

## REPORT

## **PUBLIC AWARENESS CAMPAIGN - FINAL REPORT**

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

## **JULY 2025**

Prepared by:











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## ACKNOWLEDGEMENTS

### BENEFICIARIES

Southeast Asia Energy Transition Partnership, United Nations Office for Project Services 14<sup>th</sup> Floor, 208 Wireless Road Building Lumphini, Bangkok 10330, Thailand +66 988 321 614 etp@unops.org https://www.energytransitionpartnership.org/

Department of Finance and Sectoral Economics, Ministry of Finance, Vietnam 28 Tran Hung Dao, Hoan Kiem, Hanoi <u>https://www.mof.gov.vn/</u>

#### TEAM

Director and Lead Author: Writer, Script writer, and Journalist Hoang Du

**Research:** Dr. Natalia Nikokosheva, Dr. Vu Xuan Tien, Dr. Le Thanh Y, MSc. Tran Van Tung, MSc. Nguyen Thi Hai Yen, MM Pham Ngoc Thang, Nguyen Minh Phong

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# **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 jointly was implemented by the Energy Transition Partnership (ETP) and the Ministry of Finance and (formerly Ministry of Planning 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 nationallevel 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 socioeconomic 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 crosssector 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 evidencebased strategies;
- Craft localized, culturally relevant messaging, particularly for provinces;
- Prioritize outreach to marginalized and rural communities;
- Invest in stakeholder capacitybuilding 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.

## SUMMARY OF PROGRESSES AND OUTCOMES

#### OVERVIEW

The "Public Awareness Campaign on Energy Transition on Multimedia Channels" is a 15-month collaborative initiative between 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. It aligned with Task 2.2 of the National Action Plan for Green Growth (2021–2030), focusing on organizing public awareness campaigns to promote green living, sustainable lifestyles, and energy transition awareness across education, communities, public agencies, and enterprises<sup>1</sup>. Particularly:

- The National Steering Committee for Green Growth/ Ministry of Planning and Investment (now the Ministry of Finance) leads the task of developing and implementing a national-level communication campaign on green growth
- Ministry of Information and Communications (now the Ministry of Culture, Sports, and Tourism) leads the task of developing and implementing communication programs covering various aspects of green growth.

The campaign's primary aim is 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.

#### **OBJECTIVES OF THE PUBLIC AWARENESS CAMPAIGN**

The campaign pursues three core objectives to drive public engagement in the energy transition:

- **Objective 1: Inform the public about different facets of the energy transition.** This includes raising awareness of renewable energy technologies, explaining relevant policies and regulations, and promoting energy efficiency practices. The goal is to increase the public's understanding of the technical and regulatory landscape that supports the transition to a sustainable energy future.
- **Objective 2: Enhance public comprehension of their role in the energy transition.** This involves helping individuals recognize how they can contribute to the transition, whether through adopting sustainable practices at home, supporting policy measures, or engaging in local energy initiatives. The aim is to empower citizens to take meaningful actions that support national and global energy goals.
- **Objective 3: Motivate the public to adopt energy-conscious practices.** The final objective is to inspire individuals to take proactive steps in their daily lives, embracing energy-saving habits, and participating actively in the energy transition process. This could range from

<sup>&</sup>lt;sup>1</sup> Decision 882/QD-TTg issued on July 22, 2022

reducing energy consumption to advocating for renewable energy adoption in their communities.

#### **COORDINATION EFFORTS**

Coordinating across multiple stakeholders in a public awareness campaign is crucial because each stakeholder, including government agencies, private sector, institutions, media, and community organizations, brings unique expertise, networks, and resources that collectively enhance the campaign's reach, credibility, and impact. Collaboration ensures that messages are accurate, consistent, and culturally relevant, while leveraging diverse communication channels to engage different audiences effectively. Moreover, involving stakeholders fosters shared ownership and accountability, increasing public trust and encouraging widespread behavioral change.



Figure 1. Final workshop's panel discussion, featuring diverse stakeholders in the energy transition in Vietnam

Over 15 months, the campaign engaged a broad spectrum of stakeholders to align efforts and maximize impact:

• **Relevant policymaking institutions**, including the Government Office, National Assembly's Committee for Science, Technology and Environment, National Advisory Council for Financial and Monetary Policies, the Ministry of Industry and Trade, Ministry of Agriculture and

Environment, Ministry of Construction, Ministry of Education and Training, Ministry of Home Affairs

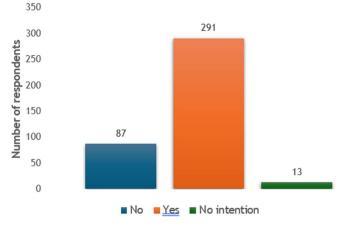
- Social and professional associations: Vietnam Energy Association, Vietnam Association for Conservation of Nature and Environment, Vietnam Green Innovation Association, Vietnam Chamber of Commerce, Center for Energy and Green Growth Research, National Institute for Science and Technology Policy and Strategy Studies
- **Development partners:** Clean, Affordable, and Secure Energy for Southeast Asia (CASE) program of GIZ (German Development Cooperation Agency), Global Energy Alliance for People and Planet (GEAPP)
- **Private sector:** Vingroup, Copenhagen Infrastructure Partners, IPC Construction Joint Stock Company, Hitachi Energy Company, Giant Barb Joint Stock Company, etc.
- Academia: Vietnam National University, University of Economics, Thuy Loi University
- Media agencies: Vietnam Television (VTV), Vietnam News Agency, Voice of Vietnam Radio, Banking Times, Finance & Investment Newspaper, Industry and Trade Newspaper, Nhân Dân Television, Communist Party of Vietnam Online Newspaper, Finance Magazine, Vietnam and World Newspaper, VnEconomy, VnExpress

#### **KEY ACHIEVEMENTS**

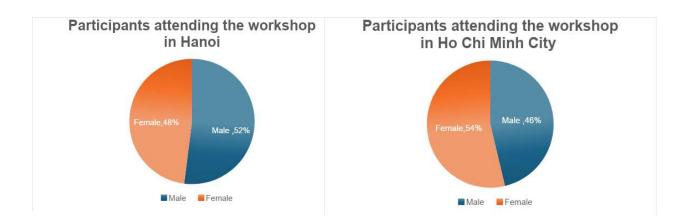
The campaign was executed in three structured phases, ensuring comprehensive engagement and measurable outcomes:

#### CONSULTATION AND PUBLIC SURVEY PHASE:

• **2 consultation workshops:** Two consultation workshops in Hanoi and Ho Chi Minh City (April 2024) engaged 683 participants (344 female, 51%), generating 391 feedback responses that shaped the campaign's design.



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## Figure 2. Prior participation in energy-related initiatives among participants in the consultation workshops

#### Figure 3. Gender distribution of workshop participants in Hanoi and Ho Chi Minh City in April 2024.

• **1 nation-wide survey:** A survey of 516 respondents from diverse demographics revealed growing public interest in environmental issues and a demand for relatable, practical content on energy-saving and renewable energy practices.

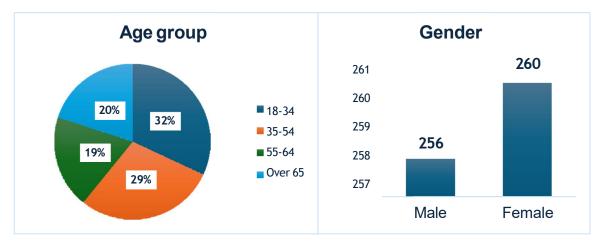
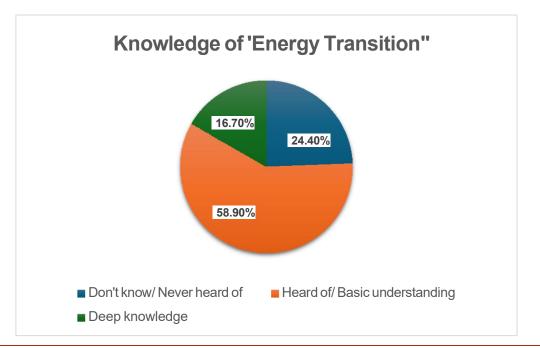


Figure 4. Sociodemographic characteristics of the respondents.



