

INCEPTION REPORT

April 2024



Public Awareness Campaign on Energy Transition on Multimedia Channels

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Executive Summary

VIETNAM'S transition towards sustainable energy represents a significant undertaking. Within this context, the organization of public awareness campaigns emerges as a strategically crucial necessity to foster public support, as emphasized in various Vietnam's energy-transition related documents, including the National Action Plan on Green Growth and the Resource Mobilization Plan for Just Energy Transition Partnership Implementation. The Ministry of Planning and Investment (MPI) serves as the national focal agency for green growth and is tasked with developing and implementing a national-level green growth communication plan aligned with the National Green Growth Strategy for the 2021-2030 period, with a vision by 2050.

The "**Public Awareness Campaign on Energy Transition on Multimedia Channels**" Technical Assistance, a collaborative effort between the Energy Transition Partnership (ETP) and the Department of Industrial and Services Economy, MPI, aims to bridge knowledge gaps on energy transition and foster greater social buy-in for this critical aspect of green growth. The consortium of Art Times, Hanoi Cable Television Joint Stock Company (HanoiCab), and Energy and Environmental Investment Consulting Company (E3 Vietnam) was selected to be the implementing partner of this Technical Assistance. Over 15 months, starting from March 20, 2024, to July 20, 2025, this project seeks to empower the public with the knowledge and skills needed to actively participate in achieving the energy transition targets.

This goal will be accomplished through the following objectives:

- i. Inform the public on the different facets of the energy transition, including renewable energy technologies, policies, and regulations to support the transition, and energy efficiency practices;
- ii. Enhance the public's comprehension of their roles in the energy transition process and how they can make effective contributions; and
- iii. Motivate the public to embrace energy-conscious practices and take an active part in the energy transition.

The Technical Assistance is split into two phases, including *Planning* and *Implementation*. During the planning phase, the consortium will research and widely engage stakeholders to understand the energy landscape from the diverse viewpoints and highlight the needs and preferences. Meanwhile, the implementation phase focuses on establishing an immersive and informative environment that can foster individual changes. Multimedia channels such as TV, newspapers, and social media will be utilized to disseminate engaging content tailored to different interests and needs.



The key outputs of the Technical Assistance include:

i. Planning phase:

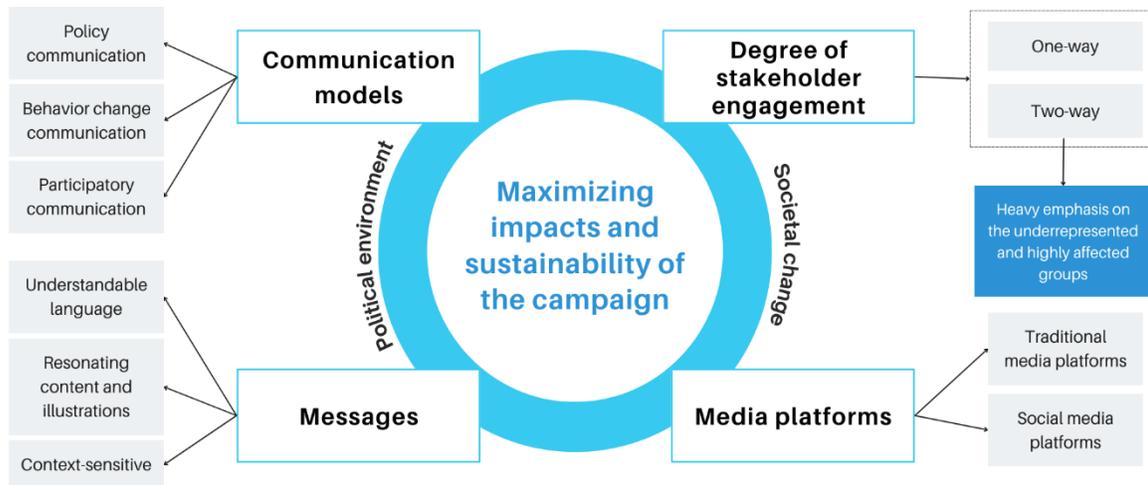
- Consultation workshops to gather inputs from various stakeholders
- A comprehensive report on audience mapping and analysis
- A detailed plan for energy transition public awareness campaigns

ii. Implementation phase:

- 50 long-form articles on energy transition
- 30 short posts in the form of infographics and short promotion videos
- 31 TV broadcasts in the form of news, reportages, panel discussions, and documentaries

Given the dynamic landscape of media engagement in Vietnam, the consortium embraces a nuanced strategy that integrates various communication models, such as behaviour change communication, participatory communication, and policy communication, to orchestrate the public awareness campaign. Our approach extends beyond information dissemination; it seeks to empower the public by fostering understanding of their role in the transition process. By providing support and empowerment, we enable individuals to make significant and tangible contributions.

Recognizing the pivotal role of stakeholder engagement, we actively involve individuals, communities, governmental bodies, business communities, and the media throughout the Technical Assistance process. Through consultation workshop and feedback mechanisms, we create opportunities for all stakeholders to provide inputs and participate in the public awareness campaign. Leveraging diverse media formats, we ensure the public awareness campaign effectively reaches a broad spectrum of audiences, spanning from experts and researchers to digitally-savvy youth, and even those who may not actively seek information. This strategic approach maximizes the campaign's impact by catering to varying levels of interest and understanding, thus significantly enhancing awareness across a diverse cross-section of society.



The methodology of the consortium revolves around four core principles: communication models, messages, stakeholder engagement levels, and media platforms. It continuously evolves and adjusts in response to the political environment and societal changes, with a particular focus on extending the duration of its impacts.

A key objective of this Technical Assistance is to ensure that the voices of various social groups, especially those who are underrepresented and significantly impacted by the energy transition—such as women, students, and workers in the energy sector—are actively heard and their needs addressed. To achieve this, our consortium is committed to employing a comprehensive and inclusive stakeholder engagement strategy. We will ensure these groups are represented in the communication products, and the messages are tailored to their interests and needs.

The campaign implementation will be closely monitored and adapted flexibly to the constantly evolving media environment and public sentiment in Vietnam. By providing information, improving understanding, and encouraging active engagement, this public awareness campaign ensures that the public not only gains knowledge about the energy transition but also becomes an active catalyst driving this transition.

This Inception Report serves as a foundational document that details the project’s methodology and goals. It outlines the initial stages and plans of the campaign and serves as a roadmap for the campaign implementation, thus providing a clear understanding of the project’s scope, approach, and expected outcomes.

Introduction and Project Background

ENERGY LANDSCAPE AND IMPORTANCE OF PUBLIC AWARENESS CAMPAIGNS IN VIETNAM



NATIONAL ENERGY LANDSCAPE

Vietnam's transition towards sustainable energy represents a significant undertaking. Within this context, the organization of public awareness campaigns emerges as a strategically crucial necessity to foster public support, as emphasized in various Vietnam's energy-transition related documents^{1,2,3,4}. Specifically, the Resource Mobilization Plan (RMP) underscores conducting public awareness campaigns as a vital component of technical assistance from now until 2030.

¹ Decision No. 280/QĐ-TTg on approval of the National Energy Efficiency Programme (VNEEP) for the period of 2019-2030.

² The 2020 Resolution of the Politburo Ref. 55-NQ/TW on the Orientation of Vietnam's National Energy Development Strategy to 2030 and Outlook to 2045 provides guidance for energy policies and programs in the country. It emphasizes the need to increase public awareness of the energy sector's roles and positions.

³ The 2011 Law No. 50/2010/QH12 on Economical and Efficient Use of Energy outlines regulations, policies, and measures to promote sustainable and efficient energy use, stressing the importance of raising public awareness about the impacts of such practices.

⁴ The 2020 Law No. 72/2020/QH14 on Environmental Protection in Vietnam regulates environmental protection activities and highlights the need for environmental education programs and human resources development to protect the environment.

Currently, awareness campaigns on energy transition matters have been organized, and the mass media has been disseminating information about the country's net-zero objectives and specific events in the energy sector. Awareness and recognition of the significance of energy issues have surfaced among the community. Nevertheless, there is a need to amplify efforts in enhancing awareness, comprehension, and actions concerning these issues. Communication initiatives regarding energy transition should go beyond introducing the concepts of 'energy transition' and 'energy issues' to communities but should also delve into motivating them to adopt sustainable lifestyles. This approach will equip individuals and communities with the requisite knowledge for making informed decisions regarding sustainable energy practices.

Addressing these gaps is crucial to empower individuals and communities with the knowledge necessary for informed decision-making regarding sustainable energy practices.

BENEFITS AND **POTENTIAL FORMS** OF PUBLIC AWARENESS CAMPAIGNS

Public awareness campaigns serve as catalysts for raising awareness among diverse demographic groups, bridging existing knowledge gaps, and enhancing overall energy literacy. By disseminating accurate and accessible information, such initiatives empower individuals to make informed choices about their energy consumption patterns. Public awareness campaigns instill a sense of urgency and collective responsibility, fostering a societal mindset of trust and support. This, in turn, promotes the advocacy for policy changes and the adoption of sustainable practices and facilitates a smoother and more widely accepted transition towards a sustainable energy landscape⁵.

In Germany, targeted campaigns aimed at elucidating renewable energy technologies' intricacies led to an informed citizenry and contributed effectively to the country's energy transition. Public awareness campaigns have also been used to promote energy efficiency in countries like Korea, Japan, and the United States⁶. In Korea, the government launched a nationwide campaign to promote energy conservation in 2008, which included a public service announcement, a website, and a mobile application. The campaign was successful in raising awareness and changing behavior, with a 10% reduction in electricity consumption in the residential sector⁷. Japan's "Team Minus 6%" campaign, initiated by the Ministry of the Environment in 2005, aimed to reduce greenhouse gas emissions by at least 6% by 2012. The campaign successfully engaged the public in adopting environmentally friendly lifestyles through employing two communication strategies: 1) Direct outreach through three main media channels targeting different demographics: Internet for youth, television for middle-aged and elderly, and newspapers for office workers. Additionally, the campaign website featured commitments from national leaders, businesses, celebrities, athletes, and even cartoon characters. 2)

⁵ Khatibi, F.S., Dedekorkut-Howes, A., Howes, M. et al. Can public awareness, knowledge and engagement improve climate change adaptation policies?. *Discov Sustain* 2, 18 (2021). <https://doi.org/10.1007/s43621-021-00024-z>

⁶ Kim, K. H. 2007. Overview on public benefit campaigns to promote energy conservation and energy efficiency.

⁷ Kim, K. H. 2007.

Leveraging existing networks, the campaign utilized media outlets, stores, and businesses to disseminate its message. It organized online events to attract television, social media, and press coverage, distributed campaign logos, and encouraged businesses to incorporate them into products to enhance visibility⁸.

Public awareness campaigns can take various forms, each tailored to address specific aspects of knowledge dissemination, engagement, and behavioral change. Some of the most common ones are demonstrated in Table 1.

Form	Description
Workshops and seminars	Typically conducted at community centers, schools, and workplaces, these provide interactive platforms for disseminating information on sustainable energy practices. These sessions can include expert-led discussions, demonstrations, and Q&A sessions, fostering direct engagement and knowledge exchange. They can be in-person, online, or hybrid.
Multimedia campaigns	These campaigns can use television, radio, and social media platforms to reach diverse audiences. Short informational videos, infographics, and interviews with experts can effectively convey key messages, making complex energy concepts more accessible to the public.
Educational campaigns	These typically involve developing educational materials such as brochures, posters, and infographics to distribute information in schools, universities, workplaces, and public spaces.
Public art installations and exhibitions	These art installations, exhibitions, or public displays can convey messages and engage the community in meaningful conversations.

Table 1: Common forms of public awareness campaigns

⁸ Vu, T. A. 2024. Global communication model to improve knowledge on climate change and reference values for Vietnam.

As Vietnam endeavors to shift away from fossil fuels toward renewable energy sources, public understanding of these complexities is indispensable. However, a pronounced disparity exists, marked by a distinct challenge in achieving an equitable distribution of information related to energy. This divergence is evident across various demographic groups, emphasizing the importance of targeted interventions to ensure just energy transition in Vietnam⁹. Tailoring content to the public's needs, utilizing comprehensible languages, and considering different target groups and contexts in campaign strategies can contribute to a more inclusive approach and ensure that the benefits of sustainable energy practices are accessible to all segments of Vietnamese society.

In Vietnam, utilizing multimedia channels for public awareness campaigns is deemed the most suitable approach, considering the dynamic media landscape and the perceived impact of policy communication¹⁰. Prime Minister Pham Minh Chinh emphasized that innovative information and communication work are a key task for government agencies and localities in fulfilling their political responsibilities, which can unlock significant resources and enhance policy efficiency¹¹. On March 21, 2023, the Prime Minister signed Directive No. 7/CT-TTg on Enhancing Policy Communication with the goal of ramping up the policy communication efforts.

To maximize the impact of the public awareness campaign, it is crucial to grasp the intricacies of Vietnam's media landscape. Within this hierarchical structure, different entities hold distinct roles and responsibilities, all aimed at reinforcing the party's ideological foundation and fostering societal consensus. Oversight of broadcast media lies primarily with the Ministry of Information and Communication (MIC) and the leading agency responsible for the task of developing and implementing a national-level green growth communication plan aligned with the National Green Growth Strategy for the 2021 – 2030 period, with a vision to 2050 (Figure 1).

⁹ Neefjes, K., and Dang, T. T. H. Towards a Socially Just Energy Transition in Viet Nam. <https://library.fes.de/pdf-files/bueros/vietnam/13684.pdf>.

¹⁰ Policy communication is the process of conveying the messages, mechanisms, and policies of the government and administrative agencies to the public. Effective policy communication will help citizens understand, participate, collaborate, and consent during the policy implementation process. Policy communication is an essential part of the communication activities of the Party and the State, including government communication, which plays a crucial role.

¹¹ Government News. 2022. Prime Minister Pham Minh Chinh: Effective policy communication will unlock significant resources.

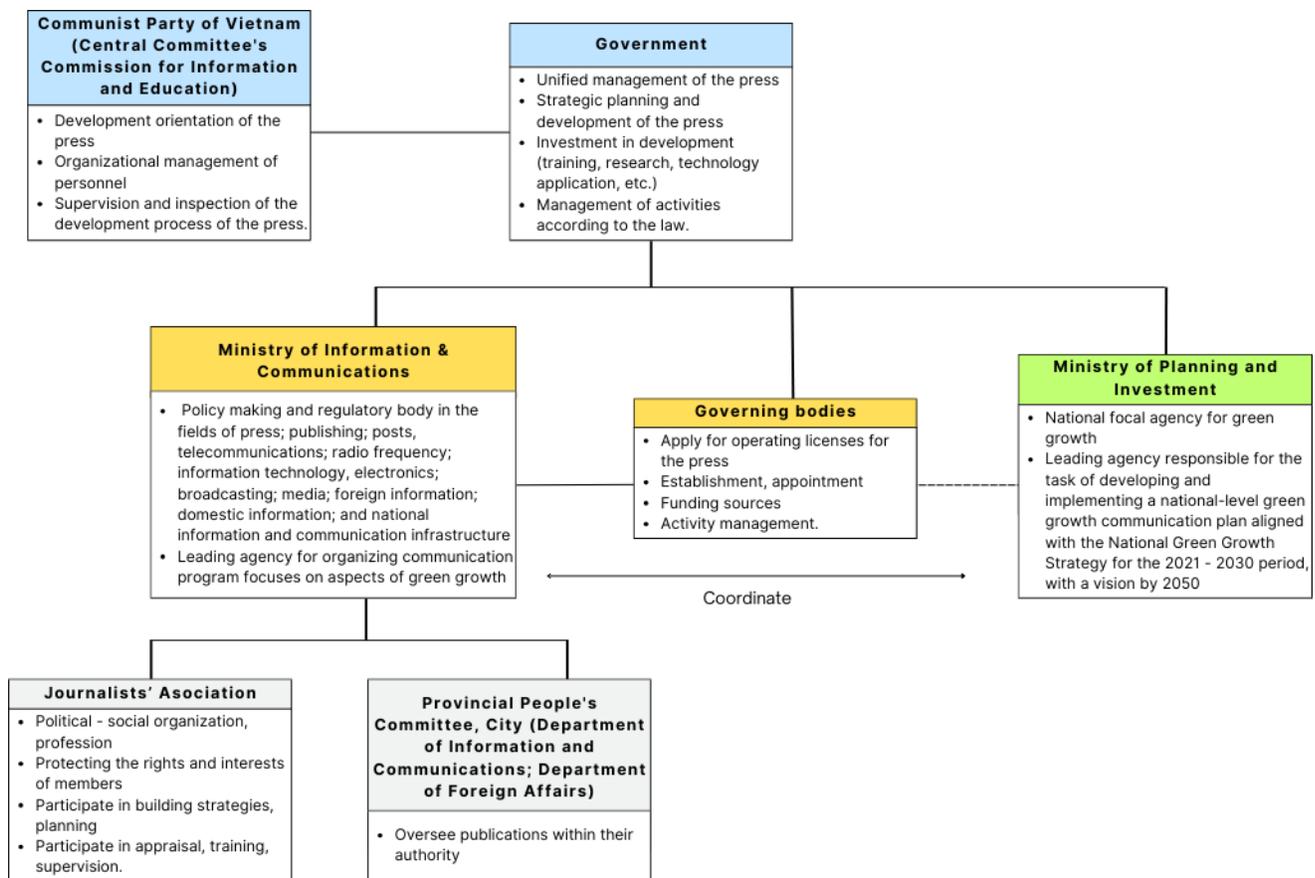


Figure 1: Media management model in Vietnam and the role of MPI as the leading agency for developing and implementing a national-level green growth communication program

According to MIC's data, Vietnam boasts 808 media agencies, encompassing 138 newspapers and 670 magazines. Among these, six major multimedia agencies—Nhan Dan Newspaper, People's Army Newspaper, People's Police Newspaper, Vietnam News Agency, Vietnam Television (VTV), and Voice of Vietnam (VOV)—play pivotal roles. Within this group, 15 media agencies, including 11 newspapers, 3 magazines, and VTC Digital Television, receive special attention for development and direction. Particularly, Vietnam Television (VTV) serves as the national TV provider, operating under government control with a network of channels distributed through regional broadcasting centers. This programming reaches audiences nationwide through provincial and municipal TV stations. On the other hand, Voice of Vietnam, the national radio broadcaster, extends its influence via AM, FM, and shortwave stations across Vietnam. Overall, in terms of traditional media platforms, Vietnam is home to 127 newspapers and 670 magazines, covering a wide range of topics from politics and science to literature and the arts¹².

