

# PRODUCTION. BOOK.

Communication Campaign

## REDUCING MARINE WASTE

In Viet Nam

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Established since the 2021, being 21 together, and now 22 and more. 5 different minds, but always remind ourselves to devote to the common goal: Graduation, and the future!



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# ABSTRACT

Ocean plastic waste is a burning problem for the environment in general and the marine environment in particular. It seriously affects the habitat and the survival of wildlife. Protecting the ocean, reducing waste, especially plastic waste is an effective solution to protect the future living environment of humanity. Vietnam is a coastal country with a coastline stretching over 3,200 km that brings many economic benefits from tourism, mining of minerals and seafood. However, people's awareness of marine environmental protection is not enough. Vietnam is one of the countries with the largest amount of plastic waste in the world and ranked 4th out of the top 20 countries, with about 730,000 tons of plastic waste being dumped into the sea every year. The main reason leading to Vietnam's huge amount of waste discharged into the ocean is due to the production method of goods, the management method, the capacity to handle plastic waste and the awareness





of people and businesses. Recognizing this issue, the Prime Minister issued Decision No. 1746/QĐ-TTg on "Issuing the National Action Plan on ocean plastic waste management to 2030".

Accordingly, the overall goal of the project plan is to effectively implement Vietnam's initiatives and commitments to the world in dealing with plastic waste problems, with a focus on ocean plastic waste, ensuring the prevention of plastic waste, preventing the discharge of plastic waste from waste sources on land and activities at sea, striving to make Vietnam a pioneer in the region in reducing ocean plastic waste.

To prevent ocean plastic pollution, government, management agencies, and local authorities are coordinating with international organizations to launch projects and action programs. One of the key solutions is to change awareness, help people better understand the harmful effects of ocean plastic waste, and understand more about the government's policies and regulations on this issue.

In order to raise awareness and call for action of all Vietnamese people, the Directorate of Seas and Islands, in collaboration with WWF and many other parties, decided to conduct communication with the project "Reducing Marine Waste In Vietnam". to join hands with everyone to repel plastic waste into the environment, helping not only improve the living environment, but also help the natural environment become more beautiful.

During the implementation of the campaign, the project implementers faced many difficulties: Information can sometimes be overlooked, misunderstood and not meet expectations in terms of interaction. But most importantly, this project can help raise awareness about plastic waste and create motivation to convert plastic to more environmentally friendly utensils

Our team, Hat Mem Team (Multimedia students K14, FPT University) participated as interns in the project "Reducing Marine Waste In Vietnam" from December 20th, 2021 to February 14th, 2022 of MDI in cooperation with VASI. Based on the multimedia communication background learned at FPT University, we have the opportunity to apply our knowledge to specific works. The results of the communication campaign were

recorded during the campaign from December 20th, 2021 to February 14th, 2022. In this campaign, we participate in the following activities:

- Interview, survey, provide information and knowledge about plastic waste
- Online newspapers
- Social media product

In general, the campaign results were successful, especially we received positive feedback from the VASI, partners and above all from the public. Although there are some shortcomings in the implementation process, for us, changing people's thinking about protecting the marine environment, limiting plastic waste and learning from the shortcomings to improve ourselves is the most important thing.







