

Center For Supporting Green Development

The Project Report

SCIENCE FILM FESTIVAL 2023

4 Jan 2024

2024



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Science Film Festival 2023

INTRODUCTION

Project name: Science Film Festival 2023

Implementing partner: Center for Supporting Green Development

Project coordinator: Nguyen Quoc Tuan

Reporting date: 4 January 2024

Science Knowledge Promotion Contest for Family Team & Individuals

In Vietnam, Science Film Festival has been implemented since 2010. It emphasizes the message “Equal Opportunities in Science”. It is committed to promoting inclusion and diversity in STEM education and ensuring equal opportunities of learning and working in the related fields are open to all and for the benefits of everyone in the society.

Science Knowledge Promotion Contest is an online contest on Facebook for family teams and individuals aged from 8. Participants will prepare promotion products (short videos, posters, banners, articles, etc.) to share their views on the topic of any of their favorite science film(s) in the list of the Science Film Festival 2023. The entries will then be posted on the Fanpage of the partner and the event page to attract a great deal of public interest in the film and the scientific knowledge conveyed through the film(s).

The contest is an opportunity for families and interested individuals to: Discover good international documentaries on environmental topics under the theme “Ecological Restoration” to prepare science journals on the topic of the film(s) as well as related issues in society; Contribute to spreading knowledge, passion, and opportunities to access science knowledge to everyone. This year, focusing on families, it shows a passion to create a space for family members to stay more connected and learn more together.

Within the framework of the contest, a series of training courses on skills of producing promotion products with experienced creatives also be organized to help participants learn and best prepare for their products.

The project is properly implemented by Center for Supporting Green Development and Goethe-Institut Hanoi, within the framework of the 2023 Science Film Festival.

I.

PROJECT OVERVIEW

1.1. Duration of the project

4 months (September 2023 - December 2023). Report shows activities until 31 December 2023.

1.2. Participants

There were **144 participants**, which were from:

Schools and Universities	other audiences
<ul style="list-style-type: none">• Hanoi Experimental School Education and Science• Hanoi School of Business & Management• British University Vietnam• Academy of Policy and Development• Academy of Journalism and Communication• University of Languages & International Studies - VNU• Phenikaa University• Thanh Xuan Elementary School• National University of Vietnam• Nghia Tan Primary School• Academy of Policy and Development• Nhan Chinh High School• Hung Vuong High School• Trung Yen Primary School	<ul style="list-style-type: none">• Contestants of the Science Film Festival & Chill contest• GreenHub's staff• The parents of participants• Filmmakers• Free audiences



Figure 1: Participants choosing gifts after participated in the Plastic Challenge event. November 25th, 2023.

1.3. General comments

In total we organized 4 events in both online and offline formats.

No.	Events	Format of events	Time
1.	Plastic Challenge Film screening and Creative skills training	Hybrid	25/11/2023
2.	Study Science: Waste & Ecological Footprint Film screening and Theoretical training	Hybrid	26/11/2023
3.	How to master Canva for your family Training poster making skills	Online (Zoom Platform)	5/12/2023
4.	Plastic Dialogue: Connecting the community, creating and spreading green ideas at the Science Film Festival 2023	Hybrid	17/12/2023



03

Figure 2: Participants are focusing on enjoying the movie *The Plastic Challenge*. November 25th, 2023

There were 144 people participating in the movie screening events at Goethe-Institut Hanoi (98 official participants and 46 online participants). They were able to watch movies and participate in related interactive activities such as:

- Participating in creative training to making videos, posters for the contest
- Attending plastic waste sorting training through visual aids for plastic classification
- Participating in the dialogue about waste, plastic waste and environment education
- Playing games on Kahoot
- Participating the dialogue about waste, plastic waste and environment issues

All the participants showed their support and enjoyed the movies they watched. Many people had asked about the Science Film Festival (SFF), the Science Film Festival & Chill contest, GreenHub, Goethe Institut and showed their interest in the whole contest activities. GreenHub gave them more information about the SFF, the contest, and guided them to check a handbook of SFF and access the website: https://www.goethe.de/ins/vn/vi/ver.cfm?event_id=25045701. In addition, some parents of the childrens were also interested in the contest and would love to receive more information to participate.



Figure 3: Participants are focusing on enjoying the Recycling Practice workshop. December 17th, 2023



Figure 5: Participants are looking for more information about the Science Film Festival 2023 and the Science Film Festival & Chill Competition. November 25th, 2023.