#### DEVELOPMENT OF THE PUBLIC AWARENESS CAMPAIGN PLAN

To support the effective design of the public awareness campaign, the initiative conducted the following reports:

- **Stakeholder Mapping and Analysis:** A comprehensive report identified target audiences and their preferences, enabling tailored engagement strategies.
- **Campaign Plan:** A detailed plan outlined communication strategies, key messages, and dissemination methods, informed by consultation and survey insights.

Key message		People are at the heart of the energy transition, creating opportunities in return	
	Communication strategies	Two-way mass communication integrating behavior change communication principles	
Methods and communication materials		<ul> <li>Leveraging people's voices in developing the public awareness campaign through public consultation events and nationwide survey</li> <li>Articles on electronic newspapers; infographics and short videos on social media platforms; and news, reports, panel discussions, and documentaries on television</li> </ul>	
Communication material	Platform	Timeline and description	
Article	A pool of 24 major electronic newspapers in Vietnam, including Nhan Dan, VnExpress, Investment Newspaper, Industry and Trade Newspaper, Lao Dong Thu Do. The pool of newspapers also includes those aimed at certain audiences, including the rural population, women, the elderly, youth, the ethnic minority groups	<ul> <li>Description: <ul> <li>50 articles, each published on 10 diverse and relevant electronic newspapers in Vietnam.</li> </ul> </li> <li>Key message: <ul> <li>Vietnam's energy transition is essential for sustainable growth, climate resilience, and socio-economic development. By enhancing renewable energy policies, investing in green technologies, and adopting international best practices, Vietnam can mitigate climate impacts, create jobs, and improve public health.</li> </ul> </li> <li>Main themes: <ul> <li>10 articles on Vietnam's Energy Landscape</li> <li>25 Articles to Inspire Enterprises, Communities, and Government: 5 on Economic opportunities, job creation, and social investment; 5 on sustainable business models; 5 on Short and long-term benefits of energy transition; 5 on Green lifestyles and economic opportunities in</li> </ul></li></ul>	

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		<ul> <li>green economy; and 5 on International experiences and practical solutions</li> <li>15 Technical Articles</li> <li>Frequency: 1-2 articles per week, with a total of 10 articles published by the end of that week.</li> </ul>
Infographics and Short videos	Official Facebook pages of VOV Live, VTC10, and Vietnam Agriculture Newspapers. We have selected two channels that target the broader population and one channel that focuses specifically on the rural population. This choice reflects the fact that the rural population in Vietnam averages 62.1 million, accounting for 61.9% of the total population (according to General Statistics Office)	Description:• 18 infographics and 12 short videos to be shared across various social media platforms of 3 media organizations.Key message:Infographics:The energy transition is a global movement toward cleaner, more sustainable energy sources. This shift is not only about adopting renewable energy but also includes optimizing supply chains, embracing green finance, and incorporating sustainability into daily life. By highlighting the interconnectedness of renewable energy, efficient systems, and individual actions, these topics present a comprehensive picture of how energy transition can be both a macro-level revolution and a micro-level, everyday commitment.Short videos:Adopting a green lifestyle is simple and rewarding. Start with easy changes at home to save energy and money. Explore career opportunities in the green economy and learn from global success stories in renewable energy. Discover how small steps can lead to big benefits for you and a healthier planet.Main themes:Infographics• Benefits of Energy Transition and Green Development for Society, Environment, and Health

		<ul> <li>Healthy Living, Healthy Planet</li> <li>International Lessons on Energy Transition and Applicability to Vietnam</li> <li>Global Trends in Green Business Practices</li> <li>Stakeholder Leadership in Energy Transition</li> </ul>
		Short videos:
		<ul> <li>Energy Efficiency at Home</li> <li>Career Opportunities and Future Trends</li> <li>Global Insights and Innovations</li> <li>Renewable Energy Basics</li> <li>Sustainable Living</li> </ul>
		<ul><li>Frequency:</li><li>Infographics: Bi-monthly (1st and 8th of every month)</li></ul>
		<ul> <li>Short videos: Monthly, with additional publications in some months</li> </ul>
Broadcasts (news, reports, panel discussions, and	National channel: VTC (under the management of VOV)	<ul> <li>Description:</li> <li>16 news segments, 12 reportages, 2 panel discussions and 1 documentary to be published on three major TV channels (one time publication).</li> </ul>
documentaries)	Regional channels: Ha Giang Radio and Television, Gia Lai Radio and Television	<b>Key message:</b> Vietnam is actively advancing towards a sustainable future through innovative green energy solutions, strategic investments, and transformative policies. By embracing
	The strategy of using both national and regional channels demonstrates our commitment to inclusive and targeted interventions. This approach addresses regions with significant	<ul> <li>cutting-edge technologies, fostering sustainable business practices, and addressing climate change through proactive measures, the country aims to further accelerate the adoption of renewable energy, enhance economic growth, and achieve long-term environmental and social benefits.</li> <li>Main themes: <ul> <li>Green energy policies, vision for sustainable development</li> <li>Technological Innovations</li> </ul> </li> </ul>

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potential while also acknowledging their	<ul> <li>Financing, investment, and sustainable business trends for energy transition and green growth</li> </ul>
challenges.	Green living
	COP29 Coverage
	Frequency
	<ul> <li>News: Bi-weekly, with additional publications</li> </ul>
	Reports: Monthly, with additional publications in some months
	Panel discussions: Quarterly
	Documentary: Single occurrence

#### PRODUCTION AND MULTI-PLATFORM COMMUNICATION PHASE

Based on insights gathered during the first two phases, we developed in-depth research reports to assess target audiences and craft strategic plans for producing communication materials. These formed the solid groundwork for an intensive production phase, executed in close partnership with content experts, editors, television professionals, and media organizations.

As a result, the project successfully produced a rich and diverse portfolio of communication products, including:

- **50 articles (525 links)** covering a broad spectrum of topics such as the definitions and benefits of the energy transition, renewable energy, impacts of clean energy on daily life, green business models, the principles of a just transition, and government support policies. These articles were published across dozens of major newspapers.
- 18 engaging infographics (18 links), designed to present complex information in visually
- appealing and easily digestible formats, widely shared on t he social media platforms of media outlets.
- **12 short inspirational videos (12 links)** showcasing compelling, real-life stories that bring the energy transition closer to everyday experience.
- 31 television products (93 broadcasts), including 16 news bulletins, 12 feature reports, 2 policy talk shows, and 1 comprehensive documentary, broadcast on multiple TV channels such as VTC10, Ha Giang Radio and Television, and Gia Lai Radio and Television.



