

PRESS RELEASE

GREEN EMPOWERING CONTEST – THINK, LIVE and ACT GREEN

Hanoi, 16 Sep, 2013

The Green Empowering Contest is organised and conducted by Live&Learn and EuroCham's Green-Biz team under the umbrella of "European Green Business Solutions for Vietnam" (Green-Biz 2013) activities. Aim is to promote the practices of Sustainable Production and Consumption and started on 15. April, 2013. The Contest aims to raise the awareness and enhance responsible action of young people nationwide in Vietnam from Agriculture, Forestry to Construction, Technology, Energy and Service Industries. There are various activities from trainings, workshops, field trips and exhibition for students during the contest with the engagement of international and national experts and businesses.

Nowadays, while humans are facing more pollution and climate change challenges, there is a need in raising awareness and action in sustainable production and consumption all over the world in general and in Vietnam in particular. Most European countries, the USA and others have implemented many policies to promote sustainable production and consumption towards a green economy with low carbon emissions. "The production and use of goods and services that respond to basic needs and bring a better quality of life, while minimising the use of waste and pollutants over the life cycle, so as not to jeopardise the needs of future generations" (*Norwegian Ministry of Environment, Oslo Symposium, from Planning for change - Guidelines for National Programmes on Sustainable Consumption and Production, UNEP*).

At the United Nations climate change conference in Bali, UN Secretary General Ban-Ki moon stated that: "We have an ethical obligation to right this injustice. We have a duty to protect the most vulnerable. That is why any agreement should look to developed countries to continue taking the lead on curbing emissions. And developing nations need to be given incentives to limit the growth of their emissions. Together, we can spur a new era of green economics, an era of truly sustainable development based on clean technology and a low-emission economy"

Young people, future leaders in businesses and families, are encouraged to engage in sustainable production and consumption through many activities within the framework of the "**Green Empowering Contest**" and lots of other activities from Live and Learn and EuroCham's Green-Biz 2013. Consequently from 15. April 2013 on Young people can take their chances to improve their knowledge through series events of trainings, workshops and even field trips are organised in May and June 2013 in Hanoi, Danang and Ho Chi Minh City with the engagement of international and national experts, government officials, NGOs and business in this field.

Moreover the Contest provides opportunities for students to not only search for good practices but also experiment to find out feasible solutions for households, businesses and their communities, during the summer months of July and August, 2013. The best entries from the Contest will get high-ranking visibility, be published and displayed in course of the European Green Business Solutions for Vietnam (Green-Biz 2013) conference and exhibition on 19 and 20. September 2013 in Melia Hotel, 44B Ly Thuong Kiet, Hanoi.

The **Green Empowering Contest** is organised by Live & Learn and EuroCham's Green-Biz team with the support of several partners and businesses. The Contest is sponsored by Schneider Electric and supported in cooperation with Green Innovation and Development Center (GreenID). The contest is sponsored by Schneider Electric.

“Green-Biz 2013 will give us the chance to address various different topics where we are able to enforce and assist Vietnam’s efforts towards a Sustainable Economy and prosperous future. In addition to our well-known expertise in the fields of Urbanism, Transportation and Infrastructure, in this third Green-Biz edition we will address the hot topics of Sustainable Consumption and Production, combined with the issues of Resource Management, showcasing efficiency in Energy and Waste-Treatment. These areas of focus, which have an ever growing importance in modern societies and economies in transition, will be accompanied and underpinned by Green Education and Green Mindset plenary sessions.” Summarized EuroCham’s Chairman Preben Hjortlund the main challenges but also possible solutions from European perspective.

The motivation and intentions of Vietnam’s youth has been expressed by a student of the Green Generation Network: “I find that ‘green job’ is now encouraged in many developing and developed countries in order to protect the environment and reduce the unemployment rate. I am myself very interested in this field and I hope that other young people have the same interest”.

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Green Empowering Contest – Think, live and act green is an activity under the umbrella of the European Green Business Solution for Vietnam 2013 (Green – Biz 2013). The Contest is facilitated by Live&Learn and EuroCham’s Green-Biz team, Vietnam Green Generation Network and Center for Environment Training and Communication (CETAC) – Ministry of Natural Resources and Environment and sponsored by Schneider Electric.

European Green Business Solution for Vietnam (Green-Biz 2013) are various Sustainability activities from the European Chamber of Commerce in Vietnam (EuroCham), which culminate on the 19. and 20. September 2013 at the Melia Hanoi in an integrated two-day B2B and B2G event that comprises a conference with an international exhibition and networking events. Covering a Cocktail Welcome and a Gala Dinner, a Conference and a Tradeshow, it will showcase European Green Business Solutions for Vietnam, enable public-private dialogue and create a bridge for Vietnamese and European Businesses. Following the similar format of the first and second GREEN-BIZ events, the conference and exhibition will attract key European and Vietnamese participants from academia, public bodies, civil society, international organisations, press and private businesses. www.eurochamvn.org & www.greenbiz2013.com

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Vietnam Green Generation Network (VGGN) comprises individuals, youth-led organisations with common passion for Environment. VGGN promotes to raise awareness and enhances responsible actions of youths and community in Climate Change and Environment. VGGN is coordinated by Live&Learn for Environment and Community with the cooperation of other individuals, international and national organisations, governmental organisations, NGOs and businesses. www.thehexanh.net

Green Innovation and Development Center is a non-profit organisation promotes an inclusive approach to sustainable development in Vietnam and the larger Mekong region, with a particular focus on the role of the energy sector and its environmental impact. www.greenidvietnam.org.vn

Center for Environment Training and Communication (CETAC) - Ministry of Natural Resources and Environment focuses on Environment Training and Communication, engaging community in protecting the environment. www.cetac.gov.vn