

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 2013:

- Environmental Bus Tour in Vientiane, mid Aug 2013
- Environmental Movie Week in Vientiane, Aug 2013
- Environmental education events during Boat Racing and That Luang Festivals
- LNR environmental radio training for young volunteers in Khammouane
- Environmental Bus Tour in Khammouane, Oct 2013
- Environmental Bus Tour in Houaphan, mid Nov 2013
- Award ceremony for winners of the Environmental Photo Competition 2013
- Environmental photo exhibitions at selected public locations
- Support to the ASEAN Science Film Festival 2013, incl. film screenings at provincial schools

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



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ProCEED

Promotion of Climate-related Environmental Education

A Lao-German cooperation project



why environmental awareness

We at MoNRE and GIZ started this project in early 2012 because we aimed 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.

A recent 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. ProCEED's focus is on areas in Sayaboury, Houaphan and Khammouane where other Lao-German projects related to forest and biodiversity protection, and climate change are implemented.

The National Strategy on Environmental Education and Awareness (NSEEA) puts ProCEED in a policy framework which the project will assist to review and update. "NSEEA to 2020" will include climate change issues and a related action plan.

In addition to the media and educational activities, the project will support two vocational training centres in Sayaboury and Houaphan in integrating climate change and environmental issues into education and training.

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.

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 planning and producing regular environmental TV and radio programs, and contribute to newspaper columns at the national level. At the district level, non-formal environmental education activities will complement the mass media mix.

Two environmental vehicles will tour villages and towns in the three provinces and in Vientiane showing environmental films and facilitating non-formal environmental education activities such as theatre, games, listening and learning groups etc.