

Promotion of Climate-related Environmental Education (ProCEED)

Improving attitudes towards the environment through communication and education

What we aim for

Together with the Department of Environmental Quality Promotion (DEQP) of the Ministry of Natural Resources and Environment (MoNRE), the task of GIZ's ProCEED project is to improve knowledge, attitudes and behaviour in respect to the environment, biodiversity and climate change in Laos through communication and education.

To achieve its objective, ProCEED combines strategic work on the national level with communication and learning processes at provincial, district and village level. Based on an extensive study on environmental knowledge, attitude and practices, ProCEED established its environmental education and communication strategy that identifies target groups, thematic environmental topics as well as communication channels for environmental awareness raising campaigns.

Project name	Promotion of Climate-related Environmental Education
Commissioned by	Federal Ministry of Economic Cooperation and Development (BMZ)
Project Partners	Ministry of Natural Resources and Environment
Project region	Vientiane Capital, Khammouane, Houaphanh and Sayaboury Province
Project volume	2,470,000 EUR
Duration	December 2011 – November 2014

ProCEED's regional focus is on areas in Sayaboury, Houaphanh and Khammouane Province where other Lao-German projects related to forest and biodiversity protection and climate change are implemented. Capacity development in the area of formal and non-formal environmental education and communication is a core element of ProCEED's methodological approach.

In addition to ProCEED's non-formal education and awareness-raising activities, the project supports two vocational training centres in Sayaboury and Houaphanh by providing them with environmental teacher's modules, materials and trainings.

The 'National Strategy on Environmental Education and Awareness' (NSEEA), which was endorsed by the Government of Lao PDR in 2004, puts ProCEED's work in a policy framework. The project assists the revision process of the national strategy and its action plan, taking into account climate change and major development trends in the country.

What we have achieved

As part of its Environmental Education and Communication Strategy, ProCEED supports a variety of mass media channels in its planning and production processes. It assists a weekly 30-minute environmental Lao national TV and radio programme and two daily newspapers that publish project news and in-depth articles about environmental topics on a regular basis.

A 4-week Summer Film School provided 12 Lao youth with hands-on knowledge on environmental film making and production.

Short, precise and specific fact sheets on various environmental topics in Laos inform stakeholders on the central, provincial and village level.

The ProCEED website and newsletter provide up-to-date information about project activities, approaches and materials.

ProCEED initiated a nation-wide photo competition on environmental issues. The winning pictures are used for photo exhibitions addressing the public.



ProCEED's Environmental Bus Tours provides information on biodiversity, climate change and natural resource management to a variety of target groups.



ProCEED is using an environment bus to run playful and informative awareness raising activities amongst school children in Khammouane Province, Lao PDR.

Regarding non-formal education activities, ProCEED has tested a model for non-formal education by supporting youth trips to a National Protected Area in Vientiane Province where young Laotians participated in lectures, nature walks and fun environmental education activities. This may be replicated or extended to other target provinces.

Activities on proper garbage and waste management during Vientiane Boat Racing and That Louang Festival involved festival participants in a fun and entertaining way.

ProCEED acquired two solar-powered environmental vehicles and refitted to host non-formal education activities. The first 'Environmental Education Bus Tour' has taken place in Vientiane Capital on the topic of climate change, reaching out to over 15,000 secondary school students. ProCEED's partner DEQP has also implemented a tour on collaborative management of National Protected Areas in Thakek and Boualapha District for political decision-makers. In 2014, the two vehicles will keep touring Vientiane and the Khammouane, Houaphanh and Sayaboury provinces for periods of approximately a month each.

Background

The national economy of Laos is highly dependent on natural resources. Unsustainable hunting and timber exploitation and the granting of large concessions for hydro-power development, mining and monoculture farming projects lead to deforestation and loss of biodiversity and wildlife. A changing climate further threatens some of the country's main livelihood activities like rain-fed rice cultivation. The effects of climate change such as floods and droughts will be felt most severely by the rural population that is dependent on forest ecosystems and smallholder agriculture.

The majority of the population in rural Laos, as well as political and economic decision-makers lack knowledge and awareness about the correlation between sustainable development and environmental protection. Little attention is given to these issues in the public discourse. Awareness-raising measures that promote environmental protection, biodiversity conservation and climate-change adaptation therefore need to be integrated into the Lao communication and education systems.

About GIZ Laos

GIZ, as part of the Lao-German Development Cooperation, has been active in Laos since 1993 and is currently implementing projects in two main priority areas: rural development and sustainable economic development. Moreover, we participate in regional projects on behalf of the German Government, for example with the Mekong River Commission.

Please visit our website www.giz.de/laos for further information on GIZ's work in Laos and worldwide.

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