



# ZHUB NEWSLETTER

**Q3/2023**  
**HA NOI CAPITAL, VIET NAM**



*ZHub training on Zero waste practices for students at Phenikaa University*

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*From July to September 2023*



Students from Experimental School of Education & Science participating in training to develop a composting guide

# I. TERMS AND DEFINITIONS

**1. ZHUB** This program is developed and implemented by GreenHub, to raise student and community awareness towards behaviour change about environmental protection, limiting Single-Use Plastics, and encouraging product reuse, recovery and environmentally friendly materials.

**2. ZERO WASTE** The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health. (Source: Zero Waste International Alliance - <https://zwia.org/zero-waste-definition/>).

**3. “ZERO WASTE SCHOOLS” MODEL** The Zero waste concept implemented by schools and universities with practical activities by students, teachers, and staff, seeking to raise awareness and minimize waste impacts on the environment or human health.

**4. MRF MODEL** A “Material Recovery Facility” (physical structure, equipment, and operation) adapted to each school’s capacity, to convert organic solid waste to compost, and collect recyclable materials from other solid waste.

**5. COMPOSTING** Composting is the natural process of recycling organic matter, such as leaves, stems and food scraps, into a valuable fertilizer that can enrich soil and plants.

# II. PHENIKAA UNIVERSITY

## A journey from knowledge to practice of Phenikaa University students



On September 6, 2023, ZHub cooperated with Phenikaa University to organize a Workshop on "Waste is Potential" with the participation of more than **70 students**.

At this Workshop, students learned how to classify and characterize seven types of plastic, and an interactive session to learn and understand about plastic decomposition and impacts. Students can now apply their new knowledge about the process and time of plastic decomposition in their daily lives at their university, homes and social activities.

*Students learned to classify and characterize 7 plastic types in an interactive session at Phenikaa University*

This activity applied the Zero waste knowledge from past ZHub training. This created a chain of interconnected knowledge to accompany students. The process of building recycling ideas was highly practical and “Hands On”, making an essential contribution to raising awareness and improving environmental protection practices of Phenikaa University students in the future.



CUỘC THI SÁNG TẠO BINNOVATION

# THÙNG RÁC TÁI CHẾ



*"BINNOVATION - Creating a Recycled Material Trash Bin" Competition poster*

Positive changes in the university were also initiated through activities from the competition **"BINNOVATION - Creating a Recycled Material Trash Bin"**, organized by ZHub collectively with students. The competition is an open playground for all students in the university, providing opportunities to create and realize those innovations. With wide campus publicity, the contest is expected to end around mid-November 2023, then ZHub will build the quality trash-collecting bins made from recycled products to install around the campus.

The competition promises to bring positive environmental surprises not only to Phenikaa's new campus look but also to inspire the entire student community for improved waste management.

# III. EXPERIMENTAL SCHOOL OF EDUCATION & SCIENCE

“Compost in Tubes” - What makes useful knowledge interesting?



The students participated in composting activities after knowledge-sharing

GreenHub’s experience is that knowledge is not only accessed by students through books but also through personal and interesting experiences. Using this approach, on September 21, 2023, with the Experimental School of Education & Science ZHub Program coordinated a training session on organic composting.

GreenHub organized **40 Grade 7 students** to experience practical composting activities after knowledge-sharing by ZHub Program staff about the value of composting and they learned using tubes in the school.



ZHub program trained students from the Experimental School of Education & Science in developing a composting guide

The eagerness to learn, willingness to exchange ideas and sharing perspectives of the students at the training session helped promote the Zero waste practice goal of ZHub and its partner school. These students are now the core individuals who can spread knowledge, skills and motivate others in the journey of building a truly greenschool.