Figure 5. An infographic produced under the scope of the initiative

No.	Requirements	Description
1	50 articles (525	The articles are published on reputable platforms with high and stable viewership, reaching diverse
	links)	audiences across different demographics and professional groups.
		Key media outlets include:
		• <b>VTV</b> – Vietnam Television (9M views/month) – National television broadcaster.
		<ul> <li>Lao Động (31M views/month) – Official newspaper of the Vietnam General Confederation of Labour.</li> <li>Báo Mới (59M views/month) – News aggregator.</li> </ul>
		• <b>Vietnamnet</b> (40M views/month) – Under the Ministry of Information and Communications.
		• Người Lao Động (24.8M views/month) – Managed by the Hồ Chí Minh City Party Committee.
		Công Thương (2.4M views/month) – Under the Ministry of Industry and Trade.
		• <b>MSN</b> (565M views/month) – General news platform for various audiences.
		• Quân Đội Nhân Dân (6M views/month) – Under the Ministry of National Defense.
		• <b>Saostar</b> (8M views/month) – Youth-focused news portal.
Tiền Phong (26M views/month) – Managed by the Hồ		Người Đưa Tin (5M views/month) – Under the Vietnam Lawyers Association.
		• Tiền Phong (26M views/month) – Managed by the Hồ Chí Minh Communist Youth Union.
		• Kinh Tế và Đô Thị (3M views/month) – Under the Hanoi People's Committee.
		• Việt Nam và Thế Giới (2.2M views/month) – Under the Ministry of Foreign Affairs.
		• Thanh Tra (920K views/month) – Under the Government Inspectorate.
2	30 short posts (18	30 short posts published for a total of 30 links
	infographics, 12	• Tạp chí Ngày Nay is the official publication of the Vietnam UNESCO Clubs Association. It is a social
	short videos)	initiative that preserves humanitarian cultural values for the community, aiming to create equal
	developed and	access to information for all social groups.
	published for a	• <b>VTC10</b> is a specialized television channel serving the State's foreign affairs work.
	total of 15 links	• Vietnam Agriculture Newspaper has approximately 40,000 followers and 34,000 likes. The
		Agriculture Newspaper has a network that reaches the entire rural area of Vietnam.

3	31 broadcasts	31 broadcasts published for a total of 93 publications	
	developed and	• VTC10: VTC Digital Television is a subsidiary of the Voice of Vietnam (VOV). Launched on August 19,	
	published for a	2004, it is the second national television broadcaster in Vietnam and the first unit to provide digital	
	total of 93	terrestrial television broadcasting services.	
	publications	• Ha Giang: Hà Giang Television is under the administration of the Hà Giang Provincial People's	
		Committee.	
		• Gia Lai: Gia Lai Television, managed by the Gia Lai Provincial People's Committee, is the most	
		popular television channel among ethnic minority communities in the province, as it offers accessible	
		programming in their native languages.	

#### IMPACT METRICS

- According to the Authority of Press under the Ministry of Culture, Sports and Tourism, as of June 2025, **Vietnam has recorded a total of 1,264 published articles on the energy transition**. Among them, this campaign contributes 525 disseminated products.
- Based on independent assessment of the Vietnam & World Report, the official media agency of the Ministry of Foreign Affairs, **the total viewership has exceeded 1 million views across platforms**.
- This public awareness campaign **has engaged diverse audiences**, including rural and marginalized populations.

#### ROLE OF DIALOGUE, FEEDBACK, AND CO-CREATION

A key highlight of the initiative has been the promotion of two-way communication. Throughout the implementation process, feedback from the community was continuously listened to, collected, and analyzed. This comes from the community, not only from experts but also from groups who traditionally have fewer opportunities to voice their opinions on energy policies.

Under the scope of the initiative, workshops, forums, online surveys, and interactive spaces were conducted to enable people to make proposals, share ideas, and join the energy transition journey. This has helped build a community of citizens, businesses, organizations, and government agencies working together towards a common goal.

#### **RECOMMENDATIONS FOR FUTURE PUBLIC AWARENESS CAMPAIGNS**

Building on the achievements and lessons of the current initiative as well as best practices shared during the recent energy transition workshop, this set of recommendations aims to enhance future public awareness campaigns by strengthening coordination, deepening engagement strategies, and grounding efforts in evidence and equity.

#### • Establish a Coordinated, Cross-Sectoral Campaign Framework

Develop a unified, interministerial campaign framework that facilitates strategic coordination among key stakeholders, including central ministries, local authorities, the media, private sector, academia, and civil society. Regular inter-agency dialogue and shared messaging objectives can ensure coherence, reduce duplication, and enhance collective impact. The recent campaign's successful engagement of over 683 participants and collaboration with ministries such as the MOF and the MCST underscore the value of such structured partnerships. Going forward, active leadership and coordination among MOIT, MOF, and MCST will be essential.

#### • Design Strategic, Multi-Platform Communication Plans

Develop comprehensive, long-term communication strategies that integrate both traditional and digital channels, including television, newspapers, social media, podcasts, and short-form videos. Messaging should be tailored and actionable—for example:

- **Households:** Practical tips on energy conservation and cost savings.
- **Businesses:** Economic benefits and investment opportunities in clean energy.
- **Youth:** Interactive and gamified content to engage digital-native audiences.

Communication should focus on simplicity, emotional connection, and cultural resonance to inspire real behavioral change.

#### • Involve the Media Early and Build Sectoral Expertise

Engage journalists and media partners from the outset of campaign planning to ensure accuracy, consistency, and narrative coherence. Expand training programs for media professionals and communicators on the technical, economic, and social aspects of the energy transition. The engagement of groups like the Vietnam Energy Association has shown that building journalist capacity leads to more nuanced and impactful reporting.

#### • Institutionalize Inclusive and Real-Time Feedback Loops

Ensure feedback mechanisms are embedded throughout campaign design and implementation. The over 300 responses gathered from the April 2024 workshops demonstrated the value of such engagement. Online surveys, hotlines, community listening sessions, and mobile platforms can help capture diverse viewpoints, particularly from underrepresented groups, and ensure that messaging is responsive to local contexts, cultural nuances, and evolving public sentiment.

#### • Leverage Data for Adaptive, Evidence-Based Campaigning

Strengthen the role of data in campaign design, implementation, and evaluation. Expand on the existing survey of 500+ respondents to monitor awareness levels, behavioral trends, and message penetration over time. Collaborate with academic institutions such as Vietnam National University and research bodies to refine methodologies, improve analysis, and translate data into actionable insights.

#### • Localize and Diversify Messaging for Greater Inclusion

Reflect Vietnam's demographic, cultural, and geographic diversity in campaign materials. Collaborate with local organizations, such as the Vietnam Association for Conservation of Nature and Environment and grassroots civil society groups, to co-create content that is:

- Linguistically accessible
- o Gender-sensitive
- Relevant to local daily life

For example, promote affordable energy-efficient appliances in rural communities or encourage low-emission mobility practices in urban areas.

#### Ensure Long-Term Resourcing and Strategic Partnerships

Secure sustainable funding through a blend of public budgets, development assistance, and private sector co-financing. International organizations can offer technical assistance, knowledge exchange, and visibility. At the same time, businesses can be engaged both as financiers and amplifiers of messaging. Long-term funding commitments are critical to move beyond short-term visibility to lasting behavior change.

• Prioritize Engagement with Marginalized and Rural Communities

Focus outreach efforts on marginalized groups, including ethnic minorities, low-income households, and rural populations, in provinces like Gia Lai, Tuyên Quang, and beyond. These communities are often disproportionately affected by climate impacts yet face barriers to information and resources for adopting clean energy solutions. Localized engagement, such as community forums, partnerships with local leaders, and culturally tailored materials, ensures campaigns address regional, cultural, and socio-economic needs, promoting equitable participation and social cohesion.

#### • Strengthen Stakeholder Capacity and Build Broad-Based Consensus

Invest in capacity building for local authorities, civil society organizations, and community leaders to support ongoing communication and advocacy. Training in storytelling, public speaking, social media, and countering misinformation can empower a wide range of actors to champion the energy transition. Over time, this helps build a shared national narrative and strengthen social consensus around low-carbon development pathways.

By implementing these strategic, inclusive, and data-informed recommendations, future public awareness campaigns will be better positioned to bridge the gap between national climate policy and everyday actions. This will enhance informed public participation, drive sustained behavioral shifts, and support Vietnam's commitment to achieving net-zero emissions by 2050.