# 01. Introduction

## 1. PROJECT INTRODUCTION

### 1.1. NAME OF THE CAPSTONE PROJECT



**WWF**

The International Organization for  
Conservation of Nature

**Vasi**

Vietnam Association for Sup-  
porting Industries

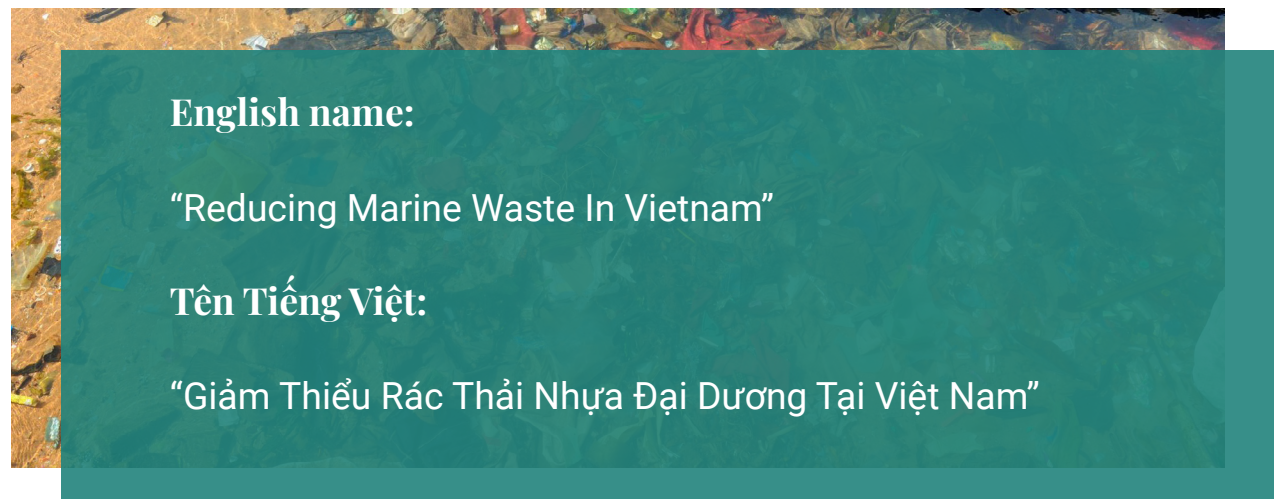


Federal Ministry  
for the Environment, Nature Conservatio  
and Nuclear Safety

**Federal ministry**

Is a cabinet-level ministry of the  
Federal Republic of Germany





## 1.2. PROJECT INTRODUCTION

The sea and ocean are an incredibly crucial supply of existence and survival area for people and an essential basis for sustainable development, however the sea and oceans in Vietnam are going through many extreme problems, maximum significantly pollutants because of waste.

It's generally plastic waste. Plastic and plastic merchandise have added many utilities and features grow to be an imperative part of existence. The unsustainable manufacturing and intake of plastic merchandise has grown to be a massive risk to ecosystems and the surroundings on land, coastal regions in addition to oceans. International research displays that Vietnam is one of the nations with the best quantity of plastic waste withinside the global and ranks 4th out of 20 nations on the pinnacle with approximately 0.3-0.8 million lots according to year. The predominant cause for Vietnam's massive quantity of waste into the sea is because of the manufacturing of goods, the manner of management, the capability to address plastic waste and the cognizance of humans in addition to businesses. (GEF 6, 2018)

Plastic accounts for 64% of materials used in Vietnam's packaging industry and is expected to continue to increase. Meanwhile, only about 14% of plastic waste in Vietnam is collected and sorted, mainly by scavengers and recycled by small businesses.

(MONRE, 2019)

According to a report by the United Nations Environment Program (UNEP) in collaboration with the Government of India, "Only 9% of the world's 9 billion tons of plastic produced so far is recyclable. The rest ends up in landfills, open dumps or thrown into the environment." (UNEP, 2018)

At the current rate of plastic use, an additional 33 billion tons of plastic will be produced by 2050 and a large part of that will end up in the oceans where it will stay for centuries. With its sustainable characteristics in nature, plastic waste (plastic bottles, plastic bags, food containers, cups ...) along with other environmental pollutants have been negatively affecting the environment and economy, social and human health. Plastic waste becomes a big challenge for the community and society. (UNEP, 2018)

The project "Reducing Marine Waste in Vietnam" is funded for Vietnam by the German Ministry of Environment, Nature Conservation and Nuclear Safety through the WWF - Vietnam International Organization for Conservation of Nature. The Ministry of Natural Resources and Environment assigns the General Department of Seas and Islands of Vietnam to be the project owner. This is the first national-scale project to be coordinated between ministries, sectors, localities and international donors. (VASI, 2020)

This communication campaign targets an audience within Hanoi city, with the desire to spread the word so that everyone can join hands in protecting the living environment, contributing to the protection of blue and sustainable oceans.