¹² Trinh, T. T. 2023. Complete the agreement of media agencies according to the development plan. Digital Magazine of Information and Communication.

In 2022, there are approximately 76.95 million social media users, equivalent to 78.1% of the population, representing a 5 million increase from 2021¹³. This makes social media platforms a vital source of information for the people. Hence, in addition to traditional communication channels, social media platforms like Facebook, Zalo, and YouTube are extensively utilized to improve information dissemination and facilitate deeper interaction with the public. Numerous Facebook pages, Zalo groups, and various online platforms established and managed by both central and local government bodies play a significant role in disseminating policy information and offering guidance to citizens across various economic and social spheres. Figure 2 below illustrates the distribution of respondents across different social media platforms. Leveraging these platforms enables the public awareness campaign to reach a diverse range of Vietnamese demographics.

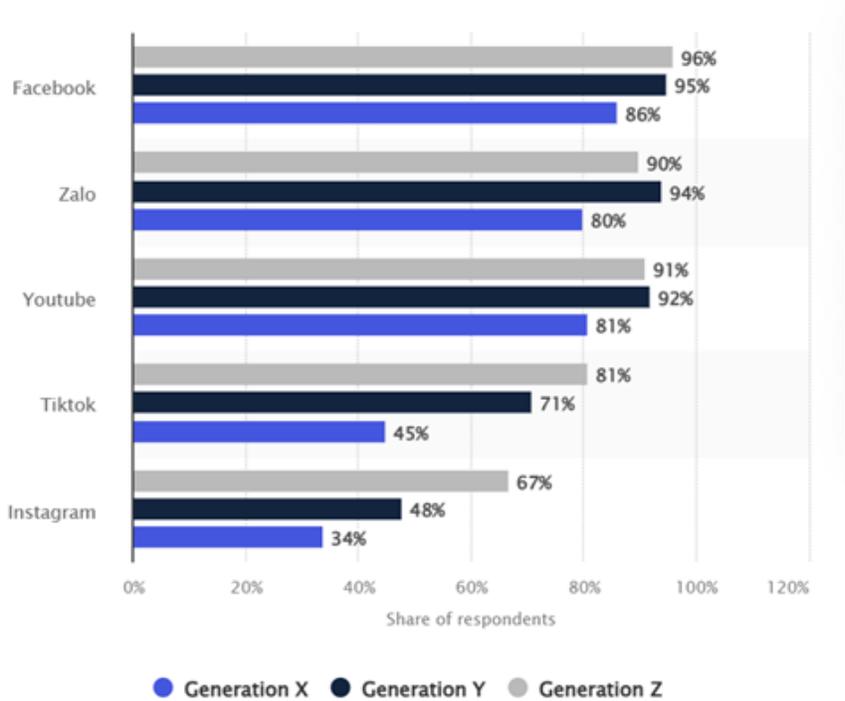


Figure 2: Frequently used social media platforms by generations in Vietnam¹⁴

¹³ Digital 2022: Vietnam.

¹⁴ Decision Lab

In Vietnam, communication should prioritize the people, empowering them and aligning with their interests. To achieve effective communication, it is crucial to employ scientific methods tailored to the specific circumstances and the audience, in line with the content being conveyed.

Embracing creativity is key; innovating both content and forms of communication ensures information is easily comprehensible, actionable, and accessible, fostering voluntary compliance. This entails fostering shifts in awareness, promoting self-motivated learning, and ensuring citizens have full access to legal information to align lifestyles and work with the law. Providing accurate, unbiased information is paramount. Furthermore, alongside traditional media, leveraging social networks and new media platforms is essential for widespread dissemination and promotion of communication. Communication should aim to ensure that the people are informed, understand, trust, follow, participate, and benefit from the policies or initiatives implemented¹⁵.



Figure 3: Communication needs to prioritize the people and should be created for the people. Source: Nguyen Thi Thanh Thuy 2023

¹⁵ Nguyen Thi Thanh Thuy. 2023. Policy communication needs to orient towards the people. Academy of Journalism and Communication.

Scope of services

The Ministry of Planning and Investment (MPI) serves as the national focal agency for green growth and is tasked with developing and implementing a national-level green growth communication plan aligned with the National Green Growth Strategy for the 2021-2030 period, with a vision by 2050¹⁶.

The **"Public Awareness Campaign on Energy Transition on Multimedia Channels"** Technical Assistance, a collaborative effort between ETP and the Department of Industrial and Services Economy (DISE), MPI aims to fill the knowledge gaps on energy transition among various social groups in Vietnam and foster greater social buy-in for this critical aspect of green growth. The consortium of Art Times, Hanoi Cable Television Joint Stock Company (HanoiCab), and Energy and Environmental Investment Consulting Company (E3 Vietnam) was selected to be the implementing partner of this Technical Assistance. Over 15 months, starting from March 20, 2024, to July 20, 2025, this project seeks to empower the public with the knowledge and skills needed to actively participate in achieving the energy transition targets. This goal will be accomplished through the following objectives:

- i. Inform the public on the different facets of the energy transition, including renewable energy technologies, policies, and regulations to support the transition, and energy efficiency practices;
- ii. Enhance the public's comprehension of their roles in the energy transition process and how they can make effective contributions; and
- iii. Motivate the public to embrace energy-conscious practices and take an active part in the energy transition.

The Assignment consists of eight deliverables, for which we will provide a detailed explanation of our approach following the methodology and work plan section. Table 2 presents the deliverables of this project.

¹⁶ Task 2.2.1. in Decision 882/QD-TTG on Approving the National Action Plan for Green Growth in 2021 – 2030 Period Issued on 22 July, 2022.

No.	Deliverables
1	D. 1 - Inception Report With A Detailed Work Plan
2	D. 2 - Two Consultation Workshops and Two Workshop Reports to be submitted after each workshop
3	D. 3 - A Comprehensive Report On Audience Mapping And Analysis
4	D. 4 - A detailed plan for energy transition public awareness campaigns
5	D. 5 - 50 article products
6	D. 6 - 30 short posts in the form of infographics and short promotion videos on social media platforms.
7	D. 7 - 31 broadcasts on TV channels
8	D. 8 - Grand final report and final workshop
Contract Monitoring Requirement	<p>Monthly Progress Report (Internal-facing reports)</p> <p>In addition to the listed deliverables, the consultant will need to provide monthly progress reports as per the provided template. Failure to submit this report will result in the payments being withheld.</p>

Table 2: Deliverables of the project

Methodology and workplan

METHODOLOGY

The methodology of the consortium revolves around four core principles: communication models, messages, degree of stakeholder engagement, and media platforms. It continuously evolves and adjusts in response to the political environment and societal changes, with a particular focus on extending the duration of its impacts.

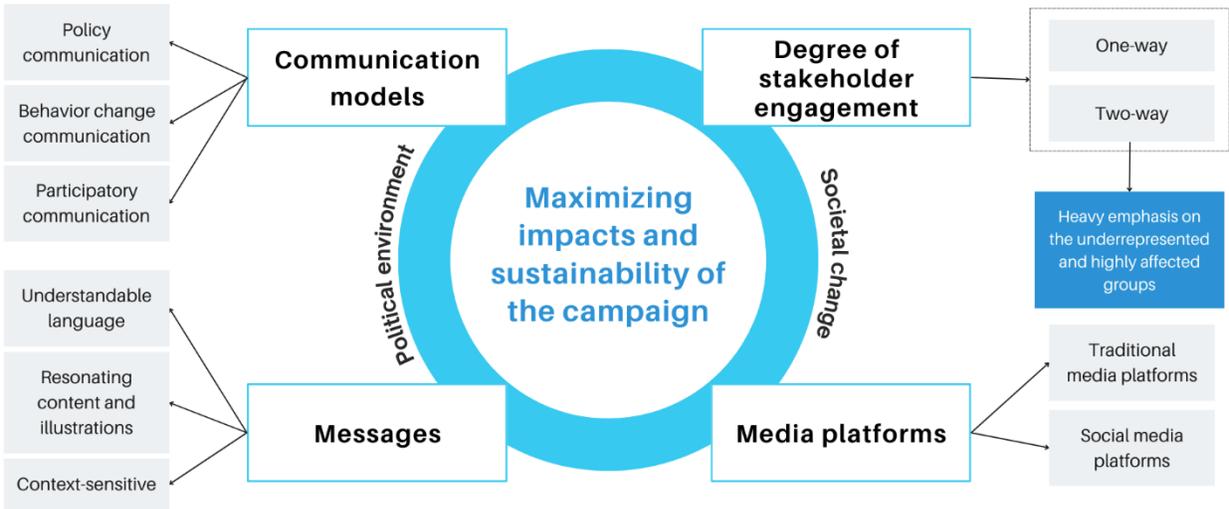


Figure 4: Methodological framework of the project focuses on four principles: communication models, messages, degree of stakeholder engagement, and media platforms

INTEGRATION OF VARIOUS COMMUNICATION MODELS FOR EFFECTIVE INFORMATION COMMUNICATION AND EMPOWERMENT

Energy transition communication in Vietnam necessitates a nuanced approach that involves selecting or integrating various communication models to address the multifaceted challenges posed by climate change. The consortium employs a strategic approach that integrates behavior change communication, participatory communication, and policy communication. By incorporating these, the communication process becomes more inclusive, fostering a two-way dialogue among individuals, communities, non-governmental organizations, and government bodies.

The objectives of our approach extend beyond simply imparting knowledge; we aim to deliver practical values that resonate with the public to influence perception and behavior, and to promote

engagement from relevant stakeholders. This engagement facilitates dialogue, mutual learning, and experience sharing, thereby fostering trust and social buy-in for energy transition-related policies from the public.

EMBRACE BOTH ONE-WAY AND TWO-WAY COMMUNICATION MODEL AND ENCOURAGING DIVERSE VOICES, ESPECIALLY FROM THE UNDERREPRESENTED AND HIGHLY AFFECTED GROUPS

Effective energy transition communication requires the active participation of diverse stakeholders, including the public, governmental entities, businesses, and academia. In addition to the traditional one-way communication model, we embrace a two-way approach that encourages dialogue and collaboration on energy transition issues through organizing consultation workshops. These allow us to seek different opinions on the campaign planning phase and inputs from audience throughout the campaign implementation. Particularly, we will use online media platforms to encourage citizens to provide feedback and suggestions for the content disseminated. This not only contributes to raising awareness of energy issues but also makes them more relatable and intertwined with people's daily lives.

A key objective of this Technical Assistance effort is to ensure that the voices of different social groups, particularly those underrepresented and significantly impacted by the energy transition—such as women, students, and workers in the energy sector—are actively heard and their needs addressed. To achieve this, our consortium will employ a comprehensive and inclusive stakeholder engagement strategy and ensuring these groups are represented and considered in all our activities. To customize content for specific groups and guide later stages of the process, we will disaggregate data during audience mapping and analysis. This involves breaking down data into categories such as gender, age, and occupation.



TAILORING MESSAGES



Messaging in energy transition communication should leverage stories and illustrations that resonate with people, enabling them to understand and witness the impacts of climate change within their local communities. While urgency is a key aspect, it is essential to connect daily priorities with positive actions on energy transition. We will tailor the communication messages to the local context of each community, ensuring they are easily

understandable and relatable. Engaging stakeholders, fostering connections between local organizations and communities, and addressing local livelihood issues through messaging are our approaches for effective communication in Vietnam.

INTEGRATING DIFFERENT MEDIA PLATFORMS

The consortium will leverage the traditional and social media platforms, including press, broadcasting, and social media platforms. Feedback and impact tracking mechanisms will be implemented to solicit suggestions and comments from the audience and improve the impacts of the works. Embracing both one-way and two-way media channels and different media dissemination methods allow the consortium to reach a wide range of communities, including women, the elderly, and those with limited access to certain types of media platforms.

MAXIMIZING THE IMPACTS AND SUSTAINABILITY OF THE CAMPAIGN

We are committed to ensuring the sustainability and scalability of the project. To maximize the broad and lasting impact of all our products, we will make the materials accessible and publish them on digital platforms, including all proposed channels. Additionally, through various communication events, we will promote the use and accessibility of these materials.

WORKPLAN

Figure 3 delineates the deliverables, activities to achieve them, and deliverable submission date.

Activities	Working timeline	Submission deadline
Deliverable 1: Inception report with a detailed work		
Prepare the inception report	31 March – 20 April 2024	20 April 2024
Slides and translations		
Submit the inception report and incorporate any comments from stakeholders		
Deliverable 2: Consultation workshops and workshop reports		
Prepare for the consultation workshop in Hanoi	31 March – 20 April 2024	20 April 2024 (first workshop)
Conduct the consultation workshop in Hanoi		
Submit the post-workshop report for the one in Hanoi		
Prepare for the consultation workshop in HCM City		20 May 2024 (second workshop)
Conduct the consultation workshop in HCM City		
Submit the post-workshop report for the one in HCM City		
Deliverable 3: A comprehensive report on audience mapping and analysis		
Conduct literature review and gather expert and stakeholder insights to understand the landscape	April – May 2024	20 July 2024
Develop a culturally sensitive methodology, incorporating local partnerships and community engagement strategies	April – May 2024	
Using stakeholder insights, develop key parameters relevant to the Vietnamese context	April – May 2024	
In addition to D.2. insights, conduct a mix of online surveys and interviews to understand diverse insights	May – June 2024	
Identify multimedia channels for social groups based on the results of literature review and data collection	May – June 2024	

Analyze data based on parameters identified in step 3	June – July 2024	
Verify the findings through engaging with experts	June – July 2024	
Deliver and submit the report	July 2024	
Deliverable 4: Detailed plan for energy transition public awareness campaigns		
Consult with relevant stakeholders	July – August 2024	
Compile insights from previous deliverables (1, 2, and 3)	July – August 2024	
Develop specific topics based on literature review, previous steps (surveys, interviews, and consultation workshops), and the current interests based on the flow in the media	July – August 2024	
Create a specific plan for 50 articles (including proposed content, key messages, potential impacts, dissemination method, key design)	August – September 2024	20 September 2024
Create a specific plan for 30 short posts on social media platforms (including proposed content, key messages, potential impacts, dissemination method, key design)	August – September 2024	
Create a specific plan for 31 broadcasts (including proposed content, key messages, potential impacts, dissemination method, key design)	August – September 2024	
Develop a communication roadmap for all products	August – September 2024	
Develop and submit the report	20 September 2024	
Deliverable 5: 50 article products		
Draft the articles	20 October – 20 June 2025	20 October – 20 June 2025
Disseminate the articles (1-2 article(s)/ week)		
Track impact of the products		
Deliverable 6: 30 short posts in the form of infographics and short promotion videos on social media platforms.		

Draft the short posts (infographics and short promotional videos)	20 October – 20 June 2025	20 October – 20 June 2025
Disseminate the posts (one product/ week)		
Track impact of the products		
Deliverable 7: 31 broadcasts on TV channels		
Draft the broadcast	20 October – 20 June 2025	20 October – 20 June 2025
Disseminate the broadcast (one product/week)		
Track impact of the products		
Deliverable 8: Grand final report and final workshop		
Draft and submit the grand final report and incorporate any feedback as needed	July 2025	20 July 2025
Prepare for the final workshop		
Organization of the final workshop		
Develop and submit the final workshop report		
Revise the grand final report based on any new feedback and insights from the final workshop		
Monthly Progress Report		
Develop and submit the monthly progress report	Every month	Every month

Table 3: Workplan with detailed activities to achieve every deliverable

Detailed approach

In this section, we describe in detail our approach for each deliverable. In addition, we will highlight the following aspects:

1. Our stakeholder engagement strategies that will enhance public involvement and expand the project's outreach;
2. Our collaborating entities, news agencies, and broadcasters, carefully selected to ensure the project reaches its maximum potential in terms of reach and impact (Refer to Table 13 for a summary of all collaborating agencies along with the specific rationale);
3. A discussion of the potential impacts of our approach;
4. Methods outlined for monitoring and ensuring the desired impacts; and
5. An explanation of why our approach is well-suited for the Vietnamese context.

PLANNING PHASE

DELIVERABLE 1 – INCEPTION REPORT WITH A DETAILED WORKPLAN

Key task: The consortium develops a comprehensive Inception Report.

Purpose: This report will serve as a foundational document that outlines the consortium's methodology to deliver the deliverables. It further highlights the goals, expectations, and potential impacts of the project. The report serves as a roadmap for project implementation, thus providing a clear understanding of the project's scope, approach, and expected outcomes.

Timeline: Month 1 (April 2024)

Monitoring method: The monitoring and evaluation framework of this Inception Report, coupled with our own project management indicators outlined in the Quality Assurance Plan section, will serve as the guidance for monitoring progresses of the project. The Contract Manager will keep track and be the focal point for all issues regarding impact and outcome monitoring.

Our approach: This inception report was developed based on the requirements set out in the Terms of Reference by ETP. The consortium solicited feedback on our approach via the kick-off meeting with ETP on 2 April, 2024 and technical meeting with the DISE, MPI on 5 April, 2024. The meeting minutes for these two meetings can be found in the Annex section.

DELIVERABLE 2 – TWO CONSULTATION WORKSHOPS AND A WORKSHOP REPORT TO BE SUBMITTED AFTER EACH WORKSHOP

Key task: We will organize and conduct two consultation workshops to gather input from relevant stakeholders.

Purpose: These workshops will focus on refining the proposed methodology for campaign execution, strategizing the dissemination of campaign materials, and identifying key thematic areas for the campaign.