#### ANNEX: COMMUNICATION MATERIALS PRODUCED UNDER THE SCOPE OF THE CAMPAIGN

#### 1. ARTICLES

No.	Title	Description	Link
1	Energy Transition: A Golden Opportunity for Vietnam's Economic Growth	Analysis of the economic potential from renewable energy projects and energy transition, with attractive investment opportunities.	1. https://baoquocte.vn/mo-vang-nang-luong-tai-tao-giup-viet-nam- tang-truong-kinh-te-ben-vung-300139.html 2. https://baomoi.com/mo-vang-nang-luong-tai-tao-giup-viet-nam- tang-truong-kinh-te-ben-vung-c51210825.epi 3. https://www.msn.com/vi-vn/money/news/m%E1%BB%8F- v%C3%A0ng-n%C4%83ng-l%C6%B0%E1%BB%A3ng-t%C3%A1i- t%E1%BA%A1o-gi%C3%BAp-vi%E1%BB%87t-nam-t%C4%83ng- tr%C6%B0%E1%BB%9Fng-kinh-t%E1%BA%BF-b%E1%BB%81n- v%E1%BB%AFng/ar-BB1rc6Y8 4. https://www.vietnam.vn/mo-vang-nang-luong-tai-tao-giup-viet-nam- tang-truong-kinh-te-ben-vung/ 5. https://ngaynay.vn/mo-vang-nang-luong-tai-tao-giup-viet-nam- tang-truong-kinh-te-ben-vung/ 5. https://kinhtedothi.vn/xuong-song-nganh-nang-luong-tai-tao-viet- nam.html 7. https://ld.com.vn/thu-hut-dau-tu-voi-mo-vang-nang-luong-tai-tao- 196250114121524721.htm 8. https://doanhnghiepkinhtexanh.vn/mo-vang-nang-luong-tai-tao- giup-viet-nam-tang-truong-kinh-te-ben-vung-a28958.html 9. https://phunuphapluat.nguoiduatin.vn/tai-nguyen-nang-luong-tai- tao-giup-viet-nam-tang-truong-kinh-te-ben-vung-a618918.html

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			10. https://tienphong.vn/viet-nam-thu-hut-dau-tu-vao-mo-vang-nang-luong-post1708729.tpo         11. https://www.saostar.vn/kinh-doanh/mo-vang-nang-luong-tai-tao-giup-viet-nam-tang-truong-kinh-te-202501141419157975.html         12. https://daidoanket.vn/dau-tu-manh-cho-nang-luong-tai-tao-10298216.html         1. https://baoquocte.vn/tiem-nang-viec-lam-moi-tu-chuyen-doi-nang-luong-305345.html
2	New Job Creation from Energy Transition: Success Stories from Renewable Energy Projects	Real-world stories of new jobs created from renewable energy projects in Vietnam and globally.	<ul> <li>2. https://doanhnghiepkinhtexanh.vn/tiem-nang-viec-lam-moi-tu- chuyen-doi-nang-luong-a29778.html</li> <li>3. https://doanhnghiephoinhap.vn/chuyen-doi-nang-luong-tao-dong- luc-moi-cho-su-phat-trien-kinh-te-va-viec-lam-96400.html</li> <li>4. https://phunuphapluat.nguoiduatin.vn/tiem-nang-viec-lam-moi-tu- chuyen-doi-nang-luong-a620782.html</li> <li>5. https://baomoi.com/tiem-nang-viec-lam-moi-tu-chuyen-doi-nang- luong-c51551458.epi</li> <li>6. https://www.saostar.vn/kinh-doanh/tiem-nang-viec-lam-moi-tu- chuyen-doi-nang-luong-202502241129378437.html</li> <li>7. https://khoahoccuocsong.com/tiem-nang-viec-lam-moi-tu-chuyen- doi-nang-luong-5195.html</li> <li>8. https://arttimes.vn/cong-nghe/tiem-nang-viec-lam-moi-tu-chuyen- doi-nang-luong-c61a58707.html</li> <li>9. https://kinhtedothi.vn/chuyen-doi-nang-luong-den-thi-truong-lao- dong-cau-chuyen-cua-the-gioi.html</li> <li>10. https://chinhsachcuocsong.vnanet.vn/chuyen-doi-nang-luong-vi- mot-viet-nam-phat-trien-ben-vung/56410.html</li> </ul>

3	Energy Transition and Social Investment Opportunities: Lessons from Advanced Countries	Insights from advanced nations on attracting social investment in green and renewable energy projects.	1. https://baoquocte.vn/tiem-nang-to-lon-cho-dau-tu-xa-hoi-trong-lo- trinh-chuyen-doi-xanh-297051.html 2. https://www.msn.com/vi-vn/money/news/ti%E1%BB%81m- n%C4%83ng-to-l%E1%BB%9Bn-cho-%C4%91%E1%BB%81m- n%C4%83ng-to-l%E1%BB%99h-cho-%C4%91%E1%BB%82n-t%C6%B0- x%C3%A3-h%E1%BB%99h-trong-l%E1%BB%99-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%BB%83n-%C4%91%E1%BB%99h-tr%C3%ACnh- chuy%E1%Inhtedothi.vn/sac-mau-cuoc-song/tiem-nang-to-lon-cho-dau-tu-xa-hoi- trong-lo-trinh-chuyen-doi-xanh-a28419.html 6. https://kinhtedothi.vn/dau-tu-xa-hoi-de-chuyen-doi-xanh-tu-the- gioi-nhin-ve-viet-nam.html 7. https://tienphong.vn/post-1700886.tpo 8. https://www.vietnam.vn/tiem-nang-to-lon-cho-dau-tu-xa-hoi-trong- lo-trinh-chuyen-doi-xanh/ 9. https://arttimes.vn/dien-dan/tiem-nang-to-lon-cho-dau-tu-xa-hoi- trong-lo-trinh-chuyen-doi-xanh-
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5	Embracing the Circular Economy: ESG Compliance and Sustainability	This article explores how adopting circular economy principles aligns with ESG compliance from international angle, including strategies for resource efficiency, product lifecycle management, and waste minimization.	1. https://baoquocte.vn/the-gioi-bat-song-kinh-te-tuan-hoan-va-tuan- thu-esg-305224.html 2. https://doanhnghiephoinhap.vn/the-gioi-bat-song-kinh-te-tuan- hoan-esg-xu-huong-khong-the-dao-nguoc- 96362.html?gidzl=Cydk86WS2dqurUWZRW88UZNIwo5vKLnm8jViBtW2 1tufWUHoSrG1AoQ2voDt10H TjkrSsHYvzDfOnyEUG 3. https://phunuphapluat.nguoiduatin.vn/the-gioi-bat-song-kinh-te- tuan-hoan-va-tuan-thu-esg-a620773.html 4. https://www.doanhnghiepkinhtexanh.vn/the-gioi-bat-song-kinh-te- tuan-hoan-va-tuan-thu-esg-a29768.html 5. https://www.saostar.vn/kinh-doanh/the-gioi-bat-song-kinh-te-tuan- hoan-va-tuan-thu-esg-202502231621169167.html 6. https://baomoi.com/the-gioi-bat-song-kinh-te-tuan- hoan-va-tuan-thu-esg-202502231621169167.html 6. https://baomoi.com/the-gioi-bat-song-kinh-te-tuan- hoan-va-tuan-thu-esg-202502231621169167.html 7. https://www.msn.com/vi-vn/money/news/th%E1%BA%BF- gi%E1%BB%9Bi-b%E1%BA%AFt-s%C3%B3ng-kinh-t%E1%BA%BF- tu%E1%BA%A7n-ho%C3%A0n-v%C3%A0-tu%C3%A2n-th%E1%BB%A7- esg/ar-AA1zBgi7 8. https://nld.com.vn/the-gioi-bat-trend-kinh-te-tuan-hoan-tuan-thu- esg-196250223164222452.htm 9. https://soha.vn/the-gioi-bat-trend-kinh-te-tuan-hoan-tuan-thu-esg- 198250224072636402.htm 10. https://ngaynay.vn/the-gioi-bat-song-kinh-te-tuan-hoan-theo-tieu- chuan-esg-post156972.html
6	Green	This article provides a snapshot into	<u>1. https://baoquocte.vn/co-hoi-cho-viet-nam-trong-cuoc-dua-chuyen-</u>
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	Supply Chain	supply chain management, with a	luong-tai-tao-la-chia-khoa-khai-thac-nang-luong-xanh-
	Management	focus on technological	<u>96531.html?gidzl=iaznMloFkGovKtTP-f6y3hvNUbtdmxHQf0b-</u>
		advancements and case studies.	MkEPjm_s2NzRuvhZNFLHBroobUbOerSW2MPtylzYzuoz20
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		models and incentive structures that	<u>110118-40a-cac-to-chuc-tai-chinn-va-nna-uau-tu-tu-nnan-3006/4.html</u>
		support green business	2. https://kinhtedothi.vn/chia-khoa-de-thu-hut-dau-tu-xanh-cho-viet-
	Green Business	development, including investment	<u>nam.html</u>
	Development	strategies, funding sources, and risk	3. https://ngaynay.vn/tang-cuong-quy-mo-nguon-von-cho-qua-trinh-
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	<u>c%C3%A1c-t%E1%BB%95-ch%E1%BB%A9c-t%C3%A0i-ch%C3%ADnh-</u>
	<u>v%C3%A0-nh%C3%A0-%C4%91%E1%BA%A7u-t%C6%B0-t%C6%B0-</u>
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<ul> <li>8 kickess Stories in Sustainable Business: Lessons from Pioneering Companies</li> <li>8 kickess Stories in Sustainable Sustainable Business: Lessons from Pioneering Companies</li> <li>8 kickess Stories in Sustainable Sustainable SustainaBus SustainaBus Su</li></ul>				
	8	Sustainable Business: Lessons from Pioneering	studies of companies, both globally and in Vietnam, that have successfully implemented sustainable business models, highlighting best practices, challenges overcome, and	doanh-nghiep-tien-phong-305219.html 2. https://nongthonvaphattrien.vn/phat-trien-ben-vung-cau-chuyen- cua-hai-doanh-nghiep-tien-phong-a25833.html 3. https://khoahoccuocsong.com/phat-trien-ben-vung-cau-chuyen- cua-hai-doanh-nghiep-tien-phong-5189.html 4. https://doanhnghiephoinhap.vn/phat-trien-ben-vung-cau-chuyen- cua-hai-doanh-nghiep-tien-phong-96302.html 5. https://doanhnghiepkinhtexanh.vn/phat-trien-ben-vung-cau- chuyen-cua-hai-doanh-nghiep-tien-phong-a29753.html 6. https://phunuphapluat.nguoiduatin.vn/phat-trien-ben-vung-cau- chuyen-cua-hai-doanh-nghiep-tien-phong-a620753.html 7. https://www.vietnam.vn/cau-chuyen-cua-hai-doanh-nghiep-tien- phong 8. https://baomoi.com/phat-trien-ben-vung-cau- chuyen-tien-phong-c51540329.epi 9. https://kinhtedothi.vn/phat-trien-ben-vung-va-cau-chuyen-tu- nhung-nha-tien-phong.html 10. https://ngaynay.vn/thuc-day-kinh-te-xanh-dua-tren-tieu-chuan-