Figure 4: MC and participants interacting with the jury and contestants during the Dialogue event. December 17th 2023

II.

REVIEW OF THE EFFECTIVENESS OF PROJECT IMPLEMENTATION

2.1. Objectives achieved / not achieved

2.1.1. *The Science Film Festival & Chill contest*

As part of the festivities surrounding the Science Film Festival 2023, Center for Supporting Green Development (GreenHub) collaborated with the Goethe Institut Hanoi to organize a contest aimed at enhancing scientific knowledge for family groups and individuals. The contest served as a valuable platform for families and individuals interested in exploring international documentary films on environmental topics. It contributed to the dissemination of knowledge, passion, and opportunities for scientific learning to reach a wider audience. The initiative also created a space for family members to bond and learn together.

The contest has received widespread response from young participants, with a total of 46 registrations. The age range of contestants spans from 12 to 20 years olds, encompassing students not only from schools within the Hanoi area but also from various provinces across the country, stretching from the North to the South. The contest garnered 27 entries, comprising creative products such as posters and videos. The quality of the submissions has been remarkably impressive, with inventive poster designs and compelling messages largely reflecting the content of the films selected by the participants.

46 registrations

27 products

At the beginning of planning, GreenHub expected a total of 100 contestants to participate and 70% submitted the exam. But we just had a total of 46 registrations and garnered 27 entries.

This is achieved because at the end of the year, all schools and students are busy preparing for important final exams, so there is quite a bit of time left to closely follow the activities and information of the contest. In addition, the contest with the rule of creating posters based on one's own feelings about the films, located in the Science Film Festival 2023, is also a relatively difficult rule to access. Especially those of elementary and middle school age.

2.1.2. *The Plastic Challenge and The Study Science: Waste & Ecological Footprint*

The recently concluded Science Film Festival & Chill, themed "Plastic Challenge" and "Waste & Ecological Footprint," implemented on November 25th and 26th, was a captivating event. This initiative was part of the "Explore with Your Child: Creative and Adventurous - Science Film Festival & Chill" contest organized collaboratively by the Center for Supporting Green Development (GreenHub) and the Goethe-Institut Hanoi in support of the 2023 Science Film Festival. The event proved to be an enriching environmental activity for families and youth over the weekend.

80

PARTICIPANTS

Beyond merely imparting knowledge to over 80 participants, including children, parents, and young individuals, the event incorporated practical activities.

3

MOVIES WERE SHOWN

3 movies were shown is

- Tobi, explore and learn about waste
- Plastic challenge
- Ecological Footprint in the Netherlands

90%

POSITIVE FEEDBACK

90% of participants gave positive feedback, as shown in the post-event survey

4

4 TOPICS ARE COVERED

4 topics are covered, helping participants improve their knowledge:

- Creative training
- Zero Waste Practices at home
- Zero Waste Practices at school
- How to change the behavior of your children

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Post-event, the GreenHub expressed hope that the knowledge gained by the young participants, parents, and youth will contribute to enhancing awareness for both themselves and their families. The GreenHub team believes that the passionate insights shared by the guest speakers serve as the key to unlocking the full potential of the Science Film Festival & Chill" contest. It is anticipated that the contest will continue to evolve, drawing upon the enthusiasm and commitment of the community.



Figure 6: Participants are focusing on enjoying the Plastic Challenge movie. November 25th, 2023



Figure 7: Participants receive gifts from a quizzes game about the Plastic Challenge movie. November 25th, 2023.

The contest, with its focus on environmental challenges and educational strategies, successfully merged entertainment with education. The event not only broadened perspectives but also inspired positive actions for a sustainable future. As the contest progresses, it is expected to serve as a catalyst for further community engagement and contribute significantly to fostering environmental stewardship among the younger generation.

In conclusion, the Science Film Festival 2023 showcased the power of film and discussion in shaping environmental consciousness, leaving a lasting impact on all participants.



Figure 8: Parents help children read subtitles of the movie, so that children can understand the content and enjoy the movie with their parents. November 26th, 2023

2.1.3. The Plastic Dialogue: Connecting the community, creating and spreading green ideas at the Science Film Festival 2023

The event "Dialogue: Plastic! - Connecting Communities, Building and Spreading Green Ideas" took place as part of the Science Film Festival 2023 under the theme "Ecosystem Restoration." This open space welcomed all science and environment enthusiasts, providing an opportunity for individuals seeking motivation and practical actions for themselves and their families.