## 1.3. REASON WHY CHOOSE THIS PROJECT

First and foremost, among this communication campaign, we have an opportunity to be interns of a communication agency, which is ideally helpful for our future career. Being senior college students of FPT University, we passionately are willing to utilize what we have learnt from the Multimedia Communication Program in this capstone project, as a result for the past 4 years studying. Furthermore, our team consists of 5 enthusiastic members, each of us has our own strengths, and we hope to contribute



as much as possible for the common goal. Through this campaign, we feel honored and feature excessive expectancies of growing non-public multimedia communicate talents and amassing revel in from operating with skillful people within the enterprise of communicate and journalism.

Secondly, Media and Development Initiatives (MDI) is a non-profit media development centre which produces various meaningful media projects that bring positivity to the community. This is what makes the team members enjoy working in MDI, where everyone can work together to make the world a better place.

And thirdly, the specific field that we chose for our project is about protecting the environment - an issue that is currently receiving much attention in Vietnam, especially in Hanoi, where all members of the team, with people we care about, are living. When it comes to environmental problems, the situation is always warned daily in newspapers as well as the media about the level of air pollution, waste, and gas emissions, ... In the last months of 2021, the untreated waste backlog in most places in Hanoi city makes the pollution in Hanoi become even more serious, and it is people living in Hanoi who have to bear the consequences. Because we are also people who live in and be a part of Hanoi, we consider this background as an extremely dangerous situation that causes a polluted image for the city itself, under the eyes of people in Hanoi, people in Vietnam and especially our international friends. Therefore, with warm hearts and high passion of hoping to create a meaningful and contributive communication campaign, we look forward to being a part of a big picture by MDI, Vietnam Administration of Marine and WWF Vietnam - project "Reducing Marine Waste In Vietnam". Through this project, we hope to change people's perception of plastic waste, contribute to creating a better environment.

## 1.4. PROJECT OVERVIEW

### 1.4.1. THE CURRENT PROJECT

Background: Vietnam is in a period of economic development along with the impact

of Covid pandemic which is leading to a strong explosion of fast food delivery methods. This also leads to an increase in the amount as well as the volume of waste. These waste are not disposed of properly and are discharged directly into the natural environment such as dumping single-use plastic waste into the ocean,.. The problem lies in people's low awareness of waste, especially single-use plastic waste. For that reason, the Vietnam Administration of Seas and Islands together with WWF in collaboration with MDI created a communication campaign to raise awareness for everyone, especially in the target of restaurants, eateries, hotels, about the issue of plastic waste and especially single-use plastic waste.

### 1.4.2. THE PROPOSED PROJECT

- Produce and publish 3 articles on mainstream online newspapers
- Produce and upload media products on Media Climate Net's Facebook page with hashtag
- Make online/offline interview & survey at 15 business units in the field of Food and Beverage
- Run advertising for Facebook page (if necessary) to increase reach, promote interaction as well as communication effectiveness for the campaign

### 1.4.3. BOUNDARIES OF THE PROJECT

In the harsh conditions of the Covid epidemic situation, direct communication is difficult to do widely. Therefore, the boundary of the project is to communicate directly to a small number of businesses and use the product on social networks to spread the project's message to raise awareness of sellers and buyers. In addition, the epidemic made it difficult to use a variety of spaces to produce products, so the project's products were only made in the studio.



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## 2. THEORIES

After having done our background research, getting a clearer understanding of our audience, we move on to define theoretical models from which we would build our communication strategy. Theoretical models are essential when developing any communication strategy because they provide a systematic way of understanding any situation or problem. Communication theories are constructed from clear frameworks and supported by empirical evidence to show fact-based correlations between variables. When applied to practical situations, theories help to make sure that the strategy is logical, based on actual evidence and proven methods, not just based on pure guesswork or intuition alone. This, in turn, makes the plan have a higher chance of achieving its desired objectives.

### 2.1. LITERATURE REVIEW

#### 2.1.1. Researches of marine waste in Vietnam

Vietnam is one of the countries with the largest volume of waste released into the ocean. The World Bank's study revealed, in 2018 alone, the volume of domestic waste and plastic waste generated in Vietnam was estimated at over 31 million tons and 5 million tons respectively. Plastic has a share of 64% in packaging materials and looks destined to increase its presence. Only 14% of plastic waste is collected, primarily by the waste collectors, and recycled, by small businesses. The remainder is left at open landfills or dumped directly into the environment. The fact that only 20% of the waste is buried at sanitary landfills makes the matter even worse. While most of Vietnam's landfill sites have overrun their capacity, incinerators have retained simple and outdated technology, failed to control air quality and even faced a high possibility of being damaged by unsorted waste. (VASI, 2018)

