

Environment - We care today for tomorrow



## Upcoming ProCEED activities — something may be in for you

The ProCEED team is planning a wide range of media and educational activities for 2015:

- Summer Film Festival on Environment, Sept 2015
- Environmental education events during Boat Racing and That Luang Festivals in Vientiane in Oct/ Nov 2015, and the World Heritage Festival in Luang Prabang in Dec 2015
- Environmental radio and TV productions at the national, provincial and district level
- Environmental Tours in Khammouane, Houaphan, Sayaboury and Bolikhamxai Province
- Workshops to finalize the National Strategy on Environmental and Climate Change Education and Awareness
- 2015 national photo competition and travelling exhibition

ProCEED is a Lao-German development cooperation project implemented by the Lao Ministry of Natural Resources and Environment (MoNRE) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The project aims at improving knowledge, attitudes and practices regarding environmental and biodiversity protection as well as climate change adaptation in Laos.



Implemented by:  
**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



## CONTACT

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# ProCEED

Promotion of Climate-related Environmental Education

**A Lao-German cooperation project**

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## why environmental awareness

We at MoNRE and GIZ started this project in early 2012. In 2014, ProCEED was extended until 2017. The project is currently the only major international initiative that aims at counterbalancing the low environmental awareness in Laos. The latter is a substantial challenge because the national economy is highly dependent on natural resources. Some of the country's crucial forms of natural resource utilization such as rain-fed rice cultivation and hydro-power generation are threatened by climate change. In addition, deforestation, loss of biodiversity, declining availability of non-timber products and shrinking fish stocks are some of the major environmental factors that put poor rural families at risk in particular.

Our 2012 environmental awareness survey revealed that few people know about the correlation between sustainable development and environmental protection, biodiversity conservation and climate change.

## what we do

Supervised by MoNRE, we use a wide range of national mass media, community communication channels and non-formal education activities which mutually support each other as part of a well-coordinated Environmental Education and Communication Strategy (EECS). ProCEED focuses on areas in Houaphan and Khammouane, where other Lao-German environmental projects are implemented, as well as in Sayaboury and, from 2015 on, in Bolikhamxay. As of Sept 2015, two development advisors will support activities at the provincial and district level in Khammouane and Houaphan.

ProCEED assisted to review and update the National Strategy on Environmental Education and Awareness (NSEEA) which now includes climate change issues and a related action plan.

Through technical assistance and coaching, the project team employs a human capacity development approach so that our government, media and other partners will be able to run all EECS tasks on their own. Based on these capacities, MoNRE will also take over a coordination role regarding the NSEEA.

## what we achieved so far

A Knowledge-Attitude-Practice (KAP) Survey in 2012 collected information on what 1,350 respondents in Vientiane, Khammouane, Houaphan and Sayaboury know, believe and do in relation with the environment, biodiversity and climate change.

Two environmental vehicles biannually tour more than 60 remote villages in all the mentioned provinces. Thousands of school children, village authorities and decision makers have engaged in environmental education activities such as films, theatre, games, learning groups etc.

*environmental magazines are on LNR national radio every Monday at 8 a.m. and on LNTV national television every Sunday at 7 p.m.*

The project team and its partners are producing regular environmental TV and radio programs, and contribute to newspaper columns at the national level. We support radio stations in Khammouane Province with regular environmental magazines.