Figure 9: Contestants are presenting their product to the jury and participants. December 17th, 2023

4 RECYCLING PRODUCTS WERE BORN

Additionally, the Recycling Workshop received enthusiastic participation, showcasing unique recycled artworks. Through the recycling workshop space, 4 products were decorated and assembled by 4 groups.



Figure 10: Participants took souvenir photos with speakers of the Recycling Practice workshop after the end of the event. December 17th, 2023



Figure 11: The jury and participants are listening to the contestant's presentation of the Science Film Festival & Chill contest. December 17th, 2023.

40 PARTICIPANTS

The open dialogue event attracted more than 40 participants. The participants engaged comfortably with various event spaces, including the Experimental School Science and Education wall-newspaper area, the competition's product media zone, and the recycled products area. Following the conclusion of the event, participants expressed joy at both being a part of an informative session on the environment and engaging in hands-on recycling activities, concluding with taking home some gifts.



Figure 12: Participants are exploring the size of their own ecological footprint. November 26th, 2023

2.2. Challenges

The organizational stage still faces many difficulties. The movie screening events are implemented around the end of the year. That was quite a busy time for students and parents, they have less time to participate in events and follow competition activities and information. The event organizing team also needs to try to follow up, regularly calling to remind and closely monitor the questions of contest contestants and guests participating in film screening events to ensure everyone receives information.

Films shown during the 2023 Science Film Festival have only subtitle options. At some fast-paced scenes, adults need to concentrate on reading to grasp the content of the subtitles. It will be relatively difficult for young people to fully enjoy the movie.

Among the 3 movies that GreenHub chooses to show at events. There is one movie, The Plastic Challenge, which is the simplest and easiest to understand. The remaining two movies, Tobi, explore and learn about waste and Ecological Footprint in the Netherlands, are scientific with more complex knowledge. Although all three films have chosen an extremely youthful and easy-to-understand approach. But for some children and the parents accompanying them, they also feel that the knowledge conveyed is a bit overwhelming.

2.3. Some feedback from participants

The movie Plastic Challenge has helped me become more aware of plastic waste and be more conscious in using products containing plastic waste. - Ms Nguyen Thi Trinh, comments on the Plastic Challenge film.



Figure 13: Parents and children are filling the post-event survey. November 26th 2023

The film Ecological Footprints in the Netherlands has clarified the awareness of children as well as parents about the issue of Ecological Footprints.. - Mr Cao Le Nam Anh, comments on the Ecological Footprints of Netherlands film.



Figure 14: Children answered the questions correctly and receive gifts from the organizers. November 25th, 2023

The program helps me understand more about the importance of classifying waste and how plastic waste greatly affects the environment - Ms Do Thi Ngoc Mai comments on the Tobi research and learns about waste film.

The film Ecological Footprint is an impressive film. You will feel for yourself how your footprint affects the earth. - Mrs. Le Thuy Linh comments on the Ecological Footprints of Netherlands film.



Figure 15: An embarrassed child asked her mother for help to answer questions from the organizers. November 26th, 2023

III.

SHARING LESSON LEARNT

3.1. Recommended good practices

Collaborate with the Goethe-Institut Hanoi in this 2023 Science Film Festival project, GreenHub brings an approach to implementing combined film screening events: not organize separate film screenings but combine them with training activities, dialogue, recycling workshop. This is an opportunity for participants to not only watch the film, but also help them understand the film better. Participants not only receive information through the film, but also learn knowledge related to the movie they have watched (in terms of visual technique or content).



Figure 16: Participants raise their hands to ask and answer questions with the speaker and MC in the Plastic Challenge event. November 25th, 2023

This time, GreenHub grasped the themes of the movies and topics each event focused on, then planned to find suitable speakers to focus on the quality of the movie screenings.

Online events are shared through many sources, increasing the reach of online viewers and spreading widely in the community.

3.2. Lesson learnt / What can improved

There needs to be more direct interaction between participants and guests during the event



Figure 17: Participants work together to assign tasks to complete recycled products in the Recycling Practice workshop. December 17th, 2023

Many interactive activities can be applied in movie screening events to interact with online audiences. This is done to further diversify forms of interaction with each event participant.



Figure 18: GreenHub staff is instructing participants how to use visual teaching materials about plastic waste. November 25th, 2023.

Practical integrated lessons need to be prepared more carefully so that participants can fully enjoy the activities in the event.

IV.

COMMUNICATION MATERIALS

Communication materials done:



More communication materials:



[GreenHub fanpage](#)



[The Products of the Contest](#)



[GreenHub website](#)