter (GPML)*



*Gaining University Admission and Scholarships*

As part of its youth initiatives, GreenHub sponsored a skills development workshop in Hanoi in August 2017 for students and young professionals focusing on making successful applications to university programs, and winning scholarships.

The workshop facilitator – Mr. Boris Fabres, Advisor to GreenHub, has been involved in international training for more than 35 years in more than 55 countries in Asia, Africa, Latin America and the Caribbean.

Through PowerPoint presentations, discussion and questions, the workshop focused on the need for applicants to be strongly competitive through understanding how to engage universities and professors, find out what universities want, how to present your personal and academic information effectively and the need for quality throughout all the application stages.



*“Boris ( GreenHub’s advisor) with participants”*

### Strategic Partners



### 3. ACKNOWLEDGEMENTS

We would like to express our gratitude towards our advisors, supporters, contributors, donors, and volunteers for your valuable contribution in GreenHub's significant development over the last year

First of all, we would like to thank Associate Professor Truong Manh Tien and Associate Professor Nguyen Chu Hoi for your guidance and support in our second year as well as your direction in our strategic development.

We would like to express our appreciation to Mr Boris Fabres who makes us work hard to improve, and cares for our wellbeing. Even though you are living far away from Vietnam, you are always there to help us.

We would like to thank Professor Nguyen Kim Thai and Associate Professor Nguyen Thi Ha for the technical support you provided.

Thank you also goes to Eco-Peace Leadership Center, Kangwon National University (South Korea) and IUCN for your support and collaboration with us in engaging our stakeholders in coastal cleanup campaigns to create sustainable marine ecosystem.

We want to give a big thanks to GreenHub's interns and volunteer, Ms Paula Gill, Mr Anoop Hemachandra, Ms Jana Nieto Karam, Ms Sheng Lee, Ms Do Ngoc, Ms Nguyen Thu, Ms Vu Hong Thanh, Ms My Linh, Mr Nguyen Thai An, for their valuable support!

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*Green Share 2017 - with advisor and partners*



*Green Share 2017 - with advisor and partners*



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GreenHub - NGO**

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