#### 2.1.2. Researches about media campaign

Interview & Survey: These surveys are ideal for information that is to be used for a current project or to reflect current public opinion. (Billiet & Loosveldt, 1988; Groves, Cialdini, & Couper, 1992)

Word-of-mouth (WOM): WOM is widely regarded as one of the most influential factors affecting consumer behavior (Daugherty and Hoffman, 2014). This influence is especially important with intangible products that are difficult to evaluate prior to consumption, such as tourism or hospitality. Consequently, WOM is considered the most important information source in consumers' buying decisions (Litvin et al., 2008; Jalilvand and Samiei, 2012) and intended behavior.

Online newspaper: High topicality. Instant information, almost instantaneous. Online newspapers have the ability to break the limits of communication methods. Barriers to communication in space and time are limited. Not dependent on geographical distance. If the technical conditions are met, the public can immediately read the newly issued issues wherever they are.

Social media (communication video): "Social media has allowed the individual user to bypass gatekeepers to formulate their own media channel. We are able to share content and connect with people in real-time and break down the traditional barriers of communication that have been around for decades. While there are lots of great opportunities that make social media powerful, we also have to consider the challenges it has raised and how it is a powerful, and sometimes dangerous, platform and community. It's about understanding the balance of what makes social media powerful—the positives and the negatives." (Karen Freberg, Ph.D)

#### 2.1.3. Researches about the influence of the media

The purpose of journalism as Bill Kovach and Tom Rosenstiel claim in "The Elements of Journalism", is "not defined by technology, nor by journalists or the techniques they employ." Rather, "the principles and purpose of journalism are defined by something more basic: the function news plays in the lives of people." The purpose of journalism

is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments. (The Elements of Journalism, 2007)

Shrestha Lucky (2013) describes that social media is a means of connection among people in which they exchange, create and share info and thoughts in virtual communities and networks. It has many advantages on the same channel such as communicating, texting, images sharing, audio and video sharing, fast publishing and linking with all over the world. As the youth rate of using social media is becoming high so as the impact of social media on youth is also going to be high day by day. Due to the extensive involvement of social media in youths' life, it is affecting human behaviours and their lifestyles. (Scientific Research, 2020)

#### **2.1.4. Researches about media audience**

The average age of social networking platforms users and online newspapers readers is around 18-34 years old. This is the age of generation Z and generation Y. People use social networks for the primary purposes of keeping in touch with friends, family, people they care about, of watching breaking news and of catching up with what is being talked about. (Digital, 2022)

Readers are very interested in information on newspapers and up to now, the number of readers using online newspapers instead of paper newspapers has increased significantly, specifically, it can be seen that the number of visitors to the most popular websites in Vietnam is mostly online newspapers sites. (Digital, 2022)

## **2.2. METHODOLOGY**

### **2.2.1. Qualitative Research**

Qualitative research, as a way of understanding consumer reactions, is the process of collecting, analyzing and interpreting non-numerical data, such as languages. Qualitative research can be used to understand how an individual subjectively perceives and gives meaning to their social reality.

Qualitative data is defined as non-numerical data, such as text, video, photographs or audio recordings. This type of data can be collected using diary accounts or in-depth interviews, and analyzed using grounded theory or thematic analysis. (Simply Psychology, 2019)

Having a unique place in the mix of research analyst tools, qualitative research has its own purposes. The main purpose is to develop a deep understanding and insight into the habits, behavior and awareness of using plastic waste of what represents our target. This understanding can be used to guide decisions regarding modification and the development of communication strategy, including objectives and messaging. Besides, in later study, as an exploratory tool, qualitative research can also help us find out what questions to ask. We conduct research to identify items that can be used later in quantitative copy testing, which is the next theoretical model.