Monitoring Impact: Throughout the consultation workshops, we will integrate and implement real-time monitoring mechanisms to assess participant engagement and gather feedback. Details on this are provided below. In addition, we will conduct follow-up consultation meetings with key stakeholders outlined in Table 13, as well as important stakeholders emerging from the workshops.

Pre-, post-, and onsite media relations (e.g., pre-event press release, post-event news distribution, onsite interviews, onsite media activities, etc.) will be conducted to increase and retain interest in participants. Detailed description can be found below.

Expected impact of our approach: Increased interest and participation in the public awareness campaign, constructive feedback for the detailed development of the campaign.

Timeline: Month 1 (April 2024) for both workshops to ensure effective event dissemination and momentum

Our approach:

LOGISTICS AND PLANNING

The consortium will develop the planning details and associated materials of the workshops (e.g., participant list, draft invitation letter). Regarding participant invitation, we will conduct a thorough stakeholder analysis to identify and invite representatives from diverse groups, including government, industry, academia, and the public. We will leverage our networks and establish clear communication channels for participant outreach, including email invitations, phone calls, and official correspondence.

The general details for the workshops will be:

- **Mode:** hybrid mode
- **Location:** one in Hanoi and one in Ho Chi Minh City
- **Duration:** half a day
- **Number of participants:** a minimum of 100

- **Invitees:** relevant stakeholder groups, including governmental officials, industry stakeholders, businesses, academia, development partners, provincial leaders, non-governmental organizations, associations (youth, professional, etc.) and media representatives (40% must be women participants).
- **Thematic focus areas:** Tentatively, we propose that the workshop addresses the following topics:
- **Participant engagement strategies:**
 - *Before the events*, we will reach out to our networks, key consultation partners described above, and distribute information on the events and campaigns to raise awareness and increase participation rate. We will also visit schools, community centers and districts, and distribute leaflets to those areas to widen the impact and reach.
 - *During the events*, expert-led presentations, interactive tools such as polls, Q&A sessions, and breakout discussions will be used to encourage participation. This approach ensures active participation from all participants, allowing us to gather extensive feedback. We will guide the conversation on methodology and key topics without imposing specific themes and give participants the chance to reflect on their preferences. This ensures that our campaign is crafted collaboratively and reflects the needs of the community.
 - *After the events*, we will send a follow-up and thank-you email to all participants to retain the connection and maximize the impact of the event.
- **Media and communication strategies:** To increase the reach of the project, we will publish a press release on a major newspaper prior to the launch of the consultation workshop and promote the event using our networks. Afterwards, we will publish the press release with outcomes on major newspapers. An on-site press kit will be distributed to all participants and thank-you follow-up emails will be sent. Onsite media relations will be done to increase interest about the event.
- **Monitoring and feedback mechanism:** We will implement real-time monitoring mechanisms to assess participant engagement and gather immediate feedback. We will use surveys, polls, and live chat features to collect insights during the workshop. We will allocate time at the end of each session for participants to provide verbal feedback or raise additional points. We will also conduct follow-up consultation meetings with important stakeholders. Initially, we identify the following as consultation partners: Department of Industrial and Services Economy, MPI, Authority of Press, MIC, etc. Detailed information is provided in Table 13.

- **Gender consideration:** We will infuse a proactive gender-sensitive approach throughout the workshop planning and execution.
 - During participant outreach, we will invite a diverse group that *includes women representatives* from governmental agencies, industry stakeholders, businesses, academia, and media. We aim for *a minimum of 40% women participants* to ensure a balanced and inclusive dialogue.
 - We will integrate a gender lens into the agenda by *including discussions that specifically address gender-related aspects of the public awareness campaign*.
 - We will ensure *all communication, both pre-event and during the workshop, uses inclusive language and representation*.
 - We will facilitate discussions on how the campaign can address gender-specific challenges and opportunities and gather input on tailoring communication strategies to be inclusive and accessible to diverse gender groups.
 - We will use interactive tools that facilitate input from all participants, ensuring a balanced representation of views.

POST-WORKSHOP REPORT

One week after each consultation workshop, we will submit a comprehensive post-workshop report. This report should cover essential components, including:

- **Description of the Workshop:** Provide background information, objectives, and details about the organization of the workshop.
- **Workshop Agenda and Participant Components:** Detail the agenda and list participants, specifying their roles and affiliations.
- **Workshop Proceedings:** Summarize presentations, highlight key points raised, share important insights, and outline significant outcomes or decisions.
- **Gender Considerations:** Address gender considerations, ensuring a minimum of 40% women participants, and detail how gender inclusivity was incorporated.
- **Stakeholder Engagement:** Describe how various stakeholders were engaged throughout the workshop.
- **Monitoring and Implementation:** Outline plans for monitoring progress and implementing feedback received during the workshop.

- **Media and Communication:** Detail how media and communication strategies were employed during the workshop.
- **Conclusion and Next Steps:** Provide a conclusion summarizing the workshop's outcomes and outline the subsequent steps in the project.
- **Annexes:** Include supporting materials such as presentation slides, workshop handouts, a gender-aggregated participant list, a list of comments, and any other relevant documents.

DELIVERABLE 3 – A COMPREHENSIVE REPORT ON AUDIENCE MAPPING AND ANALYSIS



Figure 5: Different community components that are affected and affect the just energy transition.

Key task: We will develop a report on audience mapping and analysis that identifies interests, needs, knowledge gaps, and categorizes the public into specific groups for targeted communication.

Purpose: The purpose of this exercise is to systematically understand and categorize the characteristics, behaviors, preferences, and needs of various segments of a population. This strategic process will ensure that the messages and communication products effectively resonate with specific groups.

Timeline: Month 4 (July 2024)

Monitoring Impact: We will conduct consultation meetings with key stakeholders outlined in Table 13 to ensure that our results are relevant and correct. Through the survey and interview results, we

will also understand the potential impact of the campaign and the work that needs to be done. We will follow up with the consulted stakeholders to confirm results and maintain their interest in the work.

Expected impact of our approach: Comprehensive audience mapping and analysis that will provide valuable inputs for the next deliverables; increased interest and awareness on the public awareness campaign by surveyed/ interviewed stakeholders.

Our approach:

We will use a mixed-methods approach that integrates both quantitative and qualitative data collection techniques. In addition to the insights gathered during the two consultation workshops (Deliverable 2), we will leverage surveys, interviews, social listening tools¹⁷, pool of experts to gather comprehensive insights. Vietnam’s context will be a key consideration during stakeholder mapping and analysis.

To be specific, we will conduct eight steps as shown in the below figure:

¹⁷ We will track the mentions of energy topics and analyzing online discussions across different platforms to further identify themes, trends, and sentiment surrounding energy issues.

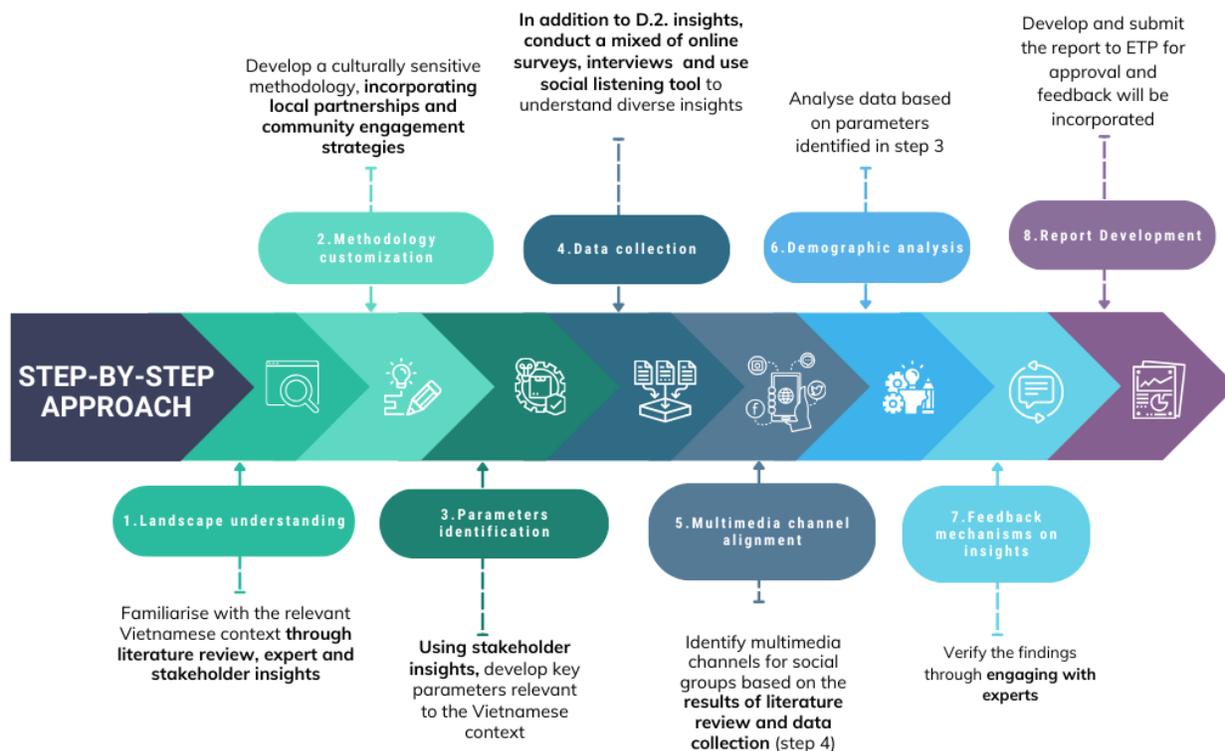


Figure 6: Step-by-step approach for completing deliverable 3.

This step-by-step approach will ensure a methodologically sound and culturally relevant audience mapping and analysis process tailored to the Vietnamese context. The following section provides the detailed description for each step.

STEP 1: LANDSCAPE UNDERSTANDING

- Objective: Familiarize with Vietnam's socio-economic landscape, energy consumption patterns, and cultural nuances.
- Action: Conduct a comprehensive review of relevant data, reports, and literature to grasp the unique characteristics shaping the Vietnamese context.

In the context of Vietnam, we have compiled and presented Figure 7 to provide a concise overview of Vietnam’s demographics and media use.

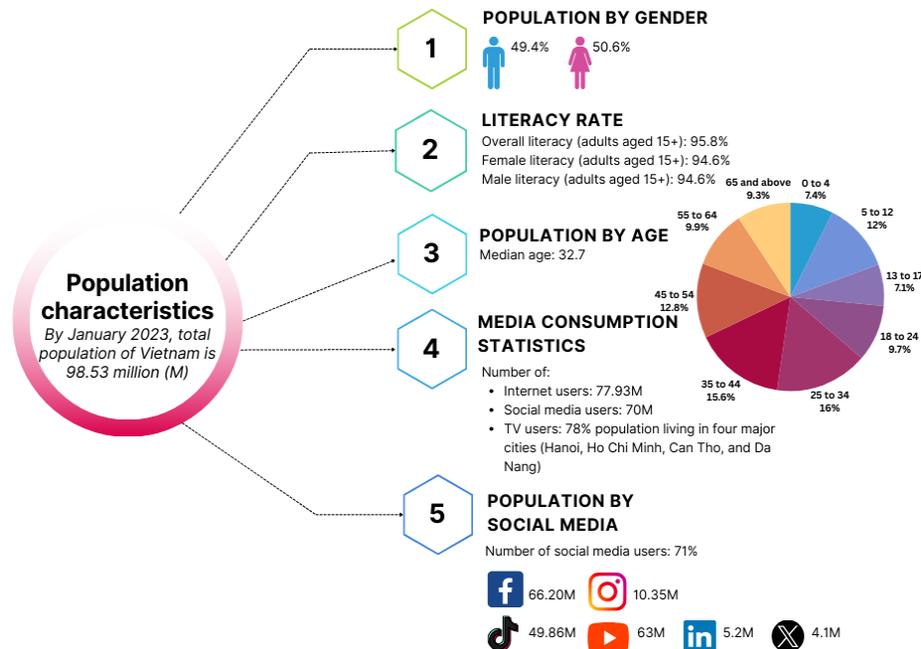


Figure 7: Overview of the Vietnamese demographics and media landscape. *Source:* Authors' compilation and illustration based on Thao Nguyen⁹ and Datareportal¹⁰

DEMOGRAPHICS

Vietnam boasts a diverse demographic profile marked by a population exceeding 96 million people. The distribution spans various age groups, with a significant portion of the population concentrated in the younger age brackets. The gender composition is fairly balanced. Additionally, Vietnam has made considerable strides in education, with a commendable literacy rate indicative of the nation's commitment to fostering knowledge and development. Particularly, since 2010, female literacy has been consistently high¹⁸. These demographic facets collectively contribute to the dynamic and evolving social fabric of Vietnam.

PATTERNS OF MEDIA USE

In January 2023, a notable 89.8 percent of Vietnam's overall internet users, irrespective of age, actively engaged with at least one social media platform. Within this demographic, 50.6 percent were female, and 49.4 percent were male.

Regarding social media behaviors, Facebook has surpassed YouTube to claim the top spot with 93.8% of users using it regularly every month, while Zalo has secured the second position with 91.3%. Following closely are Facebook Messenger, TikTok, Instagram, X (formerly known as Twitter), and more.

¹⁸ Global Data. Female literacy rate in Vietnam (2010 - 2021, %).

Watching television in Vietnam is viewed as a communal activity, with over 90 percent of households indicating that they engage in this form of entertainment collectively with family and friends¹⁹.

ANALYSIS OF SOME SOCIAL GROUPS TO ENGAGE IN VIETNAM

Gender

Examining the gender dimension, despite the notable representation of women in Vietnam's business community, serving as influential figures and role models for the younger generation, the participation and leadership of women in the country's energy sector remain limited. The workforce's strong and growing representation of women, with women-owned and women-run businesses increasing from 4% to 25% between 2009 and 2021, stands in contrast to the challenges faced by women in attaining leadership positions within the energy industry, a heavily male-dominated one.

Furthermore, the influence of gender and regional factors on energy literacy is discernible. Women exhibit a greater inclination to enrol in energy-saving courses, and individuals residing in rural areas demonstrate a stronger desire to increase their energy knowledge, emphasizing regional variations in energy literacy.

Youth

The United Nations Development Programme (UNDP) underscores the critical role of youth in propelling the just energy transition, recognizing the imperative of providing energy education, including tools and technical guidance to facilitate active engagement in policy-making and strategic youth initiatives, for young people.

In recent studies, the level of energy literacy among high school students in Vietnam has come to the forefront. Researchers from the Vietnam National University, Hanoi found that a significant proportion of Vietnamese students, approximately 83%, exhibited a low level of energy knowledge, highlighting a pronounced gap in understanding energy-related concepts and practices. This knowledge deficit underscores the need for comprehensive initiatives to bridge the gap between students' aspirations and their actual energy literacy levels.

A significant insight from studies is the substantial role of mass media as the primary source from which students acquire energy-related knowledge. These findings hold implications for both energy policy and educational strategies, emphasizing the need to address the knowledge gap among students while recognizing the importance of media channels for disseminating information and promoting energy-saving practices.

Ethnic minority groups

Turning attention to marginalized groups, particularly the 53 officially classified ethnic minority groups in Vietnam, social and economic marginalization persists, contributing to a widening gap with the ethnic majority. Notably, ethnic minority women and girls face heightened challenges, experiencing

¹⁹ Tuoi Tre News. 2021. Vietnam leads Asia-Pacific region in viewership on connected TV: Youtube.

limited access to education, productive assets such as land, and livelihood opportunities. The stark poverty rates among ethnic minorities, with a regional poverty rate of 73% and an extreme poverty rate of 45.5%, illuminate the pressing need for inclusive energy education strategies to uplift these communities.

Decision-makers

Emphasizing energy literacy among policymakers becomes paramount, as informed decision-making at this level can significantly influence the development and implementation of energy policies. Integrating energy education into formal and informal channels for policymakers is essential to fostering an environment conducive to sustainable energy practices and initiatives.

Industries and businesses

Industries and businesses constitute another critical segment requiring focused energy education efforts. Enhancing the understanding of sustainable energy practices within these sectors can lead to the adoption of cleaner technologies, energy-efficient processes, and environmentally responsible policies.

STEP 2: METHODOLOGY CUSTOMIZATION

- Objective: Tailor the methodology to align with Vietnam's unique characteristics.
- Action: Develop a bilingual and culturally sensitive methodology, integrating local partnerships and community engagement strategies.

Based on our experiences and the results of Deliverable 2 we will identify all potential stakeholders relevant to the project and develop surveys and interviews to identify their specific interests, needs, and knowledge gaps, and to categorize them into specific groups for targeted communication. The survey will also include parameters outlined in step 3. The insights from these methods will complement Deliverable 2.

SURVEY

We will develop a survey and roll it out in an accessible and user-friendly online survey platform that suits the preferences and demographics of your audience. We will promote the survey through diverse channels, regularly monitor responses, and analyze them to ensure they contribute effectively to the audience mapping and analysis.

- **Targeted stakeholders:** government officials, energy industry professionals, academia, local community members, etc. to capture a comprehensive range of perspectives
- **Recruitment and invitation:** email, social media, and collaboration with the local community centres

- **Data collection method:** online and paper surveys. We will reach out to our networks, key consultation partners described above, and distribute information on the campaigns to raise awareness and increase participation rate in the survey. We will also visit schools, community centers and districts, and distribute leaflets to those areas to widen the impact and reach.
- **Main covered topics:** common concerns and interests

INTERVIEWS

In addition to surveys, a targeted approach will be taken through one-on-one interviews. This personalized method allows for in-depth exploration of individual perspectives, concerns, and insights on the needs and expectations of the public awareness campaign.

- **Targeted stakeholders:** influential figures, including government representatives, industry leaders, experts in energy transition, community leaders.
- **Recruitment and invitation:** communication channels will be direct outreach, official invitations, and collaboration with relevant associations
- **Data collection method:** online and in-person interviews. We will reach out to our networks and key consultation partners described above to gather insights. We will also visit schools, community centers and districts, and conduct interviews with those available.
- **Main covered topics:** in-depth exploration of challenges and opportunities regarding energy transition in Vietnam, knowledge gaps in Vietnam, etc.

