



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

Semi-annual meeting for the first six months and planning for the last six months 2025 for the GAMCIL project

On September 10, 2025, the Lao Journalists Association (LJA) and CARE Laos held a meeting in Vientiane Capital to semi-annual meeting for the first six months and planning for the last six months 2025 for the GAMCIL project.

The meeting was co-chaired by Mr. Savankhone Razmounry, President of the Lao Journalists Association, and Ms. Phaivanh Channgakham, Program Director of CARE Laos and representatives from relevant sectors participated, with total of 28 people, 7 females. During the meeting, a summary and report were presented on the project's implementation activities in the three target provinces: Vientiane Capital, Luang Prabang Province, and Champasak Province, over the past period.

In addition, all participants provided feedback and recommendations for the activities to be carried out over the next six months. The purpose was to plan activities that would be appropriate, practical, and achieve the project's objectives, especially concerning the ongoing trainings and the Green Media Production Competition which is set to begin soon.





## Provincial Coordination Meeting

On September 10, 2025, discussions were held to review the achievements of past cooperation and address various challenges, including consulting on pathways toward future success.

The 12 participants (3 women) thoroughly discussed the upcoming activity plan to ensure the project continues to run effectively and on time.

The plan focused on defining the direction to achieve established goals on schedule, planning to increase access and expand the number of project beneficiaries, focusing on the production of quality media, and improving communication mechanisms to be more prompt (or agile) throughout all stages of implementation.







### Project Steering Committee Meeting for the GAMCIL

On September 12, 2025, the Lao Journalists Association (LJA) and CARE Laos organized a Project Steering Committee Meeting in Vientiane Capital.

The meeting was attended by Mr. Savankhone Razmounry, President of the Lao Journalists’ Association, Ms. Phaivanh Channgakham, Program Director of CARE Laos, a delegation from the European Union to the Lao PDR, Ms.Karla daSilva Leitzke, representing the Mass Media Department, along with project staff and CARE staff, totaling 11 participants (6 women). The meeting included a report on the achievements of the project activities implemented in the target areas. Participants also discussed challenges and plans for future activities to ensure they are timely and more effective





## Training on green issues reporting for CSO

From September 15–19 and September 29 – October 3, 2025, the Lao Journalists Association (LJA) and CARE Laos hosted a comprehensive training series in Vientiane Capital for 78 participants (39 women) from 35 Civil Society Organizations (CSOs) nationwide under the GAMCIL project, with the primary objective of increasing their knowledge in reporting environmental issues, covering journalistic ethics, gender rights in the digital age, and the safe use of digital tools for content production.

As a direct result of the training, participants successfully produced and presented green-themed content, including posters and videos, which they created using digital tools, and this work is slated for revision and online dissemination as part of a campaign addressing current environmental impacts.







**A workshop was held to disseminate the results of participatory research utilizing the 'Voice from Pictures' tool from the We-Act Project (Strengthening Community Adaptation to Climate Change Participatorily).**

The event took place from September 17-18, 2025, in Vientiane Capital. Representatives from the Lao Journalists' Association (LJA) and participants from the GAMCIL Project attended.

The purpose of this workshop was to allow participants to recognize and collaborate on fostering biodiversity in Laos in the future, and to highlight the contribution of the Environmental Education Network to biodiversity conservation.

Furthermore, the workshop disseminated the results of participatory research on gender roles in climate change adaptation. This was done to showcase the leadership role of ethnic women in rural communities, as community development and climate change adaptation are crucial for their livelihoods. It also aimed to promote equal and quality education.

The research findings enabled the community to participate, providing an opportunity for women to reflect their perspectives, experiences, and visions on climate change through the medium of pictures.







## **GAMCIL Project Welcomes CARE International Delegation**

The GAMCIL project welcomed a delegation from CARE International, led by Mr. Ranil DeSilva, Chief Operating and Financial Officer of CARE USA, Mr. Ramesh Singh, Regional Director of CARE Asia Regional Office, and Ms. Keoamphone Souvannaphoum, Country Director of CARE Laos.

The delegation visited the project's activity implementation site at the Luang Prabang Provincial Radio Station and met with the Provincial Radio and Television Management Committee for an exchange of lessons and experiences. Staff and media professionals from the station also participated.

Following this, the CARE delegation toured the radio station's broadcast studio where programs are produced. Concurrently, Mr. Ranew DeSilva, Chief Operating and Financial Officer of CARE USA, also took part in presenting a program alongside the radio station's host.





### Meeting to Discuss and Design the Terms and Conditions for the Green Media Product Competition

On October 14, 2025, the Lao Journalists' Association (LJA) and CARE Laos successfully concluded a meeting in Vientiane Capital to design the green media product competition under the GAMCIL Project with total of 14 participants (4 women).

The objective was to collaboratively design the terms, conditions, and standards for the news writing competition to be more comprehensive for three target groups: state journalists, Mass organizations, and civil society organizations, as well as citizen journalists.

Crucially, the competition aims to help these groups produce quality media content on green development that strictly adheres to the project's objectives. The competition will be posted online to allow interested individuals to submit their work and participate.







### Study Tour of the Southern Journalists for the GAMCIL Project

On October 16-17, 2025, Journalists from northern provinces of Laos had a special opportunity to expand their vision of green reporting through a field visit to Tad Yeung Waterfall and Monta Camping. The total number of participants was 23 people (12 women), consisting of journalist representatives from the northern, central, an southern provinces of Laos.

The objective was to open the journalists' perspectives on environmental conservation, focusing specifically on the topic of "Eco Tourism".