### **2.2.2. Quantitative Research**

Quantitative research is described as a systematic analysis of phenomena through the collection of measurable data and the application of statistical, mathematical, or computational methods. Quantitative research gathers data from current and potential consumers by employing sampling methods and sending out online surveys, polls, questionnaires, and other forms of data collection, the results of which can be represented numerically. After gaining a thorough understanding of these figures, you may forecast the future of a product or service and make modifications as needed. (Simply Psychology, 2019)

Making big decisions on a whim, a hunch, or a best guess isn't enough for a communication plan. It is now a necessity to have evidence in the form of numbers that helps guide these decisions with confidence and certainty, specifically quantitative research. During the first period, conducting quantitative market research provides us the evidence needed to be more confident in our target audience demographics, about the reality of using single-use plastic waste among the interviewed units as well as their actual awareness. With the help of data-driven insights about the target audience for our campaign, we can be more certain of who we should direct the messages to and the best way to communicate with them.



2.2.3. PESO Model

PESO stands for “paid, earned, shared, owned” and serves as a means of segmenting all of the marketing channels at a brand’s disposal into discrete groups. It allows us to look at our efforts through any one of these four lenses (paid, earned, shared, owned), to see if there are opportunities to integrate additional channels into our new or existing programs. The model also allows us to make sense of and to organize the channels in which we are currently investing. (Brilliantmetrics)

- **Paid:** Exchanging money for distribution, whether an ad or content
- **Earned:** Trading valuable content for an established authority’s audience
- **Shared:** Amplifying content through your own audience
- **Owned:** Aggregating an audience that seeks you out for content and then distributing your content to that audience

In order for the campaign to increase reach most effectively, we use the PESO model. Having positive effects on the campaign, by using this model, it is possible for us to make cost-effective communication methods with the target audience; increase people’s awareness and deliver the campaign’s message more optimally, shareably.

2.2.4. SWOT

SWOT is an acronym for Strengths, Weaknesses, Opportunities, Threats. Occasionally, it may also be found as a ‘WOTS up’ analysis or the TOWS analysis. The technique is credited to Albert Humphrey who led a research project at Stanford University in the 1960s and 1970s using data from leading companies involved in long range planning processes.(SWOT, 2021)

A SWOT analysis process generates information that is helpful in matching an organization or group’s goals, programs, and capacities to the environment in which it operates. The ‘SWOT’ itself is only a data capture exercise - the analysis follows later.

The use of SWOT in the campaign helps us to assess the strengths - weaknesses - op-

portunities - challenges of organizations and individuals in the project and the media we choose to use, thereby making recommendations. strategies, as well as assess risks during project implementation.



**Strengths:**  
Positive tangible and intangible attributes, internal to an organization and within the organization’s control



**Weaknesses:**  
Internal factors within an organization’s control that detract from the organization’s ability to attain the desired goal. Which areas might the organization improve?



**Opportunities:**  
External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment, which will propel the organization? Identify them by their ‘time frames’.



**Threats:**  
External factors beyond the organization’s control which could place the organization mission or operation at risk. The organization may benefit by having contingency plans to address them if they should occur. Classify them by their severity and probability of occurrence.

## 2.2.5. PESTEL Model

A **PESTEL** analysis is a framework or tool used by marketers to analyze and monitor the macro-environmental (external marketing environment) factors that have an impact on an organization, company, or industry. It examines the Political, Economic, Social, Technological, Legal, and Environmental factors in the external environment. A PESTEL analysis is used to identify threats and weaknesses which are used in a SWOT analysis. (Washington State University. 2022)

**Political** factors include government policies, leadership, and change; foreign trade policies; internal political issues and trends; tax policy; regulation and de-regulation trends.

**Economic** factors include current and projected economic growth; inflation and interest rates; job growth and unemployment; labor costs; impact of globalization; disposable income of consumers and businesses; likely changes in the economic environment.

**Social** factors include demographics (age, gender, race, family size); consumer attitudes, opinions, and buying patterns; population growth rate and employment patterns; socio-cultural changes; ethnic and religious trends; living standards.

**Technological** factors affect marketing in new ways of producing goods and services; new ways of distributing goods and services; new ways of communicating with target markets.

**Environmental** factors are important due to the increasing scarcity of raw materials; pollution targets; doing business as an ethical and sustainable company; carbon footprint targets.

**Legal** factors include health and safety; equal opportunities; advertising standards; consumer rights and laws; product labeling and product safety.