STEP 3: PARAMETERS IDENTIFICATION

- Objective: Define key parameters considering the Vietnamese context.
- Action: Identify factors like regional variations, cultural influences, and specific gender dynamics within Vietnam, tailoring questions accordingly.

Understanding the socio-economic landscape, cultural nuances, and behavioral patterns of the target audience is a critical precursor to designing an effective public awareness campaign on sustainable energy practices. The identification of parameters plays a crucial role in this process, providing us with a comprehensive framework to tailor messages that resonate with the diverse demographic and cultural fabric of Vietnam. Based on our experiences, research, and consultation with our experts, we have identified six relevant parameters to focus on.

Parameter	Rationale
<i>Demographic</i>	<i>Demographic factors, including age, gender, and occupation, serve as foundational pillars for audience segmentation. The nuances</i>

	within demographic groups influence the reception and interpretation of messages, necessitating tailored campaigns to address the specific needs and preferences of distinct segments.
<i>Geographic</i>	Geographic considerations are crucial in the context of Vietnam's diverse regional landscapes. It is crucial to understand the regional variations in energy consumption patterns, environmental concerns, and socio-economic contexts. Tailoring campaigns to address the unique challenges and opportunities in different regions enhances the relevance and efficacy of sustainable energy messages.
<i>Psychographic</i>	Psychographic factors, including lifestyle, values, attitudes, and interests, form a dynamic dimension influencing audience behavior. Public awareness campaigns should resonate with the psychographic profile of the audience to establish a deeper emotional connection. Tailoring messages aligned with cultural and social values enhances the likelihood of message assimilation and behavioral impact.
<i>Cultural</i>	Cultural sensitivity is a key principle in the development of communication campaigns. Understanding language nuances, traditions, and cultural practices is paramount for crafting culturally relevant and inclusive messages.
<i>Energy literacy</i>	Assessing the existing level of energy literacy within the target audience is a pragmatic approach supported by educational research. It is important for the campaigns to cater to diverse literacy levels and bridge existing knowledge gaps.
<i>Media consumption</i>	Media consumption habits are explored through the lens of communication theories, emphasizing the role of media in shaping perceptions and attitudes. Utilizing the channels most frequented by the audience ensures optimal reach and impact.

Table 4: Parameters used in this project for developing the survey, interview, and analyzing data

STEP 4: DATA COLLECTION AND ANALYSIS (INCLUDING MULTIMEDIA CHANNEL ALIGNMENT)

- Objective: Ensure representation from diverse regions in Vietnam.
- Action: Implement a mix of surveys and interviews and analyse relevant insights

We will roll out the survey and interviews and complement these further with relevant data from sources such as government statistics. We will then perform a cross-tabulation of the variables identified in step 3 to uncover trends and patterns, particularly regarding communication preferences, information consumption habits, receptivity to campaign messages, knowledge gap, and interests in energy transition.

The below table demonstrates the focus of the data collection and analysis.

Focus	Description
<i>Multimedia channel alignment</i>	Identify multimedia channels that resonate with different groups
<i>Knowledge gap</i>	<ul style="list-style-type: none"> • Identify knowledge gaps considering the unique energy challenges and opportunities in Vietnam • Focus on understanding public awareness of renewable energy potentials, perceptions of government initiatives, and potential barriers to adopting sustainable practices, tailoring the analysis to Vietnam's energy landscape.
<i>Interest</i>	<ul style="list-style-type: none"> • Understand stakeholders' level of interest on energy transition as a whole or any specific aspects
<i>Behavioral insights</i>	<ul style="list-style-type: none"> • Gauge the level of awareness and concerns within the audience to tailor messages that align with their values • Assess the audience's current perceptions and attitudes toward energy transition initiatives • Identify perceived barriers to adopting sustainable practices and address specific concerns through targeted messaging
<i>Communication strategies</i>	Understand preferred channels for information consumption, including online platforms, traditional media, and social networks.

Table 5: Key focus of the data collection and analysis

All these focuses will allow us to develop content and communication strategies that resonate with all targeted social groups.

STEP 5: REPORT WRITING-UP AND SUBMISSION

This step involves writing up the report. We propose the format of the report as follows.

<p>Executive Summary</p> <p>Provide a succinct overview of the audience mapping and analysis, summarizing key findings and implications for the public awareness campaigns.</p> <p>I. Introduction</p> <p>Introduce the purpose and significance of the audience mapping and analysis within this Project’s context.</p> <p>II. Methodology</p> <p>Detail the methodologies employed for audience mapping and analysis, including data collection methods, tools utilized, and any collaborations with external partners.</p> <p>III. Audience Segmentation</p> <p>Present a thorough segmentation of the target audience based on six parameters developed above, including demographic, geographic, psychographic, cultural, energy literacy, and media consumption</p> <p>IV. Audience Characteristics</p> <p>Provide an in-depth analysis of the identified audience characteristics, including preferences, attitudes, knowledge gaps, and awareness levels related to energy transition.</p> <p>V. Communication Channels</p> <p>Examine the most effective communication channels for reaching the target audience, considering traditional and digital media, social platforms, and community engagement.</p> <p>VI. Message Tailoring</p> <p>Discuss strategies for tailoring messages to resonate with different audience segments, addressing their specific needs, concerns, and motivations.</p>
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VIII. Stakeholder Engagement

Explore opportunities for engaging relevant stakeholders and influencers to enhance the reach and impact of the public awareness campaigns.

IX. Challenges and Mitigations

Highlight potential challenges in reaching specific audience segments and propose effective mitigations to ensure campaign success.

X. Results-Based Monitoring Framework

Define key performance indicators (KPIs) and metrics for evaluating the success of the public awareness campaigns in reaching and influencing the target audience.

XI. Recommendations

Offer strategic recommendations based on the audience mapping and analysis to optimize the effectiveness of future campaigns and improve overall communication strategies.

XII. Conclusion

Summarize the key insights gained from the audience mapping and analysis, emphasizing their significance in shaping successful energy transition public awareness campaigns.

IX. Appendices

Citations for any data, insights, or findings obtained from the consultation workshops

Table 6: Proposed structure of the Audience Mapping and Analysis Report

DELIVERABLE 4 – A DETAILED PLAN FOR ENERGY TRANSITION PUBLIC AWARENESS CAMPAIGNS

Key task: Develop a detailed plan for the implementation and distribution of all communication products (deliverables 5, 6, and 7)

Purpose: Guide the development and dissemination of deliverables 5, 6, and 7

Timeline: Month 6 (September 2024)

Monitoring Impact: We will conduct consultation meetings with key stakeholders outlined in Table 13 to ensure that our results are relevant and correct.

Expected impact of our approach: Comprehensive plan that will provide valuable inputs for the next deliverables and ensure the success and coherence of the campaign.

Our approach:

To develop the detailed plan for energy transition public awareness campaigns, we will rely on insights gathered from previous deliverables (1, 2, and 3), experts' insights, and consultation meetings with relevant stakeholders.

A pivotal aspect of our plan revolves around curating a comprehensive list of topics pertaining to energy transition and relevant to the audience. It is important to underscore that this public awareness campaign is intricately tailored for the people, thus, the chosen topics must resonate with their interests. Moreover, the selected topics need to align seamlessly with the evolving energy landscape and the unique Vietnamese context at the time of dissemination. This guarantees not only the relevance but also the timeliness of our coverage, ensuring maximum impact and engagement.

In terms of methodology, the topics will draw heavily from the analysis conducted in deliverables 2 (consultation workshops), and 3 (audience mapping and analysis), as well as insights gleaned from social listening tools close to the implementation period. To establish a solid foundation, we will conduct a literature review, prioritizing key national plans, strategies, and decisions regarding energy transition, supplemented by expertise from our team of experts. It is important to note that the literature list provided in this report is not exhaustive; rather, it is considered an evolving document that will be continually updated until the review cut-off date. Compared to other empirical methods as mentioned above, the literature review will merely play a role in supporting us to identify the key topics/ themes initially, and we will discontinue reviewing once the data is saturated. The topics identified from literature review might be modified based on the insights from empirical research and will then be tailored to certain audience groups identified in deliverable 3, along with suitable communication channels and timing of communication. Some of our initial documents for review include:

1. **Resolution 55-NQ/TW of the Politburo on Strategic Orientation for the National Energy Development of Vietnam Until 2030, Vision Towards 2045²⁰ (Resolution 55 from now onwards):** Key points of the resolution include: 1) Prioritization of fast and sustainable energy development; 2) Fostering favorable conditions for all economic sectors, particularly the private sector, to participate in energy development; 3) The energy sector is continuously transforming to operate under market mechanisms, resulting in the greater mobilization of

²⁰ <https://thuvienphapluat.vn/van-ban/Tai-nguyen-Moi-truong/Nghi-quyet-55-NQ-TW-2020-dinh-huong-Chien-luoc-phat-trien-nang-luong-quoc-gia-cua-Viet-Nam-435381.aspx>

resources for investment and development with state-owned enterprises as the core actor; 4) The resolution aims to foster the development of renewable energy sources by easing the regulatory framework and improving the economic structure of the energy sector. Targets include reducing greenhouse gas emissions from energy activities compared to the business-as-usual (BAU) scenario by 15% in 2030 and 20% in 2045, achieving approximately 7% energy efficiency on total final energy consumption compared to the BAU scenario in 2030 and 14% by 2045, and reaching 15-20% proportion of renewables in the energy mix by 2030, increasing to 25-30% by 2045.

2. **Resolution 140/2020/NQ-CP** outlines the Government's roadmap for implementing Resolution 55.
3. **National Action Plan for Green Growth (NAPGG)²¹**: Vietnam's National Action Plan for Green Growth includes a comprehensive approach to sustainable development, emphasizing economic restructuring, renewable energy integration, enhanced energy efficiency, and environmental conservation. The strategy underscores a commitment to reducing dependence on fossil fuels, promoting clean energy alternatives, and implementing measures to improve energy efficiency across various sectors. Prioritizing the protection of natural resources, the strategy addresses deforestation, advocates for sustainable agriculture, and supports ecosystems' preservation. The adoption of green technologies and innovations plays a pivotal role, fostering a shift toward a low-carbon, resource-efficient economy. Climate change mitigation and adaptation measures, along with a supportive policy and institutional framework, are key components. International cooperation is highlighted for knowledge exchange and collaboration, while a robust monitoring and evaluation system ensures effective tracking of progress. This strategy reflects Vietnam's dedication to a holistic and environmentally conscious path to development.
4. **Power Development Plan 8 (PDP 8)²²**: This plan provides a vision for investment in Vietnam's power sector through 2050. It outlines a shift away from coal, heavily weighted towards renewables and new technologies such as battery storage, hydrogen, and ammonia. The plan targets a growth to 150 GW in installed capacity by 2030, and 500 GW by 2050, requiring nearly 700 billion USD in investment over the next three decades.
5. **National Energy Master's Plan²³ (NEMP)**: This plan aims to ensure the country's energy security, meet the requirements of economic and social developments, industrialization and modernization, ensure national defence and security, improve the people's living standards, and protect the ecological environment. It sets a target for total primary energy supply to reach 155 million tons of oil equivalent by 2030 and between 294 and 311 million tons by 2050. The plan also sets a target for the share of renewable energy in the total primary energy to be 15-20% by 2030 and about 80-85% by 2050.

²¹ Decision 882/QĐ-TTg

²² World Economic Forum. 2023. Vietnam's \$135 billion power plan for 2030.

<https://www.weforum.org/agenda/2023/05/vietnam-pdp8-power-plan-for-2030/>

²³ <https://www.vietnam.vn/en/toan-van-quyet-dinh-phe-duyet-quy-hoach-tong-the-ve-nang-luong-quoc-gia/>

6. **Viet Nam's Nationally Determined Contribution:** In 2022, Vietnam revised its Nationally Determined Contributions (NDC) under the United Nations Framework Convention on Climate Change (UNFCCC). The updated goals include raising the proportion of renewable energy in the overall primary energy supply to between 15% and 20% by 2030 and decreasing the energy intensity of GDP by 10% compared to 2015 levels. Additionally, Vietnam aims to elevate the share of renewable power to 36%.
7. **National Climate Change Strategy:** The National Climate Change Strategy, adopted in 2022, delineates the nation's overarching vision for tackling climate change in the long term.
8. **Decision 1009/QD-TTg approving the scheme for the implementation of the Political Declaration on Establishing the Just Energy Transition Partnership²⁴:** The scheme includes several key initiatives, including developing the energy industry in harmony between sub-sectors with synchronous and smart infrastructure, receiving and effectively using support from international partners in technology transfer, administration, human resource training, and financial provision for the implementation of the JETP Declaration, building and completing the legal framework to create favorable conditions to attract investors, businesses, and people to participate in the process of equitable energy transition and promote technology transfer, implementing the Resource Mobilization Plan with international financial support and technology transfer to promote the conversion of coal-fired power and fossil energy use to clean energy, and upgrading and building smart, advanced, and modern electricity production, transmission, storage, distribution, and operating infrastructure, capable of large-scale integration of renewable energy sources.
9. **Action Program for Transition to Green Energy and Mitigation of Carbon Dioxide and Methane Emissions from Transportation²⁵:** This decision endorses the Action Program for Green Energy Transformation and Reduction of Carbon and Methane Emissions in the Transportation Sector. The program is geared towards establishing a sustainable transportation system that aids in realizing the net-zero road-map. Its primary goal is to establish an eco-friendly transportation network with no greenhouse gas (GHG) emissions by 2050.
10. **Law on Electricity:** The Electricity Law, initially enacted in 2004 and subsequently amended in 2012, 2018, and 2022¹⁰, serves to enhance the regulation of Vietnam's electricity sector. It is designed to promote the efficient, safe, and sustainable development of the country's electricity industry, underscoring the government's dedication to fostering the adoption of renewable energy sources and advancing toward a more sustainable energy landscape in Vietnam.
11. **Law on Environmental Protection:** The Law on Environmental Protection in Vietnam establishes legal frameworks and regulations to safeguard the environment, prevent pollution,

²⁴ https://vepg.vn/legal_doc/decision-1009-qd-ttg-on-approving-the-scheme-for-the-implementation-of-the-political-declaration-on-establishing-the-just-energy-transition-partnership/

²⁵ Decision 876/QD-TTg

and promote sustainable development practices. It outlines measures for environmental impact assessment, pollution control, and conservation efforts to ensure the preservation of natural resources and ecosystems.

Another crucial section is a communication roadmap that serves as the guiding framework that will guide us in preparing, developing, and disseminating deliverables 5, 6, and 7.

Communication Roadmap

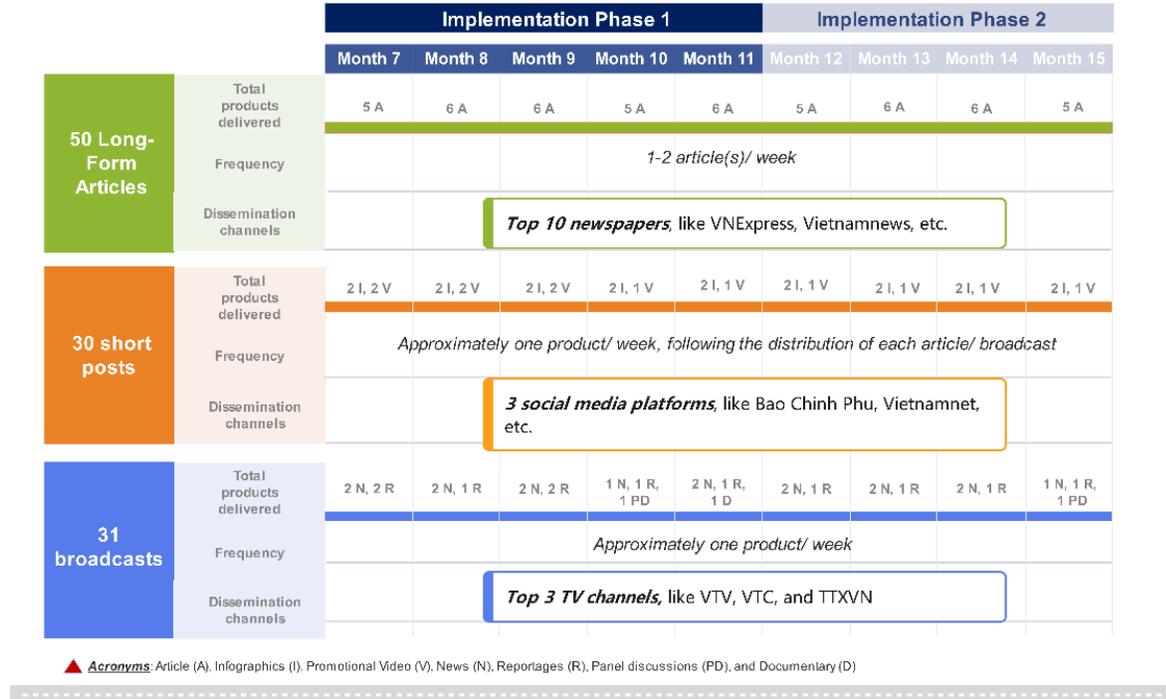


Figure 8: Proposed and simplified form of communication roadmap

The components suggested for inclusion in the detailed plan are outlined as below.