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	Term Benefits of	health benefits from energy	6. https://www.msn.com/vi-vn/news/national/n%C4%83ng-
9	Energy Transition on	transition, including reducing air	<u>l%C6%B0%E1%BB%A3ng-t%C3%A1i-t%E1%BA%A1o-</u>
	Environment and	pollution and improving quality of	<u>con-%C4%91%C6%B0%E1%BB%9Dng-%C4%91%E1%BA%BFn-</u>
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33	Energy Efficiency Measures on Vietnam's Energy Consumption Patterns	This article investigates the effects of energy efficiency measures on Vietnam's overall energy consumption, including data analysis on energy savings, demand reduction, and policy effectiveness. It will link to broader demand-side- management initiatives and the broader policies on energy efficiency.	<ol> <li>https://baoquocte.vn/tiep-tuc-di-tren-con-duong-su-dung-nang- luong-tiet-kiem-hieu-qua-305508.html</li> <li>https://doanhnghiephoinhap.vn/huong-toi-tuong-lai-ben-vung- bang-con-duong-su-dung-nang-luong-tiet-kiem-hieu-qua-96812.html</li> <li>https://doanhnghiepkinhtexanh.vn/tiep-tuc-di-tren-con-duong-su- dung-nang-luong-tiet-kiem-hieu-qua-a29863.html</li> <li>https://phunuphapluat.nguoiduatin.vn/tiep-tuc-di-tren-con-duong- su-dung-nang-luong-tiet-kiem-hieu-qua-a620845.html</li> <li>https://baomoi.com/tiep-tuc-di-tren-con-duong-su- dung-tiet-kiem-hieu-qua-c51576888.epi</li> <li>https://www.saostar.vn/kinh-doanh/tiep-tuc-di-tren-con-duong-su- dung-nang-luong-tiet-kiem-hieu-qua-202502271458051292.html</li> <li>https://chinhsachcuocsong.vnanet.vn/dam-bao-vung-chac-an-ninh- nang-luong-trong-boi-canh-moi/56718.html</li> <li>https://ngaynay.vn/tiep-tuc-di-tren-con-duong-su- dung-nang-luong-tiot-there-tuc-di-tren-con-duong-su- dung-tiet-kiem-hieu-qua-202502271458051292.html</li> </ol>

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			tai-tao-302026.html	
			ai-tao-302026.html <u>https://doanhnghiepkinhtexanh.vn/cong-nghe-chia-khoa-cho-</u> ganh-nang-luong-tai-tao-	
			paign=zalo 9. https://www.saostar.vn/kinh-doanh/go-kho-co-so-ha-tang-mo- duong-cho-nang-luong-tai-tao-but-pha-tai-viet- 202501280800157462.html?zarsrc=30&utm_source=zalo&utm_mediu m=zalo&utm_campaign=zalo 10. https://chinhsachcuocsong.vnanet.vn/go-kho-bai-toan-co-so-ha- tang-cho-nganh-nang-luong-tai-tao-viet-nam/55206.html 11. https://kinhtedothi.vn/mo-duong-cho-nang-luong-tai-tao-but-pha- tai-viet-nam.html 12. https://arttimes.vn/cong-nghe/go-kho-co-so-ha-tang-mo-duong- cho-nang-luong-tai-tao-but-pha-tai-viet-nam-c61a58203.html 1. https://baoquocte.vn/cong-nghe-chia-khoa-cho-nganh-nang-luong- tai-tao-302026.html 2. https://doanhnghiepkinhtexanh.vn/cong-nghe-chia-khoa-cho- nganh-nang-luong-tai-tao- a29236.html?zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_campaign=zalo 3. https://doanhnghiephoinhap.vn/giai-phap-ve-cong-nghe-cho- nganh-nang-luong-tai-tao-619846.html 5. https://chinhsachcuocsong.vnanet.vn/cong-nghe-cong-nghiep-40- chia-khoa-cho-nganh-nang-luong-tai-tao-619846.html	
	Industry 4.0 Revolution and Technology Applications in		a29236.html?zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_c	
		Analyze the role of Industry 4.0	ampaign=zalo	
50		technologies in optimizing	3. https://doanhnghiephoinhap.vn/giai-phap-ve-cong-nghe-cho-	
50		renewable energy use, including	nganh-nang-luong-tai-tao-93996.html	
		smart and efficient solutions.	4. https://phunuphapluat.nguoiduatin.vn/cong-nghe-chia-khoa-cho-	
	Renewable Energy			
			chia-khoa-cho-nganh-nang-luong-tai-tao/55128.html	
			6. https://nld.com.vn/cong-nghe-chia-khoa-cho-nganh-nang-luong-tai-	
			7. https://baomoi.com/cong-nghe-chia-khoa-cho-nganh-nang-luong-	

	tai-tao-c51332706.epi
	8. https://www.msn.com/vi-vn/news/national/c%C3%B4ng-
	ngh%E1%BB%87-ch%C3%ACa-kh%C3%B3a-cho-ng%C3%A0nh-
	n%C4%83ng-l%C6%B0%E1%BB%A3ng-t%C3%A1i-t%E1%BA%A1o/ar-
	<u>AA1xPoCP</u>
	9. https://arttimes.vn/cong-nghe/cong-nghe-chia-khoa-cho-nganh-
	nang-luong-tai-tao-c61a58175.html
	10. https://khoahoccuocsong.com/cong-nghe-chia-khoa-cho-nganh-
	nang-luong-tai-tao-
	5082.html?zarsrc=30&utm_source=zalo&utm_medium=zalo&utm_cam
	paign=zalo

