

Green Action through Media, Mass Organization and Civil Society in Laos

Training of Trainer Workshop on “Green Issues Reporting for Lao Journalists”

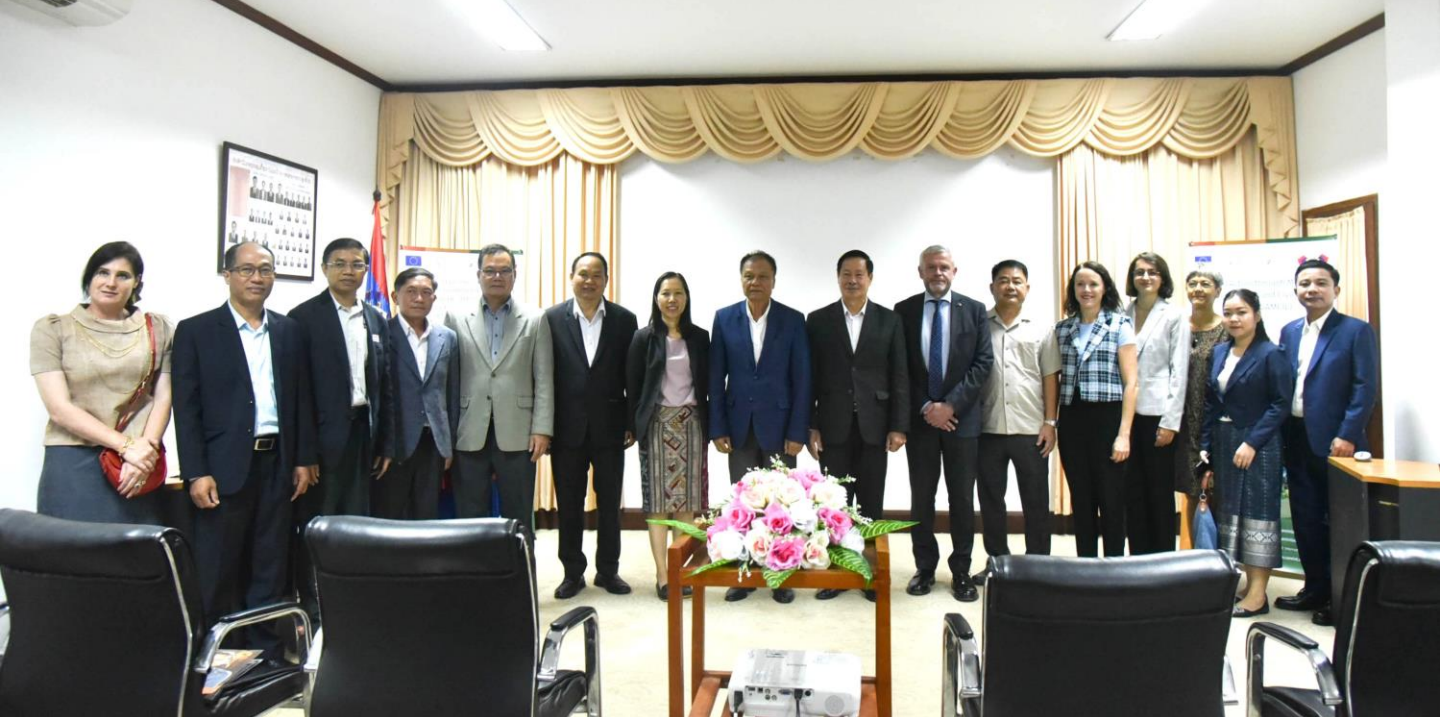
On October 14 - 18, 2024, the Lao Journalists’ Association and CARE International in Lao PDR organized a Training of Trainer Workshop "Green Issues Reporting for Lao Journalists" of the Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL), organized in Vientiane Capital with a total of 24 participants, 15 women.

The purpose of the training is to build capacity as a trainer in green news reporting for Lao journalists, especially providing knowledge about climate change, sources and research, storytelling, and digital tips.

After completing the workshop, they will bring the lessons to exchange with the Lao media in the target area of the project to ensure that the lessons will help strengthen the capacity of Lao journalists to be able to report on green issues professionally.



The Training of Trainer Workshop "Green Issues Reporting for Lao Journalists



GAMCIL - New Website Launch

On October 29, 2024, the Lao Journalists Association (LJA) and CARE International in Lao PDR were thrilled to announce the launch of the new website for the Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL) Project.

