



ENERGY
TRANSITION
PARTNERSHIP

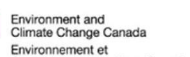
REPORT

PUBLIC AWARENESS CAMPAIGN - FINAL REPORT

Public Awareness Campaign on Energy Transition on Multimedia Channels (Viet Nam)

JULY 2025

Prepared by:



This **Public Awareness Campaign Final Report** has been prepared by a consortium comprising Art Times, Hanoi Cable Television Joint Stock Company (HanoiCab), and Energy and Environmental Investment Consulting Company (E3 Vietnam) under contract to UNOPS (United Nations Office for Project Services) and does not necessarily reflect the views of UNOPS. It is also not necessarily endorsed by those mentioned in the acknowledgments or cited.

The contents of this report may not be reproduced in whole or in part, stored in a retrieval system, transmitted in any form or by any means, and passed on to any organization or individual without specific prior written permission from both the consortium and UNOPS.

The consortium accepts no liability to any third party for any loss or damage arising from any interpretation or use of the information contained in this report or reliance on any views expressed therein.



Executive Summary

Vietnam's commitment to achieving net-zero emissions by 2050, underpinned by the Paris Agreement and reinforced by pledges made at COP28, has driven strategic reforms such as the Just Energy Transition Partnership and Power Development Plan VIII. However, gaps remain in mobilizing resources and securing broad public understanding and support for the energy transition.

Recognizing the crucial role of policy communication, the Government issued Directive No. 7/CT-TTg (March 2023), calling for proactive and transparent engagement to build social consensus and ensure effective policy implementation. In response, the "Public Awareness Campaign on Energy Transition on Multimedia Channels" was launched to support the implementation of the Vietnam's National Action Plan for Green Growth (2021–2030). The campaign aligns specifically with Task 2.2 of the Plan, which focuses on organizing public awareness initiatives to promote green living, sustainable lifestyles, and energy transition awareness across education, communities, public agencies, and enterprises.

This 15-month initiative was jointly implemented by the Energy Transition Partnership (ETP) and the Ministry of Finance (formerly Ministry of Planning and Investment), with robust support from the Ministry of Culture, Sports, and Tourism (formerly Ministry of Information and Communications) and other key ministries. Under the National Steering Committee for Green Growth, the Ministry of Finance leads efforts to develop and implement national-level communication campaigns on green growth, while the Ministry of Culture, Sports, and Tourism spearheads communication programs covering various aspects of green growth.

- **Raise awareness** of renewable energy technologies, policies, and energy efficiency practices;
- **Deepen public understanding** of individual and collective roles in sustainable development;
- **Encourage energy-conscious behaviors** that support Vietnam's climate goals.



The campaign's primary aim was to inform, educate, and motivate the public to actively participate in Vietnam's energy transition, supporting national goals for sustainable development, climate resilience, and socio-economic growth. Its key objectives were to:

- Raise awareness of renewable energy technologies, policies, and energy efficiency practices;
- Deepen public understanding of individual and collective roles in sustainable development;
- Encourage energy-conscious behaviors that support Vietnam's climate goals.

Executed in three phases, the campaign delivered substantial impact:

- **Consultation and Engagement:** Two major workshops in Hanoi and Ho Chi Minh City convened 683 participants (51% women), yielding 391 feedback responses that shaped campaign design. A national survey of 516 respondents confirmed strong interest in practical, relatable energy content.
- **Strategic Planning:** Stakeholder mapping and targeted strategies ensured tailored messaging for diverse audiences across the country.
- **Multimedia Outreach:** The campaign produced 50 articles (featured in 525 online outlets), 18 infographics, 12 short videos, and 31 television broadcasts aired 93 times, engaging both mainstream and regional channels. Content was crafted to connect with communities, including ethnic minorities and rural populations.

The campaign's success lay in cross-sector collaboration, uniting government bodies such as MOF, MSCT, MOC, industry leaders like Vingroup, Copenhagen Infrastructure Partners, T&T Group, development partners including GIZ's CASE program, academic institutions such as National University Vietnam and National Economics University, and major media outlets. This partnership ensured resonant messaging that reached diverse groups of stakeholders, including the youth, the elderly, urban audiences and rural provinces.

Another defining feature of the campaign was its two-way engagement. Through workshops, forums, surveys, and interactive platforms, it integrated diverse voices, especially from underrepresented communities, into campaign design, prompting shared ownership and collective commitment to a sustainable future.

By June 2025, the campaign **accounted for 525 of Vietnam's 1,264 published articles on the energy transition**, as reported by the Ministry of Culture, Sports, and Tourism. It amassed over one million views across platforms, significantly expanding public engagement and enhancing inclusivity in energy discourse.

PATH FORWARD

To build on this momentum, future campaigns should:

- Establish an interministerial framework for coordinated action, in line with Directive 7/CT-TTg on strengthening policy communication;
- Employ multi-platform strategies tailored to households, businesses, and youth;
- Engage media partners early to shape coherent narratives;
- Institutionalize real-time feedback loops for responsiveness;
- Leverage data to drive evidence-based strategies;
- Craft localized, culturally relevant messaging, particularly for provinces;
- Prioritize outreach to marginalized and rural communities;
- Invest in stakeholder capacity-building to strengthen consensus.

By implementing these recommendations, and aligning with both global commitments and national directives, future initiatives can bridge the gap between policy and everyday action, inspiring a nationwide shift toward a greener, more resilient future.