## 2. SHORT POSTS AND INFOGRAPHIC

No.	Торіс	Link
1.	Practical tips for implementing energy-saving measures and using renewable energy sources at home.	https://drive.google.com/file/d/1CDy7lSysykD8GprjPwrb2EldLwNz_EGf/view?usp=drive_link
2.	Explore emerging job sectors and career paths in the green economy, including renewable energy and sustainable practices.	https://drive.google.com/file/d/1xTavA-QV6nTO39v9LBwnhK7xfHJQvEzy/view?usp=drive_link
3.	Key takeaways from successful international	https://drive.google.com/file/d/1HxpV42XJ4jKkG4vvp-CMOGYG1ekoNub4/view?usp=drive_link

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	energy transitions, focusing on what worked.	
4.	Focus on energy-efficient appliances, insulation, and other home improvements that reduce energy consumption and costs.	https://drive.google.com/file/d/1Rjhy90fHAPA_3r09NcRBoSVdURF7dTEj/view?usp=drive_link
5.	Basic overview of renewable energy sources, their benefits, and how they work.	https://drive.google.com/file/d/1MWmxGUfKlg32_K99qmmZvny4XsdTAzUA/view?usp=drive_link
6.	Basic overview of renewable energy sources, their benefits, and how they work.	https://drive.google.com/file/d/1NAlNFphNqvYN-qaNHDTGW1T7If-89p74/view?usp=drive_link
7.	Illustrate the wide-ranging benefits of green development, including social, environmental, and health improvements.	https://drive.google.com/file/d/1zq94vdHt91rDnJC8mQt9-STO1udi1Kka/view?usp=drive_link
8.	Current and future trends in sustainable energy and green technologies worldwide.	https://drive.google.com/file/d/1eipvVLzKzM9c304okuDTkImJGAzqgWSD/view?usp=drive_link
9.	Actionable advice for integrating renewable energy solutions into everyday life.	https://drive.google.com/file/d/1HNL0MkAJCymgSijNaCjTkVEUTcvATLWC/view?usp=drive_link
10	Overview of emerging trends, policies, and innovations shaping the green business landscape.	https://drive.google.com/file/d/15yJSUFRptZo_Al0-oj1iCcJE9Roywc3m/view?usp=drive_link
11	Tips and strategies for adopting a more sustainable lifestyle, including waste	https://drive.google.com/file/d/1ArKBpkrXsZPb5IiFVOGu9rpvPVQQ6KBO/view?usp=drive_link

	reduction, sustainable	
	shopping, and minimalism.	
12	Explore cutting-edge technologies and policies driving advancements in sustainable production.	https://drive.google.com/file/d/108SKx2nKdZ0UPUwdZ5jh1CNUDyHk4_Yy/view?usp=drive_link
13	Climate Change Risks for Vietnam and Solutions	https://drive.google.com/file/d/1T4dkibWoPCcPOriB0cpzagAwMwfQ3pm6/view?usp=drive_link https://drive.google.com/file/d/1RSnEPRM3oFV8IX2ZaAE7YwqPIIUnjpr5/view?usp=drive_link
14	Basic Concepts of Renewable Energy Sources	https://drive.google.com/file/d/1eGKpZ3va6v4QBS09ZgrheVFQYrMCkvNY/view?usp=drive_link https://drive.google.com/file/d/1YkcD1G2fdDgiR6xnCSBrzBsplhrHrWQN/view?usp=drive_link
15	Renewable Energy in Daily Life: Easy Ways to Transition	https://drive.google.com/file/d/18Epl9yreCRt1hqVJxDiuvmIGS8gS3Gbl/view?usp=drive_link https://drive.google.com/file/d/1ua_6UfsZOzbFVuOOVe88ks2E7qm4oqy_/view?usp=drive_link
16	Public Transport and Clean Energy: Greener Cities	https://drive.google.com/file/d/1Lo2mQvp6xKo8aFk_xQZUdOslfJBR9qII/view?usp=drive_link https://drive.google.com/file/d/1s335THtemSR-FkoBgMJbkZ9myydvNvC2/view?usp=drive_link
17	Reducing Energy Use: Healthier Communities, Cleaner Planet	https://drive.google.com/file/d/1mGIDz-cn_JFEdsQv3i0fY_b7I9M5MZws/view?usp=drive_link https://drive.google.com/file/d/1gtw_6f4OJEmVcGYTYXN7NvG_uqmfKBci/view?usp=drive_link
18	Existing Energy Policies and Vietnam's Green Development Goals	https://drive.google.com/file/d/1ZMRrsvGZwCe7VTIRYquQgxDoCET7Lfpj/view?usp=drive_link https://drive.google.com/file/d/10r0tsZyciFZug4UyUZ6-At2uecwbwuct/view?usp=drive_link
19	How countries around the world encourage citizens adopt green lifestyles	https://drive.google.com/file/d/1VU6QiBGNszJ2T3QCNXlzAQNodnEwtlnj/view?usp=drive_link https://drive.google.com/file/d/11kaJOqQGY8v08rSdwJs4Cx5-8ydAWDLz/view?usp=drive_link
20	Importance of ESG Criteria for Businesses in Global Economic Integration	https://drive.google.com/file/d/1-xjWGyNZqSYUNqGM_S88xv3aRCHElgvn/view?usp=drive_link https://drive.google.com/file/d/1iycVqZ6kd7zv9sv6hlyf6tQrBRbEfanl/view?usp=drive_link
21	Energy Storage Solutions: Effective for Renewable Energy Adoption	https://drive.google.com/file/d/1DEFQ08WhYWSwyOhKPEYWsnNYK6eZTQQj/view?usp=drive_link https://drive.google.com/file/d/1n-OHD-PHmV69HfmlxtingrLzU7Pe1XQo/view?usp=drive_link
22	Clean Cooking: Reducing Health Risks with Energy- Efficient Stoves	https://drive.google.com/file/d/1kZ8WaPJvbmzAEYspKbFCYaf4Wy8ta8kE/view?usp=drive_link https://drive.google.com/file/d/1SaA9mkRI1GLZDDAiyRBhJIrPSEzQvqXX/view?usp=drive_link