It is heartening to note that the School Administrator understands that to maintain the sustainability of the Zero waste school model, the foundation is education to raise students' awareness and commitment. In September 2023, the school deployed a plan to incorporate knowledge and skills about tube - based composting into the 7th grade curriculum through the students’ Technology course. With this creative educational approach, the School Administrator has actively energized students to adopt new ideas and greater environmental responsibilities. These are now clearly visible in the new environmental practices of students.

# IV. COMMUNITY ACTIVITIES

**ZHub participates in the discussion: Building community awareness towards sustainable consumption**



*GreenHub Director introducing ZHub at the exhibition on 'Green Consumption – Healthy Living'*

Sharing a common goal of raising community awareness towards sustainable consumption, on July 21, 2023, ZHub participated in a discussion session at the exhibition "Green Consumption - Healthy Living Together". This was organized by Viet Nam Competition and Consumer Authority (Ministry of Industry and Trade - MOIT) coordinated with VTC Digital Television Network (VTC Digital Television is one of three television systems covering the entire Vietnamese territory).

With more than 30 booths gathering more than 20 businesses, representatives of all parties commented that currently, the business sector has been innovating their products to contribute to sustainable consumption; but estimated that it will take about 5 - 10 years for Vietnamese consumers' habits of using sustainable products to change significantly.



*ZHub's booth at Green Consumption - Healthy Living Together exhibition was reported by VTC Digital Television reports*



*ZHub Program staff introduced and shared information with an exhibition attendee*

Support is needed in raising awareness and aiding the communities in accessing information about sustainable consumption and evaluating sustainable products to avoid “greenwashing” and misleading advertising. This is a long educational journey, and ZHub is making efforts to connect and cooperate with school partners and youths, sharing knowledge, information and skills. This includes waste classification, promoting the implementation of the Zero Waste principle, recognizing plastic types, limiting the use of single-use plastic items and evaluating consumer products.

Under the collective efforts of the Government, Business Sector, Community Organizations, aware and informed consumers across the country, ZHub is focused to make sure the trend of sustainable production and consumption will spread strongly and with greater success.



# IV. COMMUNITY ACTIVITIES

Enjoy the Mid-Autumn Festival with environmental knowledge with children at the Vietnam Union of Science and Technology Associations (Vusta)



Children attend the Mid-Autumn Festival at Vusta

To welcome a meaningful Mid-Autumn Festival and the children of employees, ZHub coordinated with The Vietnam Union of Science and Technology Associations (Vusta) to organize a Mid-Autumn Festival celebration with fun and interesting experiences.

At the feast, the children were guided through exciting games related to knowledge about the environment, the current waste situation and actions the children should take to protect the living environment. The Mid-Autumn Festival celebration not only brought joy to the children but also incorporated useful knowledge about Zero waste.



\*The Vietnam Union of Science and Technology Associations (Vusta) is a socio-political organization of Vietnamese science and technology intellectuals and the largest network of non-governmental science and technology organizations in Vietnam.

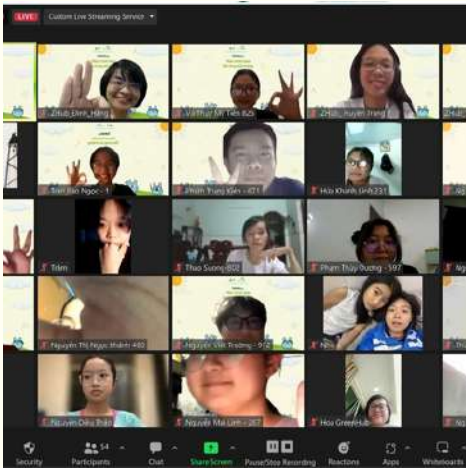
\*Center for Supporting Green Development (GreenHub) is a Vietnamese science and technology organization under Vusta with oversight by the Ministry of Science & Technology





# IV. COMMUNITY ACTIVITIES

“Capturing Green Moments” competition - Discover Vietnamese talents



Participants attend the online Talkshow on the Zoom platform

As part of a series of events of the "Capturing Green Moments" competition, organized by ZHub from August 14-29, 2023, ZHub organized the online Talkshow "Understanding yourself – Renovating the environment" with the participation of 4 expert speakers.