The use of the PESTEL model helps us guide the implementation of campaign content. From the current economic, environmental and social contexts of Vietnam, we

can get the general overview of plastic waste awareness issues, thereby it can be used as a reference for the survey data carried out during the campaign. Moreover, using the PESTEL model helps us understand the context of the overall market, then it is possible for us to create a suitable and highly effective campaign.

## 2.2.6. SMART

SMART is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Time-Bond. As a result, a SMART goal combines all of these factors to help you focus your efforts and boost your chances of success (SMART goal, 2016)

SMART goals are:



**Specific:** goals have a far better chance of being achieved. The five “W” questions must be examined while making a goal specific:

- What am I looking to achieve?
- Where is this goal to be achieved?
- Who is involved in achieving this objective?
- When do I want to achieve this goal?
- Why do I want to achieve this goal?



**Measurable:** It's critical to set measurable objectives so you can measure your progress and stay motivated. Assessing your progress can help you stay focused, fulfill your deadlines, and experience the thrill of coming closer to your objective.

- How many/much?
- How will I know when I've accomplished my goal?
- What is my measure for success?





**Achievable:** To be effective, your goal must also be practical and reachable. To put it another way, it should push your talents while still being achievable. You might be able to find previously unnoticed chances or resources that can help you get closer to your goal if you set a realistic target.

- What is the best way for me to reach this goal?
- Have others done it successfully before?



**Relevant:** This stage ensures that your objective is important to you and that it is aligned with other important goals. We all need help and support to achieve our objectives, but it's also crucial to maintain control over them. As a result, make sure that your strategies drive everyone forward while also ensuring that you accomplish your own objectives. These questions can be answered "yes" by a relevant goal:

- Does this appear to be worthwhile?
- Is this the appropriate time?
- Is this in line with our other efforts/needs?



**Time-bound:** Every goal should have a target date so that you have something to aim toward and a deadline to focus on. This part of the SMART goal criterion keeps your daily tasks from taking priority over your long-term objectives.

- Does my goal have a deadline?
- By when do you want to achieve your goal?

By using the SMART goal model, we are able to determine for ourselves what results are needed and achievable in this campaign. Besides, the SMART model has helped us find the most optimal and effective strategies and methods of management and implementation in the project.

## 2.2.7. SURVEY

Survey research is used: "To answer questions that have been raised, to solve problems that have been posed or observed, to assess needs and set goals, to determine whether or not specific objectives have been met, to establish baselines against which future comparisons can be made, to analyze trends across time, and generally, to describe what exists, in what amount, and in what context." (Isaac & Michael, 1997)

Kraemer identified three distinguishing characteristics of survey research. First, survey research is used to quantitatively describe specific aspects of a given population. These aspects often involve examining the relationships among variables. (Kraemer, 1991)

Second, the data required for survey research are collected from people and are, therefore, subjective. Finally, survey research uses a selected portion of the population from which the findings can later be generalized back to the population. In survey research, independent and dependent variables are used to define the scope of study, but cannot be explicitly controlled by the researcher. Before conducting the survey, the researcher must predicate a model that identifies the expected relationships among these variables. The survey is then constructed to test this model against observations of the phenomena. In contrast to survey research, a survey is simply a data collection tool for carrying out survey research. Pinsonneault and Kraemer defined a survey as a "means for gathering information about the characteristics, actions, or opinions of a large group of people" (Pinsonneault and Kraemer, 1993). Surveys can also be used to assess needs, evaluate demand, and examine impact (Salant & Dillman, 1994). The term survey instrument is often used to distinguish the survey tool from the survey research that it is designed to support.

Using the survey research method in the project helps to prove that the state of plastic waste is really in line with the predictions collected before the survey is carried out. The survey also helps to evaluate the effectiveness of communication to people, to make adjustments in accordance with reality.