I. Introduction

A. Background:

1. Overview of Vietnam's current energy landscape
2. Importance of the public awareness campaigns

B. Purpose of the Communication Plan:

1. To guide the execution and dissemination of communication products
2. Incorporate insights from the consultation workshops (Deliverable 2) and audience mapping exercises (Deliverable 3)

II. Campaign Content Development

A. Thematic Areas:

1. Identify key thematic areas related to energy transition in Vietnam such as renewable energy adoption, energy efficiency, and environmental impact
2. Align themes with Vietnam's specific energy transition goals and priorities

B. Key Messages:

1. Develop specific messages/ key contents for each thematic area
2. Tailor messages to resonate with different social groups
3. Ensure alignment with contextual nuances in Vietnam

C. Benefit Analysis:

1. Identify primary beneficiaries, such as citizens, businesses, and the environment
2. Detail intended results, including economic benefits, reduced emissions, and energy security

III. Methodology for Campaign Execution

A. Overview:

1. Outline the overall strategy for campaign execution
2. Highlight how insights from the consultation workshop and audience mapping will inform the campaign

B. Tailoring Messages:

1. Specify methods for tailoring messages, considering demographics, language preferences, and regional variations
2. Provide examples of how messages will be adapted for different societal groups

C. Campaign Materials:

1. Detail the types of communication products, including infographics, videos, and articles
2. Specify the format, DISEgn, and distribution channels for each product

D. Campaign Organization:

1. Identify key stakeholders, including government agencies, NGOs, and community leaders
2. Establish roles and responsibilities within the campaign team, emphasizing collaboration

IV. Dissemination Strategy

A. Channels and Platforms:

1. Outline a multi-channel approach involving TV, radio, social media, and community events
2. Explain the rationale behind each chosen platform and how it aligns with target audience preferences

B. Timeline:

1. Provide a detailed timeline/ timing for the release of campaign materials
2. Highlight key milestones, such as launch events and major media releases

V. Monitoring and Evaluation

A. Key Performance Indicators (KPIs):

1. Define measurable KPIs
2. Establish benchmarks for success based on baseline data
3. ETP's Results-Based Monitoring Framework

B. Monitoring Mechanisms:

1. Specify tools for real-time monitoring, including social media analytics and audience surveys
2. Detail a feedback loop for continuous improvement based on monitoring findings

C. Evaluation Criteria:

1. Establish criteria for assessing the overall success of the campaign.
2. Include both qualitative measures (e.g., public sentiment) and quantitative metrics (e.g., increased renewable energy adoption)

VI. Risk Mitigation Strategies

A. Identify Potential Risks:

1. Outline possible challenges, such as public resistance, misinformation, or technical issues
2. Consider external factors, like political instability or economic downturns

B. Mitigation Plans:

1. Propose strategies to address identified risks, such as proactive communication and stakeholder engagement
2. Develop contingency plans for unforeseen challenges, ensuring the campaign's resilience

VII. Communication Roadmap

- Provide a communication roadmap that details deliverables 5, 6, and 7, delivery method, frequency, audience, etc.

VIII. Conclusion

A. Summary of the Comprehensive Plan:

1. Recap key elements of the plan
2. Emphasize the plan's alignment with national energy transition goals

B. Reiteration of the Plan's Alignment with National Energy Transition Goals:

1. Emphasize how the plan contributes to broader energy transition objectives
2. Conclude with a call to action for all stakeholders to support and engage with the campaign

IX. Appendices

A. Workshop and Exercise Findings:

1. Include summaries or reports from the consultation workshop and audience mapping exercises.
2. Highlight key insights that influenced the development of the communication plan.

B. Detailed Campaign Materials (Samples):

1. Provide examples of campaign materials, including drafts or prototypes
2. Illustrate the visual and messaging elements of the campaign

C. Team Roles and Responsibilities Matrix:

1. Present a matrix outlining the responsibilities of each team member.
2. Ensure clarity on who is accountable for each aspect of the campaign.

Table 7: Detailed outline of the detailed plan

IMPLEMENTATION PHASE

The table below provides an overview of channels where we will disseminate deliverables 5, 6, and 7. Details information will be explained subsequently. All the channels are the major ones in Vietnam based on reputation and viewership. We selected them also based on the relevance to the topic. Publishing the communication products on these channels, and on the specific positions we propose, will ensure the quality and maximize their reach.

The products will undergo **a streamlined format to ensure easy identification as part of the campaign**. They will be developed to align with the regulations, principles, and standards set out by media agencies.

No.	Requirements	Proposed channel for dissemination	Description
1	50 articles, published on 10 different newspapers that are relevant to energy transition and are within top 10 based on viewership and relevance to the topics (a total of 500 articles). Out of the set of 10 articles, 2 should be published on the homepage to maximize impact	https://baodautu.vn/	The agency belongs to MPI
		https://congthuong.vn/	Mouthpiece of the Ministry of Industry and Trade
		https://nhandan.vn/	Mouthpiece of the Communist Party of Vietnam
		https://dantri.com.vn/	Agency of the Ministry of Labor, War Invalids and Social Affairs
		https://thoibaonganhanh.vn/	The agency is managed by the State Bank of Vietnam
		https://arttimes.vn/	Agency of the Alliance of Arts and Literature Associations of Vietnam
		www.sggp.org.vn	Agency of the Ho Chi Minh City Party Committee

		https://baophunuthudo.vn/	Agency of the Hanoi's Women Federation
		https://petrotimes.vn/	The agency is managed by the Vietnam Petroleum Association
		https://vnexpress.net/	VnExpress Newspaper belongs to the Ministry of Science and Technology
		https://nguoiiaodong.com.vn/	Agency under the Ho Chi Minh City Party Committee
		https://tuoitrethudo.com.vn/	The agency is managed by the Ho Chi Minh Communist Youth Union of Hanoi
2	18 Infographics and 12 short promotional videos (15 seconds/ product) published on social medias of 3 major news agencies in Vietnam – <i>Posts will be posted not only on the Facebook page of</i>	www.sggp.org.vn	Agency of the Ho Chi Minh City Party Committee
		https://congthuong.vn/	Mouthpiece of the Ministry of Industry and Trade
		Vnexpress.net	VnExpress Newspaper belongs to the Ministry of Science and Technology

	<i>the channel, but also on their online news websites.</i>	https://nld.com.vn/	Agency under the Ho Chi Minh City Party Committee	
		https://dantri.com.vn/	Agency of the Ministry of Labor, War Invalids and Social Affairs	
		Thanh nien	Forum of the Vietnam Youth Association	
		Lao dong	Agency of the Vietnam General Confederation of Labor	
		Tien phong	Daily newspaper published by the Central Committee of the Ho Chi Minh Communist Youth Union, the youth wing of the Communist Party of Vietnam	
		Cafef	Vietnam's leading financial-trading-securities information center.	
		Thesaigontimes.vn	The agency is managed by Saigon Economics	
3	31 broadcasts	VTV - Vietnam Television	National television broadcaster	Either VTV1, VTV2, VTV3, etc.

		HTV - Ho Chi Minh City Television	Major television network in Ho Chi Minh City	HTV1 or HTV9
		VOV - Voice of Vietnam	National television and radio broadcaster	VOV1, VOV2, VOV3, etc.
		TTXVN - Vietnam News Agency	Official state news agency	TTXVN
		Nhandan - People's Television Station	Under the Communist Party of Vietnam	Nhan Dan TV

Table 8: Overview of disseminating channels for deliverables 5, 6, and 7

DELIVERABLE 5 – 50 ARTICLE PRODUCTS

Key task: Prepare and deliver 50 informative long-form articles (each has approximately 800 words with 6-7 photos in both English and Vietnamese) on 10 newspapers, two of them should be placed on the front page/ home page.

Purpose: Provide in-depth exploration of topics on energy transition that are relevant to Vietnam’s energy transition

Timeline: Months 7 – 15 (October 2024 – June 2025)

Monitoring Impact: We will conduct consultation meetings with key stakeholders outlined in Table 8 to ensure that our articles are relevant, correct, and meet the requirements of stakeholders; we will track the views and comments per article.

Expected impact of our approach: Increased interest in the content of the articles through increase in viewership across articles; Potential increase in knowledge (demonstrated via comments)

Our approach:

We will develop the long-form articles based on *D.4. Detailed plan for energy transition public awareness campaigns, discussion with relevant stakeholders.*

Frequency: We suggest a frequency of *approximately 1-2 article(s) per week* to ensure a regular and consistent schedule for sharing content, which can help maintain audience engagement and expectations.

Delivery method:

We understand the requirements of the 50 articles to be:

- *Length:* each has approximately 800 words with 6-7 photos in both English and Vietnamese
- *Topic:* in-depth coverage of energy-transition topics relevant to Vietnam. Certain articles will include interviews and/or feature people/ case studies to give people actionable insights.
- *Area of coverage:* Top 10 newspapers (based on viewership and relevance to the topics) in Vietnam
- *Target audience:* Those looking for comprehensive information
- *Total number:* 500 articles, 100 articles should be placed on the front pages to maximize their visibility and impact. To maximize the impact, as shown in table 15, we will publish them in major newspapers of Vietnam and concurrently on their Facebook pages where possible.
- *Our strategy for tracking impacts and ensuring the KPI:* Tracking the views of the articles and any comments together with tracking views and reactions on Facebook page of the newspapers.

The table below lists out the top 10 newspapers we propose to disseminate the articles, with rationales. To maximize the impacts, we will further publish an excerpt of the article on the major newspapers' Facebook page where possible.

Newspapers

Description

<https://baodautu.vn/>

The online newspaper Investment (Baodautu.vn) is a publication within the media group of the Investment Newspaper, an agency under the Ministry of Planning and Investment.

Originating from the bi-weekly Vietnam Investment Review and the English-language weekly Vietnam Investment Review, first introduced to readers on September 27, 1991, Investment Newspaper has evolved into one of the leading economic press agencies in Vietnam.



Bao Cong thuong is a state-owned enterprise under the Ministry of Industry and Trade, established in accordance with the regulations outlined in Government Decree No. 96/2022/ND-CP dated November 29, 2022. This decree, issued by the government, delineates the functions, tasks, powers, and organizational structure of the Ministry of Industry and Trade.

<https://congthuong.vn/>



Nhan Dan newspaper, headquartered in Hanoi, Vietnam, is one of the leading newspapers in the country. It has a rich history dating back to its inception in 1951, making it one of the oldest and most influential publications in Vietnam. As the official organ of the Communist Party of Vietnam, Nhan Dan plays a crucial role in disseminating Party policies, government initiatives, and national news. Its editorial focus spans politics, economics, culture, society, and international affairs, providing readers with comprehensive coverage and analysis. Renowned for its journalistic integrity and commitment to the principles of socialism, Nhan Dan maintains a large readership across Vietnam and abroad, contributing significantly to public discourse and shaping the nation's media landscape.

<https://nhandan.vn/>



Tien Phong is one of the prominent newspapers in Vietnam, known for its extensive coverage of political, social, economic, and cultural affairs both domestically and internationally. Established in 1925, Bao Tien Phong has a long history of providing news and analysis to the Vietnamese populace. Over the years, it has evolved to adapt to changing media landscapes, maintaining its position as a leading source of information and opinion in Vietnam.

<https://tienphong.vn/>



Thoi bao Ngan Hang newspaper is a prominent financial and banking publication based in Vietnam. Established to cater specifically to the finance and banking sector, it provides comprehensive coverage of industry news, market trends, regulatory updates, and financial analysis. Thoi bao Ngan Hang serves as a vital source of information for professionals, policymakers, investors, and anyone interested in the financial landscape of Vietnam.

<https://thoibao-nganhang.vn>



Sai Gon Giai Phong, commonly known as SGGP, is a prominent daily newspaper based in Ho Chi Minh City, Vietnam. Founded in 1975, it has established itself as one of the leading newspapers in the country, known for its comprehensive coverage of local, national, and international news. SGGP covers a wide range of topics including politics, economics, culture, society, sports, and more, catering to a diverse readership.

<https://sggp.org.vn/>



PetroTimes is a reputable Vietnamese news organization focused on covering the oil and gas industry, energy sector, and related developments both domestically and internationally. With a commitment to providing accurate and timely information, PetroTimes serves as a vital source of news, analysis, and insights for professionals, stakeholders, and enthusiasts interested in the energy landscape of Vietnam and beyond.

www.petrotime.vn



Nguoi Lao Dong, meaning "The Laborer" in English, is a prominent Vietnamese newspaper established in 1960. As one of the leading publications in Vietnam, Nguoi Lao Dong covers a wide range of topics including politics, economics, society, culture, and sports. The newspaper has a strong focus on labor issues, workers' rights, and social justice, reflecting its commitment to representing the interests of the working class.

<https://nld.com.vn/>



<https://arttimes.vn/>

Thoi Bao Van hoc Nghe thuat Viet Nam is a respected Vietnamese newspaper specializing in literature, arts and socio-economic development. Established with a focus on promoting and preserving the rich cultural and socio heritage of Vietnam, the publication covers a wide range of topics including socio-economic development, literature, poetry, visual arts, performing arts, cinema, music, and more.



<https://vnexpress.net/>

Vietnam's largest online news portal, VnExpress, recorded 135.5 million visits in January 2022, marking a 4.7% decrease compared to the previous month. VnExpress is also the first online newspaper. Over its more than 15 years of establishment and development, the newspaper has garnered a large readership nationwide. VnExpress consistently provides timely and accurate updates on important news, with a special focus on selected economic, political, and social news both domestically and internationally.

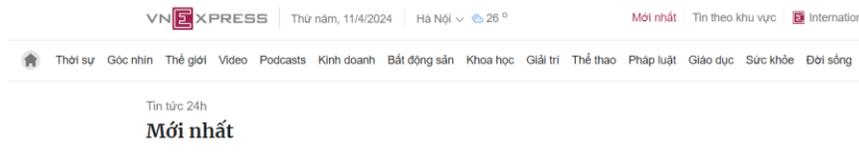


Table 9: Proposed newspapers for article dissemination

The topics will be based on Deliverables 3, 4, and the current interests gleaned from social listening tools and experts' insights.

DELIVERABLE 6 – 30 SHORT POSTS IN THE FORM OF INFOGRAPHICS AND SHORT PROMOTION VIDEOS ON SOCIAL MEDIA PLATFORMS

Key task: Develop and disseminate 30 concise and visually engaging social media posts in the formats of infographics (18 products) and short promotional videos (12 products, 15 seconds each)

Purpose: Provide the target audience with brief yet informative pieces of content that provide the audience with an accessible overview of various aspects and fundamental concepts associated with energy transition

Timeline: Months 7 – 15 (October 2024 – June 2025)

Monitoring Impact: We will conduct consultation meetings with key stakeholders outlined in Table 13 to ensure that our articles are relevant, correct, and meet the requirements of stakeholders; we will track the views for the videos, reactions, and comments per short posts

Expected impact of our approach: Increased interest in the content through increase in viewership across short posts; Potential increase in knowledge (demonstrated via comments)

Our approach:

We will develop 30 short posts based on *D.4. Detailed plan for energy transition public awareness campaigns, and relevant stakeholders*. In addition, we will disseminate them on the Facebook page and online newspapers of major news agencies in Vietnam to maximize reach and impacts. Facebook is chosen as it is the most widely used social media platform in Vietnam as highlighted in previous sections.

Frequency: We suggest a frequency of *one product per week* to ensure a regular and consistent schedule for sharing content, which can help maintain audience engagement and expectations.

Delivery method:

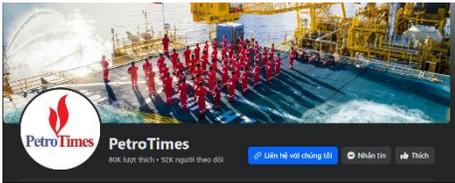
We understand the requirements of the 30 short posts to be:

- *Format:* infographics and short promotional videos in both English and Vietnamese
 - Infographics: containing concise texts with graphics and charts. It will include key statistics, trends, and insights related to energy transition. We will also feature actional tips, best practices, or other compelling narratives.
 - Promotional videos: Each video will focus on a specific aspect of the energy transition. We will highlight the benefits of sustainable energy practices, showcase success stories, and feature testimonials from individuals or organizations involved in the transition in Vietnam.
- *Area of coverage:* social media accounts of 3 media organisations
- *Target audience:* A wide range of audience, including those with shorter attention span, young and digitally connected demographic, individuals who are new to the topic, and those who need a quick and visually appealing introduction to energy transition.

- *Total number:* 30 in total, 18 being infographics and 12 being short promotional videos (15 seconds each)
- *Our strategy for tracking impacts and ensuring KPI:* Viewership, reactions , and feedback/ comments from the audience

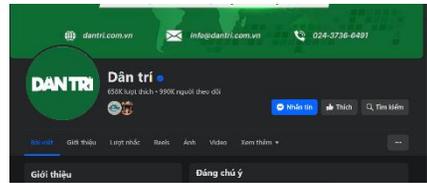
The prospective subjects for the short posts, will be refined through stakeholder engagement and the current interests gleaned from social listening tools.

We propose to disseminate the products on Facebook page of news agencies since they have a wide range of followers. In addition, Facebook is the social media platform most used in Vietnam. On top of this, we will **publish all the products on the online newspapers to ensure the most reach and maximize impacts**. Potentially, we will disseminate the posts on the following channels (**both online newspapers and social media platforms**):

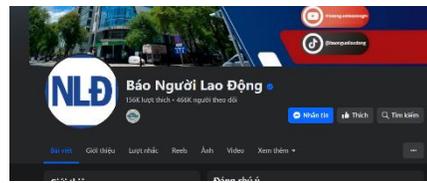
No.	Proposed channels for dissemination	Rationale
1	Petro Times	Facebook page has 80k likes and 92k follows
		
2	Bao Cong Thuong	Facebook page of this news agency has 1M likes and 1M followers.
		
3	Vnexpress.net	VnExpress has 3.6M likes and 4.2M followers.



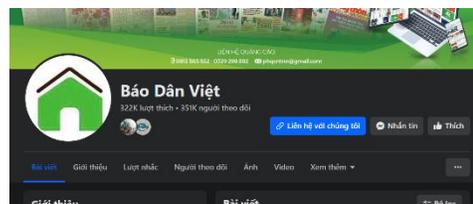
4 Dantri Dan Tri has 658k likes and 990k followers.



