

## GAMCIL

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

#### GAMCIL Project Successfully Completed Training on Management of the Self-Study Course for Team and Partners

GAMCIL Project recently completed a successful training of trainers on a Digital Self-Study Course on Green Issues Reporting, Digital Literacy and Media Governance for project staff and representative of the Lao Journalists' Association Secretariat, with a total of 10 participants. The training took place at the CARE International Lao PDR Office in Vientiane.

The objective of the training was to assist participants learn coaching skills, learn how to use digital tool to promote and report green issues through their channels, enhance their knowledge of green issues through digital media, develop the skills needed to manage and administer online courses, and gain the ability to update existing content and create new lessons online through the digital self-study course. After completing the training of trainers, participants were given hands-on experience in creating and accessing online lesson content, producing news using digital tools, and presenting news about green development through their own media channels.



Training on Management of Self-Learning Course for Team and Partners



## GAMCIL organized the Annual Two-week Training on Green Reporting for Lao journalists from the northern part of Laos

In April 2025, The Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL) Project organized an annual two-week training on Green Reporting for Lao journalists from the northern part of Laos: Luang Prabang, Phongsaly, Luang Namtha, Bokeo, Xieng Khouang, Houaphanh and Xayaboury provinces with a total of 22 participants.

The training aims to increase the capacity of Lao journalists to report on environmental issues and climate change, increase environmental awareness, find reliable environmental sources to help them report green news professionally, use artificial intelligence (AI) in news production, create images and news posters in Canva, and photography and video editing techniques. After completing the training, the project asked journalists to produce 22 environmental news posters by using the lessons learned to present them to experts and the project team for feedback and improvement.



Annual two-week training on Green Reporting for Lao journalists from the northern part of Laos





## GAMCIL Project welcomed a delegation from the European Union and CARE Germany to Luang Prabang province

From 7 - 9 April 2025, the GAMCIL project welcomed a delegation from the European Union , Ms. Karla da Silva Leitzke and her team to Luang Prabang province. During the visit, they met with the provincial Department of Information, Culture and Tourism, the provincial coordinator of the GAMCIL project and local Mass Organizations, visited the training for Lao journalists, where they had the opportunity to meet and exchange the rest of what they have learnt, use and adapt in their work. In addition, the delegation also visited the digital newsroom of the provincial radio and television station to follow up on the successes and challenges of the implementation of the project activities over the past year.

This visit reflects the strong partnership and continues to support the improvement of public access to information, especially in the dissemination of green development and sustainable environmental protection in the Lao



GAMCIL Project welcomed a delegation from the European Union to Luang Prabang province





## GAMCIL organized the Annual Two-week Training on Green Reporting for Lao journalists from the Southern part of Laos

GAMCIL Project recently organized a training on green reporting for Lao journalists from the southern part of Laos: Khammouan, Savannakhet, Champasak, Saravan, Attapeu, and Sekong participated in the face-to-face with a total of 21 participants, as well as journalists from the central provinces of Bolikhamxay, Xaysomboun, Vientiane and Vientiane Capital with a total of 20 participants attended through online training sessions.

The training aims to strengthen the capacity of media professionals to report on environmental and climate change issues. It also sought to raise awareness to help them report on green development in detail, provide journalistic ethics, knowledge on gender equality and rights, use digital tools in news production, and disseminate news online safely. In addition, after completing the training, the project took journalists to participate in a Lao coffee plantation in Paksong, organized by the SuPER WE Coffee project, which provided knowledge on community participation in coffee cultivation related to environmental protection, and also collected data at an Agro Farm that grows organic vegetables that are friendly to the environment.



Training Workshop on Green Reporting for Lao journalists from the Southern part of Laos





### The GAMCIL project met with the project coordinator from the Lao Civil Society Organizations

On May 14, 2025, the GAMCIL project met with the project coordinator from the Lao Civil Society Organizations (LCCO) at CARE Laos, Vientiane. The purpose of this meeting was to plan the implementation of project activities together with the project coordinator from LCCO to coordinate with members of LCCO to select associations to participate in training on green issues, digital literacy and media governance as well as other ongoing activities under the GAMCIL project that will be implemented from June 2025 to February 2026.



**GAMCIL project met with the project coordinator from the Lao Civil Society Organizations**

*The green issues reporting training was a very new experience for me. I learned and understood more about environmental issues, applied new news writing techniques to my work, reported green news, and helped disseminate green work, raising awareness among the public to protect the environment.*



**Ms. Khamlavone Vorasing**  
Journalist, Radio-TV station, Xiangkhouang province



**Ms. Manithong Phengmachanh,**  
Journalist, Radio-TV station, Houaphan province.

*I am delighted to have learned new things from participating in the training program, such as the use of digital technology and new media, which is a fast way to reach more target groups. I have also used what I learned to help in my current work and have reported more green news because it is very important to help create environmental awareness among people through the media by making them aware of the causes and effects of environmental destruction, love nature, and work together to preserve forests.*



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



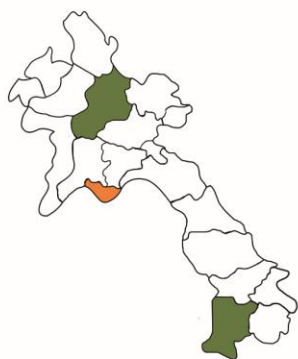
## BACKGROUND

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

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