23	Sustainable Fashion: Energy	https://drive.google.com/file/d/15jF_nUlr9coN_ekKQF82CeyBL1K22qiM/view?usp=drive_link
	Use and Health Impacts	https://drive.google.com/file/d/1h0vTgEG8sNVoxuA7erhnYHJ8_fwCnBYY/view?usp=drive_link
24	Job Opportunities and	https://drive.google.com/file/d/1tgjUNBt_aAH80F7SeNXWaATxxg8IVszH/view?usp=drive_link
	Economic Growth	https://drive.google.com/file/d/1JEDoQOXOPQmxP2i2JFTW1RhKLhxYsazm/view?usp=drive_link
25	Reducing Plastic Waste to	https://drive.google.com/file/d/1W6xAlwOb3qmPljuSmpWVK0ZYyna9tveZ/view?usp=drive_link
	Save Energy and Protect	https://drive.google.com/file/d/151kSErINZz7vYcTY02cipQm4L4s8HPU3/view?usp=drive_link
	Health	
26	Investment and Financial	https://drive.google.com/file/d/1Di4EWoX4_SOxR6kYpauN20T0CMIPPjUm/view?usp=drive_link
	Trends in the Green	https://drive.google.com/file/d/1IKc1ZkpFBP9Nw66Tn68rEB8Ks_GGMwwO/view?usp=drive_link
	Economy	
27	Reducing Greenhouse Gas	https://drive.google.com/file/d/1Z-zWTt5Dp8Uk1dxpkLutq2_6As-wbpB_/view?usp=drive_link
	Emissions and Combating	https://drive.google.com/file/d/1WTyE466S2PDtdHX09wsdCf5wj_2HT2mz/view?usp=drive_link
	Climate Change	
28	Private Sector Leadership in	https://drive.google.com/file/d/1CcY5Lgso01C_F3Ooz9grVVUIB6Xba013/view?usp=drive_link
	Green Transition: Driving	https://drive.google.com/file/d/1KD4Y1zVqnvXo7BbahH1s3FWi5BHKaTf7/view?usp=drive_link
	Change	
29	Community Engagement:	https://drive.google.com/file/d/1_H2lnhyUBIk8Q_xNtR9XQ20r8ijeTfZ9/view?usp=drive_link
	Empowering Local Action for	https://drive.google.com/file/d/1emAsPyf-nUb1iwM1UAzEEC3fqiVpY5QE/view?usp=drive_link
	Global Impact	
30	Sustainable Living: Small	https://drive.google.com/file/d/16HTCrhfggVERvbRF4zOYjc9Dped3P6wW/view?usp=drive_link
	Actions, Big Impact	https://drive.google.com/file/d/1XSxuxsJslS3QiVd4ED5dTxZGwIRBTF/view?usp=drive_link

# 3. BROADCASTS

No.	Туре	Theme	Торіс	Link
1.	News	COP29 Coverage	Opening of COP29: Key	1.
			<b>Objectives and Expectations</b>	https://drive.google.com/file/d/1PQQUvYgVp0Dd3yzo
				ALVxvJxuLah4plXL/view?usp=sharing
				<u>2.</u>
				https://drive.google.com/file/d/1lvh4AkLUugDXyQ8R6

2.	News	COP29 Coverage	Closing of COP29: Key negotiations and agreements on energy transition	hkMnaig8HGGghp0/view?usp=sharing 3. https://drive.google.com/file/d/1083x_zhDcG6nE1TaLl 7Lc7vo-4ZuHiwY/view?usp=sharing 1. https://drive.google.com/file/d/1LD5OQy_Pt7- QpTlijggnKLicHDqa5u2M/view?usp=sharing 2. https://drive.google.com/file/d/1GeNSfBjTCd6vcikzwE MWvvGiSTjYIGha/view?usp=sharing 3. https://drive.google.com/file/d/1Rg8Tn-l- jnunLOnSf8O05htKDBToU-Ja/view?usp=sharing
3.	News	Technological innovation	Innovations in Green Cloud Computing and Sustainable Solutions (energy-efficient data centers, serverless computing, edge computing, carbon aware cloud platforms, or latest updates)	1. https://drive.google.com/file/d/1GtDLG3xFAFRhl3qzuv 71PYC8ZpKRC7ta/view?usp=sharing
4.	News	Green energy policies, vision for sustainable development	Latest updates	<u>1.</u> <u>https://drive.google.com/file/d/1ipN9MvO8NQ6xoGZn</u> <u>xsup5hqZvhwxaprb/view?usp=sharing</u>
5.	News	Financing, investment, and sustainable business trends for energy transition and green growth	Global Climate Finance Flows and Vietnam's Positioning	1. https://drive.google.com/file/d/1qiuzCoZmPSS8eFUMK LfZpySHpaWGK123/view?usp=sharing
6.	News	Financing, investment, and sustainable business trends for	Innovative green financing mechanisms – ASEAN and Vietnam	<u>1.</u> <u>https://drive.google.com/file/d/17gh8RiusngtRSwPtgh</u> <u>SjuolRgDjKn0s2/view?usp=sharing</u>

		energy transition and green growth		
7.	News	Financing, investment, and sustainable business trends for energy transition and green growth	Moving towards eco- industrial parks to attract capital	1. https://drive.google.com/file/d/1THQOXrcTw71qdk5td dlUwDvgqCAMXckR/view?usp=sharing
8.	News	Financing, investment, and sustainable business trends for energy transition and green growth	Green startups towards sustainable values	<u>1.</u> <u>https://drive.google.com/file/d/11LxG2uUyigiHHzq6nl</u> <u>Vdv7LfH-I5dskG/view?usp=sharing</u>
9.	Report	Green living: Benefits and solutions	Energy Efficiency in Residential and Commercial Settings	1. https://drive.google.com/file/d/1NX4Te_x9CmnlREZjrq qUQyk8l6iBZaUK/view?usp=sharing 2. https://drive.google.com/file/d/1pgHdkHek6bE6TkVW ORrWzC7XOXeevtES/view?usp=sharing 3. https://drive.google.com/file/d/1T1Wi9yP87XiqkP7BTY VjQT8yRMVZRt/view?usp=sharing
10.	Report	Financing, investment, and sustainable business trends for energy transition and green growth	Carbon Border Adjustment Mechanism (CBAM): Implications for Global Trade and Environmental Policy	1. https://drive.google.com/file/d/1yN8pd2sH5- fTmd95f_jZvqsFT19fLE/view?usp=sharing2. https://drive.google.com/file/d/1SJC- N1VSNiTNDhS9Kw5e07X9UZ23CpTN/view?usp=sharing3. https://drive.google.com/file/d/13JvULKRZZD4D- JwOBE5BDyUvA6homIVj/view?usp=sharing

11.	Report	Green living: Benefits and solutions	"Green living" - A lifestyle for a sustainable future	1. https://drive.google.com/file/d/1vU2riFsX_b3QMzKvkq yQ7zlCGmyix3a4/view?usp=sharing
12.	Report	Green energy policies, vision for sustainable development	Climate change: Turning challenges into opportunities	<u>1.</u> https://drive.google.com/file/d/1rlu5i8Uueg0YgyhMTo hBTaG2CxPw0pN /view?usp=sharing
13.	Report	Green energy policies, vision for sustainable development	Green energy: A global sustainable development trend	<u>1.</u> https://drive.google.com/file/d/1629PcHmm0Eue9cBJC kZJgyyAlUnPR9q8/view?usp=sharing
14.	Report	Financing, investment, and sustainable business trends for energy transition and green growth	Green industrial parks	<u>1. https://drive.google.com/file/d/1t6K0AK246_Vx-05KZO8fD40ckBlckhT9/view?usp=sharing</u>
15.	Panel discussion	Green energy policies, vision for sustainable development	Overview of Vietnam's green energy development policies	<u>1.</u> https://drive.google.com/file/d/1WATu9341Aws62u YSNeFbzIzuYmuBkI/view?usp=sharing
16.	Panel discussion	Green energy policies, vision for sustainable development	Global green transition and lessons for Vietnam	1. https://drive.google.com/file/d/1hLcz4uBzkuKbTCeS_x E3uM2PfZxiDs5B/view?usp=sharing
17.	Infographics	Technological innovation	Liquid batteries - Breakthrough in long-term renewable energy storage (based on latest update)	1. https://drive.google.com/file/d/1P- Fi6OknQh6VyJEOB- LHDYY7vQwTdkDw/view?usp=sharing 2. https://drive.google.com/file/d/1_gd9Acq_FABX7VrF7P FHxEI-GUIv_Uc_/view?usp=sharing 3.