5 Nguoi Lao dong Nguoi Lao Dong's facebook page receives 156k likes and 466k followers.



6 Dan Viet Dan Viet's fanpage has 322k likes and 351k followers.



7 Lao dong Lao Dong receives 384K likes and 512K followers.



8 Tien phong Bao Tien Phong has 580K likes and 725K followers on Facebook page. 8



9 Cafef CafeF has 1.1M likes and 1.6M followers.



10 Thesaigontimes.vn Facebook page has 24K likes and 25K followers.

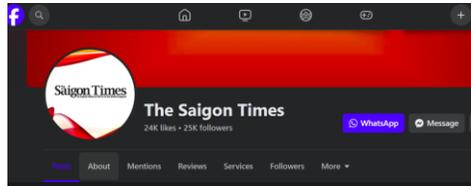


Table 10: Proposed channels for social media post dissemination

The topics will be based on Deliverables 3, 4, and the current interests gleaned from social listening tools and experts' insights.

DELIVERABLE 7 – 31 BROADCASTS ON TV CHANNELS

Key task: Prepare and disseminate 31 broadcasts on energy transition topics relevant to Vietnam on three major TV channels (based on viewership and relevance to the topics) in Vietnam (one time publication)

Purpose: Provide the public with a comprehensive understanding of the country's energy landscape and the challenges and opportunities associated with transitioning to cleaner, sustainable energy sources

Timeline: Months 7 – 15 (October 2024 – June 2025)

Monitoring Impact: We will conduct consultation meetings with key stakeholders outlined in Table 13 to ensure that our broadcasts are relevant, correct, and meet the requirements of stakeholders; we will track and confirm the views via our broadcasting partners and comments per broadcasts

Expected impact of our approach: Increased interest in the content through increase in viewership across broadcasts; Potential increase in knowledge (demonstrated via comments)

Our approach:

We will develop and disseminate 31 broadcasts based on *D.4. Detailed plan for energy transition public awareness campaigns, discussion with relevant stakeholders*. Our broadcasts will be curated to resonate with a diverse audience, offering a variety of content that appeals to a wide range of interests and preferences. From interviews to showcasing success stories and case studies, each broadcast will be designed to maintain audience engagement from start to finish. By highlighting examples and practical insights, we aim not only to captivate our viewers but also to empower them to take meaningful action towards energy transition.

Frequency: We suggest a frequency of *one product per week* to ensure a regular and consistent schedule for sharing content, which can help maintain audience engagement and expectations.

Delivery method:

We understand the requirements of the 31 broadcasts to be:

- *Format:* news segments (1 minute each), reportages (3 minutes each), panel discussions, and documentary in both English and Vietnamese
- *Topic:* comprehensive coverage of Vietnam’s energy landscapes and the challenges and opportunities associated with transitioning to cleaner, sustainable energy sources. We will demonstrate success stories, case studies, practical insights, and interviews from those actively engaging in the energy transition.
- *Area of coverage:* top 3 TV channels based on viewership and relevance to the topics (one time publication)
- *Target audience:* General public in Vietnam
- *Total number:* 31 in total, with 16 being news segments, 12 reportages, 2 panel discussions, and 1 documentary.
- *Our strategy for tracking impacts and ensuring the KPI:* Viewership, comments/ feedback from audiences

The table below lists out in more detail the three TV channels we propose to disseminate the articles, with rationales.

Proposed National Broadcasting Network	Rationale
<p>VTV</p> 	<p>Vietnam Television (VTV) is the national television network owned by the Government of the Socialist Republic of Vietnam. It operates under the management of the Ministry of Information and Communications and is tasked with "disseminating the Party's guidelines, the State's policies and laws of the National Assembly, contributing to education, enhancing intellectual standards, and serving the spiritual life of the people." VTV is considered the largest and most reputable, featuring 11 promotional television channels and a nationwide cable TV system. It primarily broadcasts news programs, documentaries, science, social education, comedy, sports, entertainment, and political content.</p> <p>For the specific TV channels, we propose either VTV1, VTV2, and VTV3.</p>
<p>VOV</p> 	<p>The Voice of Vietnam, abbreviated as VOV (also known as PRadio, the Voice of Vietnam, in Vietnamese: Đài Tiếng nói Việt Nam), serves as the official national radio broadcaster in Vietnam. Operated directly under the government's authority, it is entrusted with disseminating the policies of the Party and the laws of the state.</p> <p>For the specific TV channels, we propose either VOV1, VOV2, and VOV3.</p>
<p>Vietnam News Agency (TTXVN)</p>	<p>Vietnam News Agency (TTXVN) is the national news agency directly under the Government of Vietnam and serves as the official information agency of the Socialist Republic of Vietnam. TTXVN consistently provides information on political, economic, social, cultural, scientific, and technological issues in</p>

	<p>Vietnam and around the world. TTXVN reflects the viewpoints of the Communist Party of Vietnam and the Vietnamese state on major current affairs both domestically and internationally, covering events in the country, the region, and globally. It manages over 30 international bureaus and oversees 63 bureaus within Vietnam, with one dedicated to each city and province. This includes six bureaus situated in ASEAN countries.</p>
<p>HTV - Ho Chi Minh City Television</p> 	<p>Ho Chi Minh City Television (HTV), known in Vietnamese as Đài Truyền hình Thành phố Hồ Chí Minh, operates as a television network under the ownership of the People's Committee of Ho Chi Minh City. Delivering top-notch programming, Ho Chi Minh City Television Cable Center (HTVC) extends its content to audiences both within Vietnam and across the globe. The diverse range of main programs encompasses science, education, sports, movies, entertainment, and more.</p> <p>We propose to broadcast on either HTV1 or HTV9.</p>
<p>Nhan dan - People's Television Station</p> 	<p>Nhân Dân Television is the comprehensive current affairs channel directly affiliated with Nhân Dân newspaper, guided by the principle of serving as the "Voice of the Party, State, and the Vietnamese people." The channel officially commenced its broadcast on September 1, 2015.</p>

Table 11: Proposed TV channels and broadcasting agencies for developing and disseminating the broadcasts.

Vietnam Television (VTV), VTC Digital Television Network, and Vietnam News Agency (TTXVN) collectively form the backbone of Vietnam's media landscape. VTV stands out as the national television network, offering 11 diverse channels that cover an array of topics. Its extensive reach is bolstered by terrestrial and cable networks, making it a go-to source for news, entertainment, and education. VTC, owned by Radio the Voice of Vietnam, pioneered digital terrestrial broadcasting in Vietnam since 2004, ensuring innovative transmission methods and wider coverage, especially in regions with varying

infrastructure levels. Finally, TTXVN, as the official news agency, plays a pivotal role in disseminating information aligned with the government's perspectives, earning trust and credibility among viewers.

Disseminating broadcasts on these networks guarantees great reach due to their national coverage and diverse content, credibility. The collective offering of news, entertainment, and educational programming attracts a broad audience. The authoritative stance of government affiliation enhances trust, making these networks reliable sources for official information. Moreover, VTC's technological innovation in digital broadcasting ensures accessibility even in less developed regions. In essence, leveraging VTV, VTC, and TTXVN for broadcasts ensures a comprehensive and influential reach across Vietnam's diverse demographic landscape.

DELIVERABLE 8 – GRAND FINAL REPORT AND FINAL WORKSHOP

Key task:

- 1) Write a grand final report.
- 2) Organize the final stakeholder workshop.

Purpose:

- 1) Detail the key outcomes and impacts of the project, lessons learned, as well as recommendations for future public awareness campaigns/ next steps.
- 2) Communicate and discuss the key outcomes of the project and gather feedback and recommendations for upcoming phases/ projects.

Timeline: Month 16 (July 2025)

Monitoring Impact: We will conduct consultation meetings with key stakeholders outlined in Table 8 to ensure that our grand final report and the organization of the final workshop are relevant, correct, and meet the requirements of stakeholders; we will track the reactions and comments per short posts.

Expected impact of our approach: Increased interest and support for this and upcoming public awareness campaigns.

Our approach:

GRAND FINAL REPORT

The grand final report will detail the key outcomes and impacts of the project, lessons learned, and recommendations for future public awareness campaigns/ next steps. We propose the following template:

No.	Proposed component	Our approach to address each component
1	Executive Summary	<ul style="list-style-type: none"> • Provide a concise overview of the project's key outcomes, impacts, lessons learned, and recommendations for future public awareness campaigns or next steps.
2	Introduction	<ul style="list-style-type: none"> • Briefly introduce the project, its objectives, and the context within which it was conducted.
3	Project Overview	<ul style="list-style-type: none"> • Outline the primary objectives of the project. • Specify the scope and duration of the project. • Provide the Monitoring and Evaluation Framework, presented in the form of the ETP Results Based Monitoring Framework (RBMF)
4	Key Outcomes and Impacts	<ul style="list-style-type: none"> • Present a detailed account of the project's key outcomes and impacts, both intended and unintended.
5	Gender Equality and Social Inclusion Mainstreaming	<ul style="list-style-type: none"> • Outline how principles of gender equality and social inclusion will be embedded into every facet of project activities. • Showcase our commitment to a fair and inclusive approach, ensuring diverse perspectives are integrated into decision-making processes.

6	Lessons Learned	<ul style="list-style-type: none"> • Discuss lessons learned throughout the project lifecycle, including challenges faced and successful strategies employed.
7	Recommendations	<ul style="list-style-type: none"> • Offer recommendations for future public awareness campaigns or next steps based on the insights gained from the project.
8	Conclusion	<ul style="list-style-type: none"> • Summarize the key points discussed in the report and emphasize the overall significance of the project.
9	Appendices	<ul style="list-style-type: none"> • Include any additional supporting documents, data sets, or supplementary materials relevant to the report.

Table 12: Final report's proposed structure

FINAL WORKSHOP

ORGANISATION AND DELIVERY OF THE FINAL WORKSHOP

Commencing the planning process well in advance, we will conduct an in-depth stakeholder analysis to pinpoint and extend invitations to representatives from diverse sectors, encompassing government, industry, and the public. Leveraging existing networks and partnerships, our aim is to ensure a broad and inclusive participant base. To facilitate participant outreach, we will establish transparent communication channels, encompassing email invitations, phone calls, and official correspondence. We will conduct pre-, post-, and onsite media relations strategies to ensure wide reach and increase the impact of as well as interest in the event. These include pre-event press release, post-event news, onsite media kit distribution, post-event thank you notes, etc. Details can be found below.

The general details for the workshops will be:

- **Mode:** hybrid mode
- **Location:** Hanoi
- **Duration:** half a day

- **Number of participants:** a minimum of 100
- **Invitees:** relevant stakeholder groups, including governmental officials, industry stakeholders, businesses, academia, development partners, provincial leaders, and media representatives (40% must be women participants)
- **Thematic focus areas:** Tentatively, we propose that the workshop addresses the following topics:
 - **Project outcomes and achievements:** We will assess and showcase the outcomes and achievements of the project or program, particularly its impacts on the community. In addition, we will discuss key milestones, successful initiatives, and the impact on relevant stakeholders.
 - **Best Practices:** We will highlight best practices developed during the project and explore innovative approaches that contributed to its success. We will discuss how these practices.
 - **Sustainability and Scalability:** We will evaluate the sustainability of project outcomes and consider strategies for scaling successful interventions. We will also discuss how the project's benefits can be maintained over the long term.
 - **Future Directions and Opportunities:** We will explore future directions for similar projects or programs. We will also discuss potential opportunities for further research, collaboration, or initiatives that can build upon the current project's success.
- **Participant engagement strategies:** expert-led presentations, interactive tools such as polls, Q&A sessions, panel discussions. Follow-up thank you emails will be sent to all participants to retain their interest.
- **Media and communication strategies:** as required by ETP. To increase the reach of the project, we will publish the press release on a major newspaper prior to the launch of the consultation workshop and promote the event using our networks. Afterwards, we will publish the press release with outcomes on four other newspapers. On-site press kit will be distributed to all participants and thank-you follow-up email will be sent. Onsite media relation will be done to increase interest about the event.
- **Gender consideration:** We will infuse a proactive gender-sensitive approach throughout the workshop planning and execution.
 - During participant outreach, we will invite a diverse group that *includes women representatives* from governmental agencies, industry stakeholders, businesses,

academia, and media. We aim for *a minimum of 40% women participants* to ensure a balanced and inclusive dialogue.

- The workshop agenda will *feature a gender lens*, incorporating discussions specifically addressing gender-related aspects within the context of the public awareness campaign.
- All communication, whether in the pre-event phase or during the workshop, will *utilize inclusive language and representation*.
- We will facilitate discussions on how the campaign can address gender-specific challenges and opportunities and gather input on tailoring communication strategies to be inclusive and accessible to diverse gender groups.
- We will use interactive tools that facilitate input from all participants, ensuring a balanced representation of views and an environment where every participant's input is valued.

POST-WORKSHOP REPORT

One week after the final workshop, we will submit a comprehensive post-workshop report. This report should cover essential components, including:

- **Description of the Workshop:** Provide background information, objectives, and details about the organization of the workshop.
- **Workshop Agenda and Participant Components:** Detail the agenda and list participants, specifying their roles and affiliations.
- **Workshop Proceedings:** Summarize presentations, highlight key points raised, share important insights, and outline significant outcomes or decisions.
- **Gender Considerations:** Address gender considerations, ensuring a minimum of 40% women participants, and detail how gender inclusivity was incorporated.
- **Stakeholder Engagement:** Describe how various stakeholders were engaged throughout the workshop.
- **Monitoring and Implementation:** Outline plans for monitoring progress and implementing feedback received during the workshop.
- **Media and Communication:** Detail how media and communication strategies were employed during the workshop.

- **Conclusion and Next Steps:** Provide a conclusion summarizing the workshop's outcomes and outline the subsequent steps in the project.
- **Annexes:** Include supporting materials such as presentation slides, workshop handouts, a gender-aggregated participant list, a list of comments, and any other relevant documents.

After submitting the workshop report, we will revise once again our final report to incorporate any new or helpful insights gathered from the final workshop and re-submit it to ETP.

CONTRACT MONITORING REQUIREMENT: MONTHLY PROGRESS REPORT

In adherence to the specified guidelines, we will provide monthly progress reports in accordance with the provided template. We understand that these reports will serve as a detailed account of completed activities across all deliverables, as well as an overview of the upcoming steps in the project timeline.

Specifically, each monthly progress report will include the following standard items:

- **Updated Gantt Chart:** We will ensure that the Gantt Chart is consistently updated to accurately reflect the project's progress, milestones achieved, and upcoming activities.
- **Updated Results-Based Monitoring Framework (RBMF):** The Results-Based Monitoring Framework will be maintained in the provided template.
- **Risks and Mitigations:** A comprehensive section on risks and mitigations will be included to proactively address any challenges encountered during the reporting period.
- **Ratings/Impacts of Media Content:** The report will incorporate data on the ratings and impacts of the disseminated media content, including viewership statistics and any audience feedback received.
- **Lessons Learned and Next Steps:** A reflective section will capture lessons learned during the reporting period, along with strategic next steps based on these insights.
- **Minutes of Interviews and Consultations:** If relevant, detailed minutes of interviews and consultations will be included to provide a comprehensive record of key discussions and decisions made.

OTHER KEY INFORMATION TO BE CONSIDERED

We understand other requirements that ETP has and will implement accordingly. These requirements include:

- A public-facing, publishable Executive Summary (no more than 2 pages) in professional English must be submitted with deliverables 1, 3, 4, and 8.
- A public-facing, catchy PowerPoint presentation highlighting key information must be submitted with deliverables 1, 3, 4, and 8.

- The Consultant is required to organise and coordinate with other partners based on ETP's requests. The consultant will submit a brief progress report/ alignment matrix/ agreed item after each meeting. As agreed in the kick-off meeting, we will meet with ETP on a biweekly basis to update on the progress.
- All project deliverables and presentations must be submitted in English and the Vietnamese language.
- All deliverables are subject to review by ETP and beneficiary entity(ies) where applicable, before approval. If there are comments and suggestions, the deliverables need to be revised accordingly before payment is released.
- All communications/ media products (deliverables 5, 6, 7) are produced and disseminated by the consultant with their names as the authors. In each of the mentioned deliverables, there needs to be recognition of ETP and MPI, subject to further instructions from ETP and the Department of Industrial and Services Economy (Ministry of Planning and Investment).
- The consultant is required to update the results and achievements of the project in accordance with the agreed project-level Results-Based Monitoring Framework, as per the approved template. All results, where applicable, must be gender disaggregated
- The consultant is required to organise and execute all aspects of the workshops, including organisation and logistics.
- Any costs associated with workshops, events, etc. are reimbursable based on actual spending.
- The consultant must consider and highlight specific gender considerations in their proposal.

The consultant must be available to attend 1 in-person workshop with the ETP secretariat in the region. The costs for this will be covered outside the financial scope of this proposal

Mapping of key stakeholders including outreach and communication plan

As detailed in the methodology section, our approach emphasizes actively engaging with a diverse array of stakeholders for knowledge sharing and empowerment. Additionally, given Vietnam's intricate and ever-changing media landscape, it is vital to coordinate and communicate closely with stakeholders to grasp potential challenges and address them effectively. We will consult the entities listed in Figure 1 (Media management model in Vietnam) to ensure that our approach and strategies align with the media regulatory environment and current media trends in Vietnam. Additionally, we will seek input from academia, major media channels, and the wider public to further refine our approach.

The key partners of strategic consultation in this Technical Assistance are initially outlined in the table below. These are the ones of high priority that need frequent engagement and consultation. We will continue expanding the list as the project progresses. The aim for the organization of frequent consultation meetings is to expand the project's reach and influence while upholding its quality standards. Additionally, all communication products will be strategically disseminated across widely utilized media channels to ensure alignment with the project's focus on energy transition.