The newly launched website will serve as a platform to showcase the implementation of the project's activities, a learning hub for green development work, and a media literacy resource for media professionals, bloggers, YouTubers, and general social media users. They can log in to learn online through the standard curriculum for green journalism developed by the project. You can find out more about other activities on the project's website at: www.laja.la



Country Director of CARE International in Lao PDR, Mrs Keoamphone Souvannaphoum delivers speech at the new website launch



Journalist Training on "Reporting Green Issues"

From October 21 to November 22, 2024, the Lao Journalists Association and CARE International in Lao PDR completed training workshop for Lao journalists nationwide, from the north, central and south, both in person and virtual forms, as part the Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL) Project, with a total of 98 participants, 51 women.

The objective of this training workshop was to build the capacity of journalists to understand how to report on green development and green issues. The use of new digital tools help to make news reporting more interesting.

In this training, Lao journalists practiced and learned about reporting in a new, concise but comprehensive format, reporting on green news, finding reliable sources, writing stories about green issues, taking interesting photos, using the Canva application



Training workshop for Lao journalists nationwide

to help in design, managing gender equality in the digital age, media management, the environment and green development, using artificial intelligence (AI) in news reporting, journalistic ethics, and basic knowledge of photography and video editing using the Capcut application.

After completing the training, the journalists also participated in practical activities to collect information from people involved in organic farming to produce news articles and short videos about sustainable farming and the benefits of organic farming, have them posted on their social media platforms.



Exhibition of Achievements and Products at the National Civil Society Organization Fair 2024

On December 13-14, 2024, the GAMCIL displayed our project products as a part of the exhibition booth of CARE International in Lao PDR at the National Civil Society Organization Fair 2024 showcasing achievement and product of various civil society organizations, under the theme "Moving Forward Together for the Prosperity of Lao Society" held in Vientiane Capital.

The objective of the event was to showcase the work and products of civil society organizations in Laos, to create a platform for exchanging understanding of their work and contribution to Lao society. This was the first time GAMCIL had showcased our products and achievements in an event, especially in disseminating information and IEC products of the project to visitors.

In addition, our team also conducted a campaign to commemorate the 16 Days of Activism Against Gender-Based Violence with quiz session and giving incentives to participants.



Exhibition of Achievements and Products at the National CSO Fair 2024

Study Tour for Journalists Nationwide Under the GAMCIL Project

From December 3-13, 2024, the Lao Journalists' Association and CARE International in Lao PDR organized an impactful study tour for Lao journalists from the northern and central regions. For journalists from the north, this initiative took them to Khoua district, Phongsaly province for visiting the activities of WECR and KFSP projects, and to Dakcheung district, Sekong province for journalists from the southern region, overseeing the SuPER WE Coffee Project's activities implemented by CARE Laos, with a total of 76 participants, 37 women.

The purpose of this study tour is to provide participants with a greater vision and understanding of green media, encourage journalists to participate in the practical implementation of collecting information on green development related to promoting gender equality, be able to apply the lessons learned to skillfully collect data, and be able to disseminate information on green development through new media reporting nationwide.

During the visiting to the Women Empowerment for Climate Resilience (WECR) Project, the journalists from the north collected data and interviewed beneficiaries of the project on activities such as vegetable gardening, household burden sharing, beekeeping techniques, and coffee processing in Kuong Keuay village. The journalists also interviewed beneficiaries of the Khoua Food Security Project (KFSP) in Mai village, the project provided them the drainage-water system, as well as household economic development through the use of straw as a broom.



The Study Tour for Journalists Nationwide under the GAMCIL Project

The group of journalists from the south visiting the Sustainable Production and Ethnic Responsible and Women Empowered Coffee Value Chain Project in Sekong Province (SuPER WE Coffee Project), they collected data and interviewed beneficiaries in the Dak Cheung mountain coffee production process, economic empowerment of women, and family participation.

After the study tour completion, Lao journalists have a greater understanding of green news writing and reporting in new media formats, especially the use of images and videos in creating news headlines and reporting on environmental issues through social media enabling the public to comprehensively access information about green development. In addition, journalists participating in the study tour also conducted green news reporting in a new format that is concise but comprehensive through their social media channels to disseminate green development issues to the public more widely and quickly.



Online Raising Awareness and Campaigning Against Women and Girls

In early December 2024, GAMCIL as a part of CARE International in Lao PDR organized an online awareness-raising and advocacy activity to combat violence against women and girls through a collaborative effort with the Gender Equality Promotion Unit, with participation and coverage of Lao journalists from Vientiane Capital, Oudomxay, Luang Prabang, and Champasak provinces.