				https://drive.google.com/file/d/1x65gpzqi5OXVUT6L9J
				OrdjO-L_PerSR5/view?usp=sharing
18.	Infographics	Financing,	Green transition -	<u>1.</u>
		investment, and	Sustainable development	https://drive.google.com/file/d/16zvDKmsGvJgrC5y7ZO
		sustainable	trend for businesses (latest	yKmTV-1xAWEFDM/view?usp=sharing
		business trends for	update)	<u>2.</u>
		energy transition		https://drive.google.com/file/d/1pzu77UWrNnl1NgpNY
		and green growth		ItAfpzxfx1c8P0C/view?usp=sharing
				<u>3.</u>
				https://drive.google.com/file/d/1WLqxAashO8hVLjuRy
				zl93TjzqO5teDcz/view?usp=sharing
19.	Infographics	Social, economic,	Job Trends and Workforce	<u>1.</u>
		and environmental	Development in the Green	https://drive.google.com/file/d/117cdJx44QDIzrLZ2gRd
		benefits of energy	Energy Sector	ywpOeybG2bqs2/view?usp=sharing
		transition and		<u>2.</u>
		green growth		https://drive.google.com/file/d/1rK10iZP_R9jFONE4Br8
				elfDI-zh8FC0L/view?usp=sharing
				3. https://drive.google.com/file/d/148yN4QufE1ldg1RYG
				WCh-IXvxn2TDjcT/view?usp=sharing
20.	Infographics	Technological	Artificial Intelligence in	1. https://drive.google.com/file/d/1UR0lj042gQx-
20.	linographics	innovation	Energy Demand Forecasting	xoZOQI6DKua6GF5E8XPn/view?usp=sharing
		Innovation	Energy Demand For Ceasing	<u>2.</u>
				<u></u> https://drive.google.com/file/d/1s1a6oYzrFYo1VLAIBcZ
				UzDv8zqSsKBjh/view?usp=sharing
				<u>3.</u>
				https://drive.google.com/file/d/16UvYU3p3YWsw_vALR
				JXDkcQAmacbb1cz/view?usp=sharing
21.	Infographics	Financing,	Carbon credit market	1. https://drive.google.com/file/d/12M-
		investment, and	workforce training in	2Vc0wcDCVG7aJGsV4tSfkEgChN-TE/view?usp=sharing
		sustainable	Vietnam	<u>2.</u>
		business trends for		https://drive.google.com/file/d/1h7NoXJ0VHk6T2WtsG
				38a8VfDtHyGbOq4/view?usp=sharing

22.	Infographics	energy transition and green growth Green energy policies, vision for sustainable development	Latest updates	3.         https://drive.google.com/file/d/1gW3vInZuJI59QkVwpy         WXzqk_qYB_LzpP/view?usp=sharing         1.         https://drive.google.com/file/d/1SNePDLWtKGh3_5M5         1mc1BAC9HkxNBrzX/view?usp=sharing         2. https://drive.google.com/file/d/1aOmL-
				UIOrPAweR82W0kgQD6LaZx1NV87/view?usp=sharing <u>3.</u> <u>https://drive.google.com/file/d/1tZ5c81FCQIYD_3xEV4</u> <u>F_P2TyHz5m4fn_/view?usp=sharing</u>
23.	Infographics	Green energy policies, vision for sustainable development	Latest updates	1.         https://drive.google.com/file/d/1jYOk0h8RrFmiozCWDr         ujxasGTrG-5GVI/view?usp=sharing         2.         https://drive.google.com/file/d/1pFYfDQ9q4XxnqXA39         S99xopqzc3hJulu/view?usp=sharing         3.         https://drive.google.com/file/d/1usR6dLiqeTtKNMjhDtj         oZ2L6bpOwfrdX/view?usp=sharing
24.	Infographics	Social, economic, and environmental benefits of energy transition and green growth	Technological and Financial Support for Green Entrepreneurs	1. https://drive.google.com/file/d/1UM5YTBjLD21jLia5ql mTSY8prcQGrBls/view?usp=sharing 2. https://drive.google.com/file/d/1aujvW5WKlyrOYVhEY 7UnDQBZ5ummHfYt/view?usp=sharing 3. https://drive.google.com/file/d/1aN7JPQjJOWySxTKnP0 QR2Ks_yp8Uy4h6/view?usp=sharing
25.	Short Video	Green living: Benefits and solutions	Agroforestry model development - New opportunities for farmers	<u>1.</u> https://drive.google.com/file/d/19kicCKH89k8869Z3bC <u>GHXRTlyJ4nvjMa/view?usp=sharing</u> <u>2.</u>

26.	Short Video	Green living: Benefits and solutions	Responding to Earth Hour 2025 - Saving energy to protect the environment	https://drive.google.com/file/d/18Y_GljD84CFZgBN7U9aNfn6RsyNb8lEU/view?usp=sharing3.https://drive.google.com/file/d/1L2vzQLInsHNulLNQTCFqZzkCFzFqZzkCFzw8lqC/view?usp=sharing1.https://drive.google.com/file/d/13cuHR8Rcr2zLaPxfEs6pdL3K37iSN7Za/view?usp=sharing2.https://drive.google.com/file/d/1uv526sc7rXF7Kvdzj4ymNILMWgMyGsiy/view?usp=sharing3.https://drive.google.com/file/d/1Fpyld-
27.	Short Video	Green living: Benefits and solutions	Benefits of green development for the environment and health	4WfkjbTxqaCzsL-1g4eXt6OCql/view?usp=sharing         1.         https://drive.google.com/file/d/1A7BgCEZruCXM8qwTv         0ujCZloNsLCHGIM/view?usp=sharing         2. https://drive.google.com/file/d/1euTalPQo-         8wf1t8y4m8HyfcrfWgekp3a/view?usp=sharing         3.         https://drive.google.com/file/d/1vfL0MI66AqotcxnrJj1C         HhiRrbPOTH1n/view?usp=sharing
28.	Short Video	Green living: Benefits and solutions	Reducing emissions by transitioning to green transportation	1.         https://drive.google.com/file/d/1CFvSpRiYKISIj_76YHm         2IChT19tVf We/view?usp=sharing         2.         https://drive.google.com/file/d/1kJ7zLBxJRCZjgQsotcz3         GwWb5hTtlWzL/view?usp=sharing         3.         https://drive.google.com/file/d/1JYeo8juv5Kml9QpNDr         cRG0TDFmxRCMLr/view?usp=sharing
29.	Short Video	Financing, investment, and sustainable	Global carbon market: Opportunities for Vietnam	1. <u>https://drive.google.com/file/d/1phkuhQhodBjYslVPvA</u> OMqsEwWXoBX-nl/view?usp=sharing

## Public Awareness Campaign Final Report

		business trends for energy transition and green growth		2. https://drive.google.com/file/d/1OjuXqmyx- _MRyyv1hVPKWpEJhlX0k3ol/view?usp=sharing 3. https://drive.google.com/file/d/1UstdmT6_TJmBhzej8l XLO21vBhjOCjoA/view?usp=sharing
30.	Short Video	Financing, investment, and sustainable business trends for energy transition and green growth	Energy-saving solutions in manufacturing towards a "green" industry	1. https://drive.google.com/file/d/10o3Kyrd_yoJHLr06K5q tZ3_F9IzbQMuC/view?usp=sharing 2. https://drive.google.com/file/d/1cHDbXAikrqeLFGOCQ o8AB4bC6uwu4mLp/view?usp=sharing 3. https://drive.google.com/file/d/11zR_xslu2kArz0Pa64n 2LzPSO3Cwgh1A/view?usp=sharing
31.	Documentary	Green energy policies, vision for sustainable development	Green energy - A sustainable development trend for the future	1. https://drive.google.com/file/d/10pZDD2tlbuxRgep2_T yHXz2KCxV6BoGp/view 2. https://drive.google.com/file/d/1DQBlyPxC2BcgzdaoM hFsV928h1DYiKP4/view?usp=sharing 3. https://drive.google.com/file/d/1ck09rTB98T5xfeDkyx8 pTnR_tv4XM4nv/view?usp=sharing