Key consultation entity	Type	Engagement stage/ Deliverable	Frequency	Outreach/ Communication plan
ETP/UNOPS	Client	Throughout the project's lifecycle/ D.1 to D.8	As needed and at a minimum biweekly	Bilateral/ consultation meeting, email, monthly progress reports, consultation workshops
Department of Industrial and Services Economy, Ministry of	Governmental entity/ Beneficiary	Throughout the project's lifecycle/ D.1 to D.8	As needed and at a minimum monthly	Bilateral/ consultation meeting, Email, consultation workshops

Planning and Investment (MPI)				
Authority of Press, Ministry of Information and Communications (MIC)	Governmental entity	Throughout the project's lifecycle/ D.1 to D.8	As needed and at a minimum monthly	Bilateral/ consultation meeting, Email, consultation workshops
Authority of Broadcasting and Electronic Information, MIC	Governmental entity	Throughout the project's lifecycle/ D.1 to D.8	As needed and at a minimum monthly	Bilateral/ consultation meeting, Email, consultation workshops
National Institute for Finance, Ministry of Finance (MOF)	Governmental entity	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, consultation workshops
Institute for Strategic Research and Policy of Science and Technology under the Ministry of Science and Technology (MOST)	Governmental Entity	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, consultation workshops
Nhan Dan Newspaper	Governmental entity/ central organ of the Communist Party of Vietnam and the voice of the Party, State and People of Vietnam	Throughout the project's lifecycle/ D.1 to D.8	Monthly during the planning phase and biweekly during implementation phase	Bilateral/ consultation meeting, Email, consultation workshops

Vietnam Net Newspaper	Governmental entity/ Member units under MIC	Throughout the project's lifecycle/ D.1 to D.8	Monthly during the planning phase and biweekly during implementation phase	Bilateral/ consultation meeting, Email, consultation workshops
VTC Multimedia Corporation	Governmental entity/ Enterprise under MIC	Throughout the project's lifecycle/ D.1 to D.8	Monthly during the planning phase and biweekly during implementation phase	Bilateral/ consultation meeting, Email, consultation workshops
University of Science and Technology (HUST)	Academia	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, consultation workshops
Vietnam Union of Science and Technology Associations	Socio-political organizations/ Associations	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, consultation workshops
Other youth and professional organizations	Socio-political organizations/ Associations	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, consultation workshops
CASE, GIZ EU GGGI	Development partner/ International organizations	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, consultation workshops
Non-governmental organizations	Non-governmental organizations	Throughout the project's lifecycle/ D.1 to D.8	During feedback	Email, social media platforms,

			gathering milestones	consultation workshops
The general public	Public	Throughout the project's lifecycle/ D.1 to D.8	During feedback gathering milestones	Bilateral/ consultation meeting, Email, , consultation workshops social media platforms
Other media partners of the consortium (Tuoi Te, Kinh Te Do Thi, Thanh Nien, HTV, VnExpress, VTV, VOV, etc.)	Media entities	Throughout the project's lifecycle/ D.1 to D.8	Monthly during the planning phase and biweekly during implementation phase	Bilateral/ consultation meeting, Email

Table 13: Initial list of consultation partners

A donor coordination strategy

This donor mapping is based on the TOR's annex 1. Since this Technical Assistance focuses primarily on public awareness campaigns, we further refine the donor mapping as shown in the table below to reflect most relevant initiatives.

Name of Organization	Topic and detailed activity	Coordination strategy
ADB	Establishing the Wholesale Electricity Market One of the objectives of this project is to improve the capacity and knowledge of the energy sector agency to operate effectively the wholesale electricity market mechanisms.	Invitation to consultation workshops and follow-up bilateral meetings if required/ needed
German Federal Ministry for Economic Cooperation and Development (BMZ)	Renewable energy and energy efficiency (REEEP) This program provided training to technicians, engineers, and managers in the renewable energy and energy efficiency sectors.	
BMZ + EU	Renewable Energy and Energy Efficiency (4E) – Phase II The objective is to equip public institutions with improved tools for tailored communication about renewable energy (RE) and energy efficiency (EE). Effective public relations, such as targeted campaigns to influence decision-makers or improve the perception of RE and EE, can capture the interest of influential individuals and widen the societal backing for the transition of the power sector.	
EU + EU and Global Green Growth Institute (GGGI)	EU and Global Green Growth Institute The project aims to support energy efficiency startups in various sectors, particularly the industry, by providing technical and financial assistance. It will focus on training programs to enhance skills for promoting energy efficiency, strengthening management capacity, and facilitating networking opportunities for innovative energy efficiency products.	
USAID	Vietnam Low Emission Energy Program	

	V-LEEP will work in coordination with the government of Vietnam to mitigate institutional risks associated with private investment in provincial-level procurements by providing capacity building to provincial entities.
MOIT	Vietnam National Energy Efficiency Program VNEEP implements synchronously activities in the field of economical and efficient use of energy, showing commitments of all levels of government, associations, businesses, organizations, individuals to energy efficiency in particular and to climate change resilience and environmental protection in general.
EU - Viet Nam Sustainable Energy Transition Programme	Public Awareness Raising in Renewable Energy & Energy Efficiency in Viet Nam The project's duration is from 2023 to 2027, with the implementing partner being Oxfam. Details are not yet public.
BMZ under the German Climate Technology Initiative (DKTI)	Support for scaling up wind power The project advocates for knowledge advancement by means of technology and research collaboration initiatives among education and research institutions, as well as private entities, in Vietnam and Germany.
The German Federal Ministry for Economic Affairs and Climate Actions (BMWK)	Clean, Affordable and Secure Energy for Southeast Asia (CASE) One of the objectives is to establish a knowledge platform to enable information sharing and retention of expertise.
EU	Civil society meets RE&EE - trainings, seminars and communication skills to boost RE&EE as a key tool for sustainable development and green growth strategy in Vietnam (E-Enhance) (Grant - EUR 600,000) The goal of this initiative is to promote the development of renewable energy and energy efficiency in Vietnam through providing training and seminars. Public Awareness Raising in Renewable Energy and Energy Efficiency in Vietnam VCCI is receiving an EU fund to conduct a public awareness campaign in collaboration with MOIT. Details are not yet public.
GIZ	Clean, Affordable and Secure Energy for Southeast Asia (CASE)

	The project involves providing training to key energy institutions and decision-makers on energy transition-related topics, including both technical and regulatory aspects.	
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Table 14: Initial donor mapping

Project management

In the context of this project, Art Times will take the lead in providing Technical Assistance and assume responsibility for all project phases, encompassing project management and implementation. The overall project team is led by Mr. Hoang Du and divided into two smaller teams: Content Production and Support Team (Figure 9a). The Content Production Team and Support Team often collaborate closely to ensure the seamless execution of projects and organizational initiatives. The Support Team provides the necessary infrastructure and assistance that enables the Content Production Team to focus on content development and implementation. Both teams contribute to ensuring that the organization operates efficiently and effectively.

Overall quality control and strategic consultation will be ensured through the involvement of the team leader, Mr. Hoang Du, quality control and collaboration team under the Content Production Team (Figure 9a), ETP, Department of Industrial and Services Economy, and other pertinent stakeholders, as demonstrated in Figure 9b. The approval flowchart is in Figure 9c.

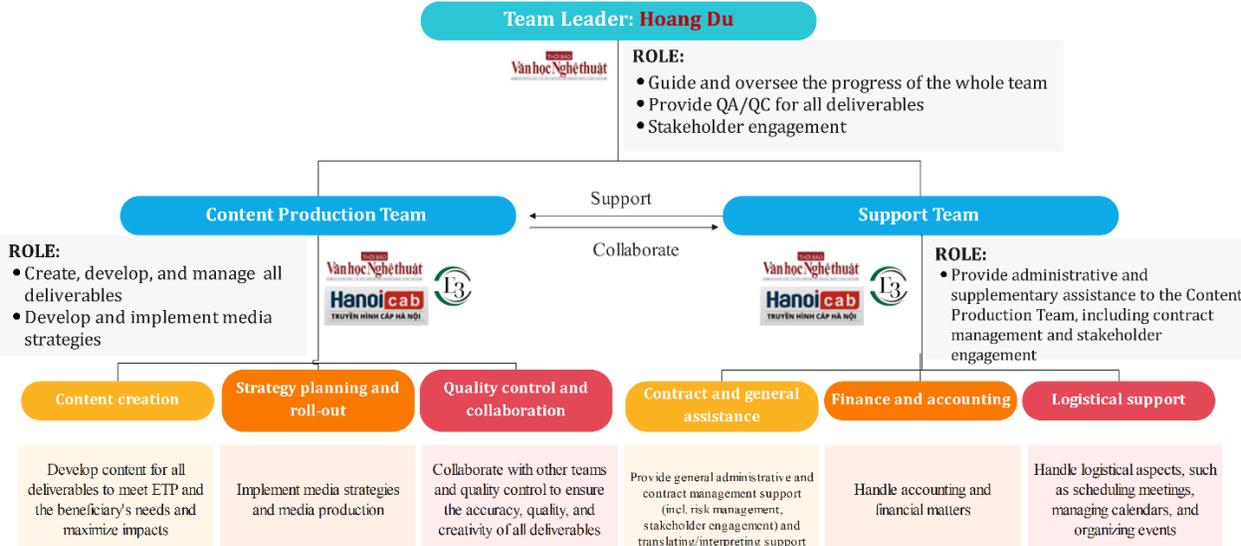


Figure 9a: General management structure and control of the project, with name of the experts all indicated.

	Sản phẩm 1	Sản phẩm 2	Sản phẩm 3	Sản phẩm 4	Sản phẩm 5	Sản phẩm 6	Sản phẩm 7	Sản phẩm 8
Đơn vị chịu trách nhiệm triển khai chính								
Người chịu trách nhiệm chính/ Đầu mỗi triển khai	Hoang Du (Main) Le Thanh Y (Vice)	Hoang Du (Main) Vu Dinh Tien (Vice)	Le Thanh Y (Main) Vu Dinh Tien (Vice)	Hoang Du (Main) Le Thanh Y (Vice)	Le Thanh Y (Main) Nguyen Huong Nhu (Vice)	Nguyen Huong Nhu	Nguyen Minh Phong (Main) Nguyen Huong Nhu (Vice)	Hoang Du
Đơn vị kiểm soát chất lượng								
Nhân sự quản lý kiểm soát chất lượng	Natalia Nikokosheva, Nguyen Minh Phong	Nguyen Minh Phong	Nguyen Minh Phong	Natalia Nikokosheva, Nguyen Minh Phong	Natalia Nikokosheva	Hoang Du Le Thanh Y	Hoang Du, Le Thanh Y, Natalia Nikokosheva	Nguyen Minh Phong,
Quản lý hợp đồng (đầu mối Nguyễn Thị Hải Yến)	Duy trì liên hệ với các bên liên quan, gồm ETP, DISE... Theo dõi tiến độ kế hoạch quản lý rủi ro và đảm bảo chất lượng							
Tham vấn với bên thứ 3 (ETP, DISE và các bên liên quan kha	✓	✓	✓	✓	✓	✓	✓	✓

Figure 9b: Management structure and control of the project by deliverables and with key experts all listed. For all deliverables, both Content Production Team and Support Team and all entities participate and collaborate with each other. Key personnels for each deliverable and for QA/QC are listed so ETP could keep track easily.

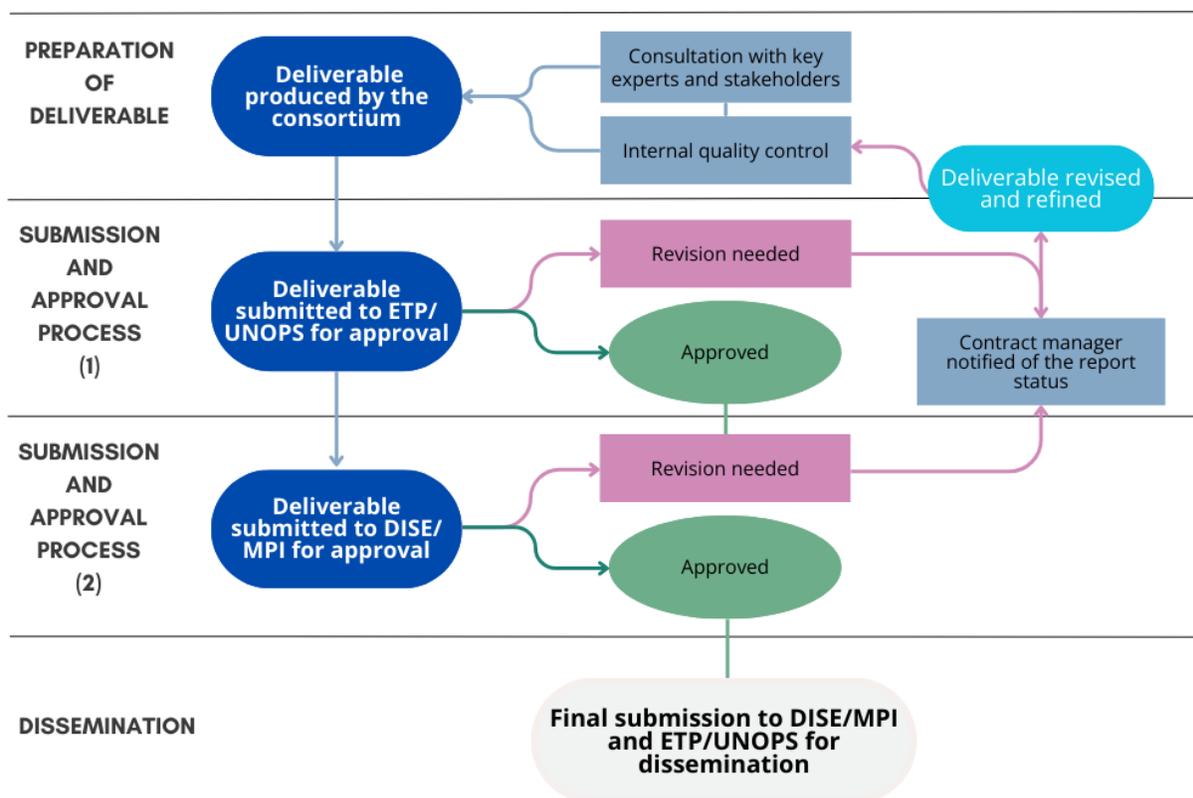


Figure 9c: Deliverable preparation, submission, and approval process flowchart

Gender equality and social mainstreaming

Gender equality and the empowerment of women are fundamental objectives for all members of the consortium, including Art Times, Hanoi Cab, and E3. We have implemented policies mandating the resolution of gender and social inclusion gaps in all activities and projects and took the initiative to organize numerous events aimed at fostering social inclusivity and promoting gender equity. Our commitment extends particularly towards prioritizing gender and youth involvement and empowerment as we recognize their vital role in shaping a more equitable and inclusive society. Through these self-organized events, we actively contribute to creating an inclusive environment that addresses social disparities and champions gender equality.



Figure 10: Joint Contribution and Sharing Joy, Sharing Gifts with Children in Hoa Binh Province Event by Art Times organized on 25 September 2023

For this project especially, we developed the initial Gender Equity and Social Inclusion (GESI) Action Plan that outlines our approach to address gender and social issues during operations and project implementation activities. It establishes principles, strategies, and means to overcome constraints and leverage opportunities for promoting gender and social integration and equity. The document is organized into six parts, providing an overview of the Extension Activity, outlining guiding principles, detailing gender mainstreaming practices, presenting the GESI Action Plan, and highlighting the monitoring process. As a dynamic document, this GESI Action Plan will evolve as needs arise. The Contract Manager will be the focal point for all GESI matters.

GESI GUIDING PRINCIPLES

In formulating the GESI Action Plan, the Extension Activity adheres to several key principles:

1. **Gender Equity:** All components of the project are designed to incorporate a minimum of 40% women and in its operations, ensuring ongoing gender integration. This provision encompasses services, learning events, and access to productive assets, aiming for equal opportunities across interventions. We will emphasize the benefits of targeting services to women and youth, aiding their growth and adoption of new business models.
2. **Prioritize Social Inclusion:** The consortium commits to ensuring the involvement of marginalized/vulnerable groups, irrespective of location, ethnicity, or religion. Efforts will be made to channel intervention benefits to diverse, socially excluded groups.
3. **Sex and Age-Disaggregated Data:** We recognize the importance of disaggregating data by sex and age. This ensures that GESI factors are integral to monitoring and reporting, allowing specific gender and youth analyses to identify differential impacts of interventions.
4. **Tailored Outreach for Youth Empowerment:** Acknowledging women and youth as key cross-cutting areas, the consortium integrates tailored activities to engage these target groups. Partnerships with public, private, and academia will be promoted to enhance youth engagement, develop their business skills.
5. **Maintaining a Roster of Women and Youth-Led Initiatives:** The consortium will compile a comprehensive directory of women and youth-led initiatives, including contact information, organizational details, and a list of champions. These resources will contribute to enhancing participation and scaling solutions.
6. **Integrating GESI Sensitization into Training and Capacity Building:** GESI integration training is prioritized to build the capacity of staff and partners. This ensures awareness of GESI constraints along commodity value chains, preparing stakeholders to act on inclusion opportunities. The planned actions for mainstreaming women and youth fall into categories such as gender sensitization, capacity building, proactive mainstreaming, gender disaggregation in monitoring systems, development of gender-sensitive methodologies, information collection and dissemination, communication, and skills enhancement.
7. **Integrate a 'Do-No-Harm' Principle and Conflict Sensitivity Approach:** Adopt a 'conflict sensitivity' approach by acquiring comprehensive insights into the environments in which we

will be active, understanding the interplay between the intervention and the context, and subsequently taking action based on this understanding. This approach aims to prevent negative impacts and maximize positive outcomes.

OUR TARGET

The GESI strategy comprises two primary components: gender equality and social inclusion. Gender is viewed as a socially constructed system of attributes, relationships, roles, and opportunities associated with being male and female, resulting in a power imbalance. To address this, our approach involves targeting women and girls while actively involving and engaging boys and men, fostering an understanding of the benefits of gender equality and the detrimental effects of maintaining an unequal gender order in societies.

For the gender equality component, our focus is on both women and girls and boys and men. In the social inclusion component, we target women and girls, along with groups at risk of exclusion within our focus countries. These groups include those with inadequate representation in decision-making, discrimination based on religion, ethnicity, social background, illnesses, or disabilities, restricted rights, and those unable to access protection services.