This initiative was part of a campaign to combat violence against women and girls, raising awareness among young people and the public in online format through radio programs and conducting inclusive quiz sessions for audience.



“I am delighted the GAMCIL Project organized this training workshop because it helped me to understand more about climate change issue. Currently, littering, dumping wastewater into rivers, and burning garbage around the city is seen to be common activities happening in the area where I live. Therefore, I would like to use the knowledge I have learned from the project to raise awareness about the effects of environmental destruction through radio, television, and social media for raising awareness in society about sustainable environmental protection.”



**Ms. Be Lattana, Television Reporter,
Champasak Province.**



**Dr. Soukvilay Vilavong, Deputy Director of
the Environmental Policy Division,
Department of Environment, Ministry of
Natural Resources and Environment.**

“This training workshop for journalists titled “Reporting Green Issues” by the GAMCIL Project is very important and will be highly effective in promoting environmental issues to everyone in society because journalists are the voice organ for the Party and State, when they receive accurate information, they can disseminate it effectively to target groups. Currently, social media can make the society be more aware and attract strong participation in environmental works for the sustainable development in the future.”



Funded by
the European Union



CARE



Lao Journalists Association



Ministry of Natural Resources and Environment

Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL)

Increase awareness of green issues and climate change by addressing through social media, improve digital literacy, and strengthening the capacity of Lao journalists.



**Ms. Pany Vilaychit Radio-Television
Journalist, Luang Prabang Province**

“Every year, especially during the rainy season, people often deforest to grow rice, and this causes a lot of pollution.” Pany further explained, “I will share the lessons learned to with those who are not yet aware of climate change, helping them understand and change their behavior. We all must contribute to protect the environment, making the climate to be better.”

“I am very happy to participate in the GAMCIL Project because I could gain new many lessons and knowledge, especially about the importance of the environment, green development, and environmental issues. I see that there are still some areas where shifting cultivation causes unseasonal rainfall, causing floods and landslides, and the number of wild animals is decreasing. Therefore, I will use this knowledge to contribute to disseminate environmental information as much as possible to make society more aware of green development, the importance of the environment, and current problems, so that all sectors of society can contribute to solving problems, then people and the environment can friendly be together in harmony, aligning with sustainable development.”



**Mr. Sipaseuth Lormany, Radio-Television
Journalist, Bolikhamxay Province**



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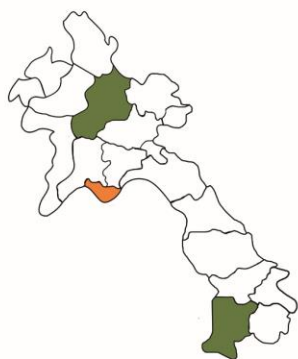
BACKGROUND

GAMCIL works with state-owned and private media outlets to improve the professional skills of Lao Journalists by increasing their digital literacy and understanding of new technologies. This project is supported by the Team Europe Green Initiative with a focus on implementing policies in the areas of climate adaptation, mitigation, and sustainable socio-economic development.

This project extends beyond digital literacy and green initiatives to increase access to information on relevant development issues of gender, worker's rights, and community development – all issues closely related to sustainable green practices. GAMCIL will strengthen the engagement, visibility, and capacity of journalists with a strong focus on the use of mass media in promoting green growth practices in Lao PDR.

Through trainings, workshops, competitions, and events, Lao Civil Society Organizations, citizen-journalists, filmmakers, and Youtubers will have enhanced knowledge and capacity, enabling them to contribute constructively to policymaking, monitoring, and advocacy on 'green development issues' affecting the country.

GLIMPSE



Location
Vientiane Capital
provinces
Luang Prabang and
Champasak

TimeFrame

March 2023 - February 2027

Beneficiaries

Direct - 6,155 men and women

Indirect - 10,000 men and women

Partners

Ministry of Information, Culture and Tourism,
the Planning and Cooperation Department
and Mass Media Department, Lao Journalists
Association (LJA)

OBJECTIVES

To address social media knowledge gaps, improve digital literacy, and reduce the risk of 'fake news' by strengthening the capacity of Lao journalists in Vientiane Capital, Luang Prabang, and Champasak provinces

Increase awareness of green issues and climate change in rural Laos.

FUNDED BY

The European Union