The project also arranged for participants to collect data and conduct interviews to study the economics that are intertwined with environmental protection. Furthermore, these activities were designed to foster unity among the journalists and to strengthen their skills in collecting data for environmental news reporting.







## Gender Equality Training for Journalists, GAMCIL Project

October 21, 2025, The GAMCIL Project organized a Training for Lao Journalists in Northern Laos on the topic “Gender Roles and Equality” in Luang Prabang Province. The training aimed to enhance participants’ understanding of gender roles and how to apply gender perspectives in media and communication work with a total of 20 people, 12 women. The training sessions were conducted through group discussions, experience sharing, and analysis of real media case studies to deepen participants’ understanding of gender representation in society and in news coverage.

The main objective of the training was to strengthen journalists’ knowledge and awareness of gender equality, enabling them to apply gender-sensitive perspectives in content production and responsible reporting. As a result, participating journalists gained more confidence and clearer understanding of gender-related issues, allowing them to communicate more effectively and extend their positive impact within their workplaces and communities.







## Study Tour of the North Journalists for the GAMCIL Project

On October 22-23, 2025, Northern journalists had a special opportunity to expand their vision of green reporting through a field visit to Kuang Si Waterfall and AgCoTech Laos Company, with a total number of 20 people (12 women), consisting of journalists from the Northern, Central, and Southern. The objective was to broaden the journalists' perspectives on environmental conservation, with a specific focus on the topic of "Conservation Tourism." The project also arranged for participants to collect data and conduct interviews to study the environmental protection, use of organic fertilizer derived from animal waste, and production of mineral salt for ruminant animals, which is beneficial to the animals and helps prevent the production of methane gas, a greenhouse gas. In addition, activities were organized to foster unity among the journalists, and the trip served to strengthen the journalists' skills in collecting data for environmental news reporting.







## Green Issues Reporting for citizen journalists

From October 27-31, 2025, the Lao Journalists Association (LJA) and CARE Laos conducted a training session for general online media users under the GAMCIL project.

The training included a total of 40 participants (23 women), with attendees coming from Luang Prabang (1), Savannakhet (1), Vientiane Province (1), Phongsaly (1), and Champasak (2).

The objectives of the training were to help participants gain a deeper understanding of current environmental issues, learn content creation and production techniques using digital tools, understand the significance of gender equality in relation to climate change and develop a plan for a green development campaign.

Subsequently, all participants produced content, including both posters and short videos, related to environmental issues and recommended approaches for addressing and preventing those problems. They utilized digital tools such as Canva, Gemini, Google Studio, SUNO, and other tools to assist in the production.



## Green Media Product Competition Ceremony 2025

The Award Ceremony was held on November 18, 2025, in Vientiane Capital.

The event was honored by the participation of the following distinguished chairpersons by Mr. Somsavath Phongsa, General Director of Mass Media Department, Propaganda and Training of Party Central Committee, Mr. Mark Gallagher, Ambassador, Delegation of the European Union to Lao PDR, Mr. Savankhone Razmounry, President of the Lao Journalists' Association and Ms. Keoamphone Souvannaphoum, Country Director of CARE International in Lao PDR.

We extend our warmest congratulations to the winners from the state journalists and the Mass Organizations/CSO and citizen journalists:

### News video production:

Ms. Pany Vilaychith, Luang Prabang Provincial Radio and Television.

Ms. Kinnaly Saiythavy, Pakpasak Technical College.

### News poster production:

Ms. Phounmano Liemxayachak, Socio-Economic

### Newspaper.

Ms. Thipphachan Phoudavong, Association for Rural Mobilisation and Improvement.

The first and second-place winners will receive the opportunity to participate in a on job training in Vietnam. This will help all participants further enhance their skills and capabilities in both knowledge and the use of digital tools to expertly produce green media content.





**Souphailin Inphouviang** from the Oudomxay Provincial Radio and Television Station has long been passionate about storytelling and community development. Through her role as a journalist, she has witnessed firsthand how people’s lives are connected to the environment — and how a lack of awareness can lead to long-term challenges.

In 2025, she joined the “Reporting Green Issues” workshop under the EU-funded GAMCIL Project, which opened her eyes to new ways of reporting on environmental topics. “Before, I mostly covered general news, but after this training, I realized how powerful environmental storytelling can be in inspiring people to take action,” she shared.



**Souphailin Inphouviang: Inspiring Environmental Awareness Through Journalism**

**Phosin** joined the gender and green citizen journalism training to better understand environmental changes and the links between personal, family, and community responsibilities. Before the training, he observed challenges in his community, such as students littering and inconsistent behaviors, which motivated him to seek solutions.

Through the training, Phosin deepened his understanding of gender equality and women’s roles in society. Field trips allowed him to experience nature—clean streams, wildlife, and lush forests—reinforcing the importance of environmental awareness. Discussions and debates helped him analyze issues critically and appreciate different perspectives.



**“From Lecturer to Green Advocate: Phosin Bounyavong’s Story”**



## Empowering Green Voices Pany Vilaychith's Journey Toward Environmental Change

In the quiet corners of Luang Prabang, Pany Vilaychith, a young woman with a passion for storytelling, discovered a new purpose through the Green Journalism Training under the GAMCIL Project, supported by the European Union.

Before joining the program, Pany had limited opportunities to share her ideas on environmental issues. "I always wanted to raise awareness, but I didn't know how to make people listen," she recalled.

The training changed everything. Through hands-on sessions, mentorship, and collaboration with other participants, Pany learned how to report environmental stories that inspire action. "I learned how to connect facts with human stories, and how to use photos and videos to make people care about nature," she said with pride.



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



Reporting and planning  
on climate change adaptation.

## 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.

## 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

## 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)