

---

**INVITATION TO MEDIA & ADVERTISING SEMINAR TO DISCUSS WAYS TO  
RAISE AWARENESS OF CLIMATE CHANGE IN VIET NAM**

**Date: Thursday 5 December 2013**

**Time: 9.00 am to 5.00 pm (lunch provided)**

**Venue: Academy of Journalism and Communication, Hanoi, Viet Nam**

A one-day seminar to be held in Hanoi on Thursday 5 December will examine how the media, advertising and entertainment sectors can partner with government agencies, the development community and the private sector to help raise awareness of climate change in Viet Nam.

Climate change is already impacting many Southeast Asian countries with more severe weather occurrences such as stronger typhoons and more frequent flooding, and scientists predict that the warming of the atmosphere will lead to more drastic consequences such as food shortages and loss of agricultural land from rising sea levels in the coming decades.

A recent World Bank study listed Viet Nam as one of the countries that will be most affected by climate change in the future.

**The seminar will bring together many stakeholders working in climate change mitigation and adaptation to discuss ideas for achieving critical mass awareness of climate change.**

It will be hosted by the Faculty of Public Relations and Advertising at the Academy of Journalism and Communication (AJC), Ho Chi Minh National Political Academy, Hanoi, and organized in partnership with the Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance').

The seminar is the fourth in a series of similar events being held throughout Southeast Asia as part of The Media Alliance's 'Redraw The Line' climate change awareness project, which is being supported by Sweden and the Asian Development Bank (ADB).

Each seminar is held in partnership with local stakeholders to examine how the media, advertising and entertainment sectors in individual countries can be more engaged to support awareness building activities.

The seminars discuss how these sectors can partner with development agencies, multi-lateral institutions and NGOs – and private sector corporations with strong CSR initiatives relating to sustainable development - to stimulate dialogue and cooperation on mitigating and adapting to climate change.

The Hanoi seminar will look at how the media, advertising and entertainment sectors in Vietnam can give visibility to the social, humanitarian, environmental and sustainable development implications of climate change through programming and editorial content, public service advertising, and the use of social media and other digital information platforms.

**Registration is open to professionals working in media, advertising, PR, marketing, communications and entertainment; representatives of government departments, development agencies and NGOs working on climate change related issues; and private sector companies with an interest in establishing CSR programmes supporting sustainable development.**

**There is no charge for registration**, but advance notification of attendance is required by sending details of interest to **Letchumi Achanah** at [letchumi.achanah@mediaalliance.asia](mailto:letchumi.achanah@mediaalliance.asia) (international registrants) or **Mach Le Thu** at [lethumach@gmail.com](mailto:lethumach@gmail.com) (local registrants).

On-site registration will commence at 8.30 am at 10<sup>th</sup> floor, A1 building, Academy of Journalism and Communication, 36 Xuan Thuy, quan Cau Giay, Hanoi, on Thursday, 5 December, with the seminar commencing at 9.00 am and a key note address by the ADB's Country Specialist for the Environment and Climate Change in Vietnam, Lauren Sorkin.

Other prominent speakers will include Le Quoc Vinh, CEO of Le Bros; Nguyen Thanh Son, General Director of T&A Ogilvy; Nguyen Ngoc Anh, Deputy Head of Culture, Technology and Environment Division, News & Current Affairs Department at Vietnam Television; Do Viet Anh, Founder and Director of Boo Co. Ltd; Do Hoai Anh, Managing Director of Pioneer Marketing & Communications; Hoang Minh Hong, Southeast Asia Coordinator for 350.org; and Tran Phong, Director of the Center for Environment Training & Communication, Vietnam Environment Administration, Ministry of Natural Resources and Environment.

A copy of the draft programme is attached. All delegates will have the opportunity to participate in discussions through Q&A at the end of each session.

Lunch will be provided for pre-registered delegates.

For further information please contact:

***Mach Le Thu - MA.***

***Lecturer - Academy of Journalism and Communication***

***7<sup>th</sup> floor - A1 Building, AJC***

***36 Xuan Thuy Str., Hanoi, Vietnam***

***844-37546963 Ext. 708***

**Note for Delegates:** The 'Redraw the Line' climate change awareness campaign was launched in 2011 by The Media Alliance on behalf of Sweden and the Asian Development Bank. The branding was developed by Ogilvy Singapore who produced a series of public service announcements (PSAs) which have received wide exposure through the support of international TV channels in Asia, as well through both national broadcast media and social media platforms in the Philippines, Thailand and Vietnam where localised content has been produced. Local campaign activities will be expanded to three more countries in 2014. The purpose of the campaign is to raise awareness of clean energy and clean transportation options; encourage consumers to adopt more green living practices such as recycling and seeking alternatives to plastic bags; thus influencing day-to-day consumption patterns to help mitigate the effects of climate change. As part of the 'Redraw the Line' campaign, The Media Alliance has a partnership with the international No Impact Project, and organises 'University No Impact Weeks' in Southeast Asian countries to raise awareness of these issues amongst university students.