



New tool supports young people contributing to wildlife protection

Vietnam Environment Administration (VEA) and the Central Youth Union are proud to announce the release of a “Youth for Wildlife Protection” multimedia package, which will be distributed throughout Vietnam as a tool to help increase awareness amongst young people for environmental issues and the importance of wildlife conservation.

The package contains six video clips and one song, which were made by young people, for young people. The media materials present a variety of messages that explain the negative consequences of illegal wildlife consumption, and encourage the protection of wildlife in its natural habitat.

These media materials were the top prize winning entries in the “Youth for Wildlife Protection” competition, which was another joint initiative of VEA and the Central Youth Union, held in May 2014 as one of the activities to recognize International Biodiversity Day (May 22). They were selected by a judging panel including conservationists, professional artists, based on the quality of the message and the creativity of the presentation.

The Central Youth Union will now coordinate the distribution of the media package to volunteer clubs and youth groups throughout the country, to support young environmental leaders in carrying out their own wildlife protection awareness campaigns.

We welcome everyone to freely use and share the video clips and song, to help raise awareness and motivate positive behaviour change for wildlife protection. The materials may be promoted via social media networks, linked to school and university websites, shared on online forums, played during seminars or meetings on environmental topics, etc.

The package contains the following materials:

No.	Title	Author	Prize
1	Thần dược có thực sự tồn tại bên trong cơ thể động vật hoang dã!? (Are panacea derivatives from animals?)	Tổ chức Hành động vì Động vật Hoang dã - Chi nhánh Đồng Nai (AWO - Dong Nai branch)	Special
2	Ca khúc: vì sự sống những loài thú hoang Song: Saving Wild Animals	Nguyễn Duy Khoái	First
3	Bạn có biết!?"Chúng ta đã Sống như thế nào!?" (Do you know “how we have been living”?)	Tổ chức Hành động vì Động vật Hoang dã (AWO)	Second
4	Hãy lắng nghe lời cầu cứu của động vật quanh ta (Listen to wildlife plea)	Chi hội thanh niên vận động hiến máu 7/4 Youth Association for blood donation 7/4	Second
5	Câu chuyện của người thợ săn (A Hunter’s story)	Phòng Giáo dục môi trường và dịch vụ môi trường Ban Quản lý VQG Bù Gia Mập (Management Unit of Bu Gia Map	Third

		National Park)	
6	Siêu nhân Gấu (Superman Bear)	Tổ chức Hành động vì Động vật Hoang dã (AWO)	Third
7	Draw the wildlife	Nhóm Voi Con GiGi Group: Voi con GiGi	Third

The creation and distribution of the multimedia package is being carried out under the scope of the project "Wildlife Consumption in Vietnam: Reforming Policies and Practices to Strengthen Biodiversity Conservation" (WLC Project), funded by the Global Environment Facility (GEF) via the World Bank.

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