It aimed to provide the community with knowledge of Zero waste practices in daily life, supporting the connection of communities with eco friendly lifestyles, promoting and spreading that responsibility as widely as possible. The Talkshow received positive feedback from the student community.



Speakers:

- Do Dieu Linh, MSc - Founder of GAEA Social Enterprise – Fabrics and recycled products
- Bui Thanh Hoang, PhD - Founder of HopFarm
- Vu Thi Minh Luan, PhD - Dean of the Faculty of Business Administration at the Academy of Policy and Development
- Nguyen Thi Khanh Tra, MSc - Youth Union Secretary at Phenikaa University

Talkshow speakers shared an overview of knowledge and experience with personal stories. They also offered guidance to participants to see clearly how to start practicing a Zero waste lifestyle from their personal resources, and especially the responsibility of the young generation in this journey.

The Talkshow reached **1,000 viewers** on livestream, attracted more than 60 participants on the Zoom platform, and more than **80 people joined** the online community.

# IV. COMMUNITY ACTIVITIES

**“Capturing Green Moments” competition  
Discover Vietnamese talents**

The competition itself was an interesting and useful playground for the environment-loving community, which ZHub has built and provided documents about knowledge for 4 challenge rounds:

- 1. Using affordable disposable items,**
- 2. Sorting waste at source,**
- 3. Reusing/re-designing objects from sorted trash,**
- 4. Additional challenge.**

The competition attracted **more than 70 entries containing photos and videos** accompanied by participants' sharing about their daily Zero waste actions. This was an opportunity to openly share with the wider community many perspectives on eco lifestyles and environmental protection actions, effectively joining hands to build a sustainable society.

With youthfulness but no less attractiveness, the contest reached **12,327 people** on the Fanpage ZHub - Zero Waste Schools & More platform – where the competition was organized. The competition resulted in diversity of young participants with the lifestyle and spirit of loving the environment. The event reminded each person of the need for responsibility and readiness to change habits that seem harmless but are threatening our living environment.



Competition poster and some entries from contestants

## V. ZHUB'S PLANS FOR THE NEXT 3 MONTHS

1

ZHub plans activities to express gratitude to teachers and schools on the Teacher's Day (November 20th) - this is the factors that play a main role in the success of the program.

2

ZHub will say "goodbye" to the Experimental School of Education & Science after 2 years of cooperation within the framework of coordinating activities, moving to the "Technical Support" phase.

During two years of cooperation, the school actively coordinated to complete the "Zero Waste School" model with much success. This includes implementing the complete Material Recovery Facility model (MRF model), and the compost technique applied in teaching in the official curriculum. This led to a daily reduction of about 600 Litres of waste.

The 2-year anniversary of the partnership will be held in December, to hand over the Zero Waste School model to the school, and honor the staff and students who have made efforts to build this model. Although the school will proactively maintain and spread the Zero Waste School model, GreenHub will still monitor and provide technical support.

3

ZHub will expand its partnership beyond Hanoi to Da Nang city and Ho Chi Minh city, coordinating with 1 school in Ha Noi, 1 school in Ho Chi Minh city and Da Nang University of Education to initiate waste reduction activities.

4

Of national significance, ZHub's end-of-year event, the "Annual Zero Waste Schools Forum/Festival" will be organized in Da Nang city also. This brings together all participating institutions and a great cross-learning and motivational experience.

This is a national platform where all schools and universities in the ZHub network participate in exchanging and discussing waste reduction activities carried out. More effective practice plans are also proposed.



H&M is the first and main sponsor of ZHub program - Zero Waste Schools and More

## VI. SEE MORE OF OUR WORK ON MEDIA



ZHUB FANPAGE



GREENHUB FANPAGE



GREENHUB WEBSITE