

Public Awareness Campaign On Energy Transition On Multimedia Channels

PROJECT SNAPSHOT

Country: Vietnam

The Vietnamese Government acknowledges the crucial role of promoting social involvement and enhancing public awareness to enable a comprehensive and successful energy transition. Despite ongoing efforts, a segment of the population remains unfamiliar with the significance of the energy transition process.

The project aims to reach and engage a wide audience in Vietnam, making it relevant to their diverse needs and interests. Social and gender considerations will be taken into account in the design of multimedia content and the use of diverse platforms.

ETP'S CONTRIBUTION

ETP supported to enhance public understanding and awareness of energy transition and strategies to achieve energy targets in Vietnam. ETP also provided the necessary knowledge on energy transition and Vietnam's efforts to achieve a cleaner energy future.

The project helped to increase public awareness of energy transition, reaching individuals from all socio-economic backgrounds and demographics regardless of their familiarity with the topic.

KEY OUTPUTS

- Production, publication, and dissemination of at least 30 articles on newspapers, 30 short posts with infographics or short promotion videos on social media platforms, and 30 TV broadcasts (in the form of news, reportage, or panel discussion) on various energy transition-related topics
- A minimum of 1 million views across media channels, and the views need to improve consistently (the views for the subsequent year need to increase by 10%) to show increased interest of the public

CONNECT





IMPLEMENTATION PARTNERS



STAKEHOLDERS

Ministry of Information and
Communications

The Directorate of Standard, Metrology
and Quality (STAMEQ) under the
Ministry of Science and Technology
(MOST)

PROJECT DURATION

March 2024 - July 2025

CONTACT DETAILS

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IMPACT



Sharing of renewable energy in
the total final energy
consumption (TFEC)



OUTCOME



Shifting perspectives, values,
behaviors and lifestyles to
encourage participation in the
energy transition processes



OUTPUT



Different stakeholders involved
in the renewable energy and
energy efficiency value chain are
knowledgeable and better
informed to advance the energy
transition agenda