Recognizing the intersectionality of these factors, our activities adopt a holistic approach, addressing gender equality and social inclusion together. Marginalization is further exacerbated when individuals belong to multiple categories, emphasizing the need for a comprehensive understanding of marginalization. This holistic approach aligns with the 'leave no one behind' principle advocated by many international development actors.

GESI ACTION PLAN

We provide below the initial GESI Action Plan created for this project. We consider it a 'live' document and will continue evolving upon receiving feedback from relevant partners and finding rising needs.

Insights gained from our experience highlight that initiatives geared towards enhancing gender equality and social inclusion may inadvertently yield adverse effects on people's lives. Societal structures are inherently rooted in power dynamics among genders, social classes, ethnicities, religions, and various other groups. Empowering specific groups within a community can potentially diminish the influence of other groups holding power. Consequently, we acknowledge the potential risk that the execution of this strategy might generate tensions within communities and trigger a backlash against the intended beneficiaries of the strategy itself.

Area of focus	Activities	Expected results	Method of verification	Timeline

Operations				
Workforce Composition	<p>Conduct a workforce diversity assessment.</p> <p>Develop and implement targeted recruitment strategies</p>	<p>A diverse and inclusive workforce within the team, with equitable representation of men and women at all levels</p>	<p>Regularly review the composition of the team, tracking gender distribution, and conducting workforce satisfaction surveys</p> <p>Ensure a minimum of 40% women participation in project orientation, planning, etc.</p>	<p>Prior to project implementation</p>
Inclusive Procurement	<p>Establish a supplier diversity program</p> <p>Implement a scoring system for vendor selection</p> <p>Prioritize suppliers and vendors with strong commitments to GESI, supporting businesses owned or led by women and other</p>	<p>Supplier prioritizing GESI is selected</p> <p>Increased procurement from diverse suppliers</p>	<p>Maintain records of supplier diversity, track procurement decisions, and assess supplier relationships for inclusivity</p>	<p>Project's lifecycle</p>

	marginalized groups			
Accessible Campaign Materials	<p>Conduct accessibility audits for campaign materials</p> <p>Collaborate with accessibility experts for improvement</p>	All campaign materials are accessible to diverse audiences, including those with disabilities, and consider the needs of marginalized communities	Conduct accessibility assessments of campaign materials, gather feedback on inclusivity, and adjust materials accordingly	Project's lifecycle
Inclusive Events and Workshops	<p>Design events with diverse participation in mind</p> <p>Provide inclusive facilities and resources</p>	Host events and workshops that accommodate the needs of diverse participants, fostering an inclusive environment	<p>Review participant demographics, collect feedback on event accessibility, and make adjustments based on inclusivity recommendations</p> <p>Ensure a minimum of 40% women participation in the workshops</p>	Project's lifecycle
Gender-Responsive Communication	<p>Develop guidelines for gender-sensitive communication</p> <p>Conduct training</p>	Implement gender-sensitive language and imagery in all internal communications, fostering an inclusive organizational culture	Conduct periodic reviews of internal communications for gender sensitivity, seeking employee feedback on communication strategies	Project's lifecycle

	sessions for staff			
Project Implementation Activities				
Community Engagement Strategies	<p>Conduct community needs assessments</p> <p>Develop tailored engagement strategies for diverse groups</p>	Develop strategies that actively engage diverse community members, ensuring all voices are heard in the campaign	Track community participation rates, conduct surveys to assess inclusivity, and gather feedback from community representatives	Project's planning phase
Tailored Outreach for Vulnerable Groups	<p>Identify vulnerable groups through community mapping</p> <p>Design outreach programs based on specific needs</p>	Implement outreach programs specifically designed for vulnerable and marginalized groups, addressing their unique needs	Monitor participation rates of vulnerable groups, conduct targeted outreach assessments, and adjust strategies based on feedback	Project's lifecycle
Gender-Responsive Campaign Content	Conduct gender analysis of	Create campaign content that addresses the unique concerns and interests of	Assess content effectiveness through surveys, focus groups, and online analytics,	Project's lifecycle

	<p>target audiences</p> <p>Collaborate with content creators for inclusivity</p>	<p>both men and women, avoiding gender stereotypes</p>	<p>making adjustments for gender responsiveness</p>	
<p>Youth Inclusion in Campaign Activities</p>	<p>Establish youth-focused advisory groups</p> <p>Organize youth-oriented events and competitions</p>	<p>Foster youth engagement in campaign initiatives, providing opportunities for leadership and active participation</p>	<p>Monitor youth involvement in events and activities, solicit feedback from youth participants, and make adjustments based on their input</p>	<p>Project's lifecycle</p>
<p>Community-Led Decision-Making</p>	<p>Establish community forums for decision-making</p> <p>Provide training on community-led processes</p>	<p>Promote community-led decision-making processes, ensuring diverse representation in planning and implementation</p>	<p>Review decision-making structures, gather feedback on community involvement, and make adjustments to enhance inclusivity</p>	<p>Project's lifecycle</p>
<p>Monitoring and Evaluation with GESI Lens</p>	<p>Integrate GESI indicators into monitoring frameworks</p>	<p>Integrate GESI considerations into monitoring and evaluation processes, ensuring that data collection</p>	<p>Regularly review monitoring and evaluation frameworks, analyze gender and age-disaggregated data, and make</p>	<p>Project's lifecycle</p>

	Train project staff on GESI-sensitive data collection	is gender-sensitive and inclusive	adjustments to improve inclusivity	
Training and Capacity Building	Develop GESI training modules Conduct regular capacity-building sessions	Regularly review monitoring and evaluation frameworks, analyze gender and age-disaggregated data, and make adjustments to improve inclusivity.	Regularly review monitoring and evaluation frameworks, analyze gender and age-disaggregated data, and make adjustments to improve inclusivity	Project's lifecycle

Table 15: Initial GESI Action Plan

MEASURING IMPACT AND MONITORING PROGRESS

To comprehend the impact of program activities on women and youth, we will measure outcome-level results and report output results monthly. The effects on these target populations will be assessed through a combination of indicators outlined earlier.

Risks, Mitigations, and Assumptions

DEFINITION OF RISK

Risk refers to the likelihood of an event occurring that could have a detrimental impact on the project. This risk is evaluated based on two factors: the probability of the event happening and the severity of the damage to the project if the event does occur. The risk management process initiates during the planning stage and continues throughout the project's lifecycle. The planning phase encompasses three tasks: identification, assessment, and response planning. Risk control is an ongoing process that extends until the project's completion. The project coordinator, in collaboration with work package leaders, is tasked with monitoring and managing the risk management process.

RISK MANAGEMENT APPROACH

The Contract Manager (CM) will be responsible for communicating risks to the project teams and fostering awareness of risk management among project staff. All types of project risks, along with corresponding risk strategy plans, will be consistently reported in the Monthly Progress Report required by ETP.

CONSORTIUM RISK MANAGEMENT

The consortium has considered risks related to the consortium, focusing on (1) task underestimation, (2) low productivity, (3) low quality of work, (4) lack of coordination. These risks have already been mitigated during the partner selection process. Partners were chosen based on specific criteria: leadership in their respective expertise, prior successful collaborations, and a proven track record of completing research projects. Clauses related to these areas were embedded in the consortium's work agreement.

To further minimize and manage these risks, established methodologies for continuous project planning and monitoring and control (e.g., PMI PMBOK Project Management Body Of Knowledge 6th ed., PMI) will be employed. The risk management approach advocates ongoing control and regular reports to monitor new risks and update partners on the status of identified risks.

INITIAL RISK IDENTIFICATION AND MITIGATION STRATEGIES

This section outlines the primary risks identified in this project, specifically focusing on project work packages. The table below presents the risk events associated with the project, derived from an initial analysis of the project plan. This is just an initial analysis, and the identification and documentation of risks are an ongoing process. Risks with a medium to high level of risk are highlighted.

No.	Risk event	Level of risk	Risk mitigation strategies
1	Poor cooperation between consortium members	Medium	<ul style="list-style-type: none"> • Establish clear communication channels • Conduct regular consortium meetings • Define roles and responsibilities explicitly. • A work agreement between consortium addressing this has been signed and agreed on by all members.
2	Conflict between the consortium members of the work packages	Low	<ul style="list-style-type: none"> • Implement a conflict resolution mechanism • Encourage open communication, and appoint a neutral mediator if conflicts arise • Clearly define the scope of each work package and responsibilities of key personnels • The work agreement as mentioned in no. 1 highlighted this aspect and bound the members legally
3	Poor cooperation and information exchange between partners	Medium	<ul style="list-style-type: none"> • Develop a strong communication plan • Organize regular workshops and consultation meetings to enhance information exchange • Monthly progress notes and biweekly meetings with ETP will be conducted to ensure coordination and promptly information updates with ETP
4	Change in the partners' preferences for implementation	Low	<ul style="list-style-type: none"> • Establish a consensus-building process, maintain ongoing communication, and ensure all partners are involved in decision-making • Have a flexible project plan that can accommodate changes.

5	Limited public engagement	Medium	<ul style="list-style-type: none"> • Develop a comprehensive public engagement strategy, leverage various communication channels, involve local influencers, and conduct awareness campaigns to increase public participation • Leverage existing networks to promote public engagement
6	Regulatory challenges/ Dynamic media landscape in Vietnam	Medium	<ul style="list-style-type: none"> • All consortium partners have strong ties with the governmental entities and will actively engage with governmental entities (as listed in Figure 1 but especially MPI and MIC, also DIC and DFA at the local level) to navigate regulatory requirements and ensure compliance • All project members will abide to and ensure the project aligns with Vietnam's rules and laws • All consortium members will proactively monitor shifts in media trends and audience preferences to adapt the activities and strategies accordingly • We will further coordinate with our media partners so that we can sense risks effectively or address emerging needs.
7	Cultural sensitivity	Medium	<ul style="list-style-type: none"> • Conduct cultural awareness training for the project team, involve local experts, and ensure all project materials are culturally appropriate and respectful • Consult with governmental entities and media partners listed in Table 13 to ensure the materials are appropriate
8	Project developments disseminated (Absence of pertinent content, overlooking	Medium	<ul style="list-style-type: none"> • Implement a detailed communication plan, utilize diverse dissemination channels, and ensure materials are

	opportunities to document relevant information, failure to employ marketing tools and methods to reach the target audience; Non-distribution of materials to the intended target groups; Failure to display materials in suitable locations at the partners' premises)		strategically placed in areas with high visibility and relevance.
9	Lack of public apathy	Medium	<ul style="list-style-type: none"> • Develop engaging and tailored content based on Deliverables 1, 2, and 3 • Utilize storytelling techniques • Involve diverse communities in the project (using the survey, interviews, consultation workshops, and feedback mechanisms during implementation phase) • Address local concerns to foster public interest and empathy
10	Measurement and evaluation challenges	Medium	<ul style="list-style-type: none"> • Establishing reliable metrics to measure the success of the awareness campaign and evaluate its impact may pose challenges. The measures will be based on ETP's RBMF.
11	Lack of participation in project consultation workshops/ final workshop	Low	<ul style="list-style-type: none"> • Leverage existing networks and connections of strategic partners
12	Mismatch in expectations between the	Low	<ul style="list-style-type: none"> • The consortium will abide to the contract and agreement with ETP

	implementing partners and client		<ul style="list-style-type: none"> • Frequent engagement through biweekly meetings, progress reports, etc. will be secured
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Table 16: Initial risk assessment and mitigation plan

RISK ASSESSMENT

We will evaluate the risks throughout the project’s lifecycle as we recognize that new risks can emerge.

RISK REPORTING AND MITIGATION STRATEGY

We have developed regular and transparent reporting mechanisms, including periodic updates and key performance indicators, to ensure that the project team and relevant stakeholders are well-informed about the evolving risk landscape. Timely and accurate reporting enables swift decision-making, the implementation of effective risk response strategies, and ultimately contributes to the project's overall success.

We have also implemented risk mitigation strategies to minimizing the impact of identified risks on a project. These strategies will be clearly documented and reported to ensure a proactive and effective approach to risk management. Mitigation strategies involve a range of actions DISEgned to reduce the likelihood or severity of potential risks. As of now, these will include contingency planning, establishing alternative courses of action, allocating additional resources, and implementing preventive measures. We will develop a well-documented mitigation plan that outlines specific steps, responsibilities, and timelines for executing these strategies. We will also conduct regular reporting on the progress of mitigation efforts to keep stakeholders informed and allow for adjustments to the plan as needed. The template for our risk mitigation plan is as follows.

Monitoring and Evaluation Framework

The Results of the Project are monitored through the following Framework in Table 16. All reports will update the achievement of the indicators.

Project Name: Public Awareness on Energy Transition on Multimedia Channels

IMPACTS

- Share of renewable energy (RE) in the total final energy consumption (TFEC)

OUTCOME

4. Knowledge, Awareness and Capacity Building

OUTPUT

4.1. Stakeholders (relevant Government entities, Public sector companies, Financial institutions, Private entities, Academia, and Consumers) involved in the RE/EE value chain, are knowledgeable and better informed to advance the energy transition agenda

INDICATOR	TARGET
IN 4.1-01 - Targeted audiences indicate improved knowledge about EE/RE and the ability to sustain energy transition efforts	IN 4-01: 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%)
IN 4.1-04 - No. of articles, press releases on social media, and mass media, for outreach	IN 4.1-04: A minimum of 10 articles on newspapers, 30 short posts with infographics or short promotion videos on social media platforms, 30 TV broadcasts (in the form of news, reportage, or panel discussion)

ACTIVITIES

- Audience mapping and analysis to identify interests and knowledge gaps on energy transition
- Production and dissemination of energy transition content that comes in the form of news, reportage, panel discussion) on websites, TV channel(s), and social media
- Monitoring and tracking the views/ ratings of the content

Table 17: Results-based monitoring framework

Communications Plan

We describe our communication plan for each deliverable under the Detailed Approach section and in the Mapping of Key Stakeholders, and Donor Coordination Plan. Here, we sum up the main key actions and communication channels we will use.

TARGET AUDIENCE

The specific groups, content and communication channels tailored to them will be defined and analyzed in Deliverable 3 and 4. We describe below the general groups that we deem important:

- General public: adults, youth, and seniors
- Specific demographic groups: urban residents, rural communities, students, working professionals, policymakers, and businesses
- Key stakeholders: government agencies, NGOs, energy companies, media outlets
- Underrepresented/ highly affected groups: women, workers in the energy sectors

COMMUNICATION CHANNELS

We will be using the following communication channels for information dissemination and strategic consultation. This is based on the requirements of the Terms of References.

Communication channels	Specific media platforms	When	Minimum requirements per TOR
Traditional media	Press releases and articles in newspapers	Deliverables 2, 5, 8	Deliverables 2, 8: <ul style="list-style-type: none"> • 3 press releases (1 per each workshop) • 15 articles for 3 workshops (5 each) Deliverable 5: <ul style="list-style-type: none"> • 50 articles
	TV interviews	Deliverables 2, 8	None
	TV broadcasts	Deliverable 7	31 broadcasts

Digital media	Social media platforms (Facebook)	Deliverables 2, 6, 8 (Throughout the project to communicate and gather insights from stakeholders)	Deliverables 2, 8: <ul style="list-style-type: none"> • 15 social media posts for 3 workshops (5 per event) Deliverable 6: <ul style="list-style-type: none"> • 30 short posts in the form of infographics and promotion videos
Community/ key stakeholder engagement	Consultation workshops	Deliverables 2, 8	2 consultation workshops and 1 final workshop
	Social media platforms/ online media platforms	Throughout the project to communicate and gather insights from stakeholders	None
Client engagement	Online presentations	This is subject to ETP's requirements.	4 concise one-hour online presentations.
	Biweekly meetings		None
	Monthly report		Monthly progress report that details updated Gantt chart, RBMF, risks and mitigation, ratings/ impacts of media content where relevant, lessons learned and next steps, minutes of interviews/ consultations.

Table 18: Overall and initial communications plan

Annex

KICK-OFF MEETING WITH ETP

Purpose	Introduction and Methodology Explanation
Participants	ETP, UNOPS team: <ul style="list-style-type: none">• John Robert Cotton, Senior Programme Manager• Thuy Nguyen, Country Coordinator and Focal Point• Toan Do, Country Coordinator• Praewpan Intapanya, Programme Management Senior Officer• Shesha Udani, Senior Communications Officer• Xiaoyu Liu, Programme Management Intern Consortium members: <ul style="list-style-type: none">• Art Times• HanoiCab• E3

Key details:

- All deliverables should be consulted with wide parties and attain approval from ETP and MPI before dissemination.
- Detailed methodology will be explained in the Inception Report
- Thuy Nguyen from ETP/UNOPS will introduce the consultant with MPI and organize a technical meeting to discuss methodologies.

TECHNICAL MEETING WITH DISE, MPI

Purpose	Introduction and Methodology Explanation
Participants	DISE, MPI team: <ul style="list-style-type: none">• Le Tuan Anh, Director General• Pham Minh Hung, Deputy Director General• Nguyen Manh Son, Lead of the Electricity Division

	<ul style="list-style-type: none"> • Tran Trung Duc, Officer of the Electricity Division <p>ETP, UNOPS team:</p> <ul style="list-style-type: none"> • Thuy Nguyen, Country Coordinator and Focal Point <p>Consortium members:</p> <ul style="list-style-type: none"> • Art Times: Hoang Du • HanoiCab • E3
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Key actions and outcomes:

- MPI proposed to organize the consultation workshops on 23 April in Hanoi and 25 April in Ho Chi Minh City. They will oversee invitation letters and participate in the workshops.
- MPI agreed with the methodology that the consultant proposed.
- MPI emphasized that ETP/UNOPS needed to be responsible for all stages of the project to ensure the projects could reach the desired outcomes, and consultation with other relevant entities/ ministries needed to be conducted.
- ETP/UNOPS, MPI, and the Consultant will organize another technical meeting after the consultation workshops to discuss the outcomes and paths ahead.
- ETP/UNOPS and MPI expressed willingness to ensure the success of the project and for further cooperation.