## 3. COMPANY AND CLIENTS OVERVIEW

### 3.1 THE PROJECT OWNER: VASI – Vietnam Administration of Seas and Islands



Figure 1: Logo of Vietnam Administration of Seas and Islands

Vietnam Administration of Seas and Islands is an agency directly under the Ministry of Natural Resources and Environment, performing the function of advising and assisting the Minister of Natural Resources and Environment in general management of natural resources and protection marine environment and island; manage and organize the implementation of public service activities within the scope of state management of the General Department in accordance with law. The Vietnam Administration of Seas and Islands was established on April 27, 2008. (VASI, 2019)

The Vietnam Administration of Seas and Islands has 3 main tasks and powers:

- To submit to the Minister of Natural Resources and Environment law projects, draft resolutions, ordinance projects, strategies, master plans and long-term, medium-term and annual development plans; programs, projects, schemes and tasks; national standards, national technical regulations, economic - technical norms under the management of the General Department.(VASI, 2018)

- Performing state management functions on:

- Basic investigation of resources and environment of sea and islands.
- General management of marine and island resources.
- Control resources, protect the marine and island environment.
- General monitoring, supervision and information system, database on marine and island resources and environment.

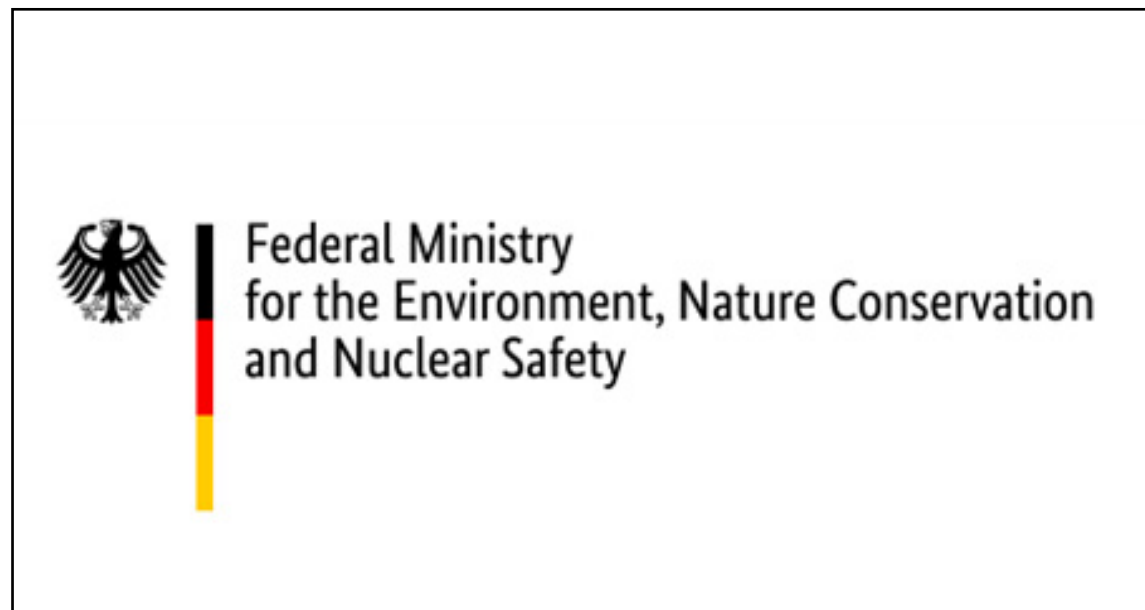
- Perform other tasks assigned by the Minister of Natural Resources and Environment.

### 3.2 THE SPONSOR

#### 3.2.1. BMUV – Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection

The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, (German: Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit), abbreviated BMUB, is a cabinet-level ministry of the Federal Republic of Germany. It has a branch office in Berlin and is headquartered in Bonn. Barbara Hendricks, the current Minister of the Environment, took office on December 17, 2013. In reaction to the Chernobyl accident, the ministry was founded on June 6, 1986. The Federal Government planned to unite environmental authorities under a new minister so that it could more effectively address new environmental concerns. Prior to this, environmental responsibilities were split between the Interior, Agriculture, and Health ministries.(TETHYS)





*Figure 2: Logo of Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection*

In “Reducing Marine Waste In Vietnam ” project, BMUV has approved the WWF - Vietnam International Organization for Conservation of Nature to sponsor Vietnam to successfully complete the project, helping the environment in Vietnam become better and greener.(VASI, 2020)

### **3.2.2. WWF – World Wide Fund for Nature**

Around the world, people are waking up to the growing danger of natural loss. There is growing recognition that nature is our life support system and cannot escape the effects of its loss. Founded here in 1961, WWF is an independent conservation organization operating in nearly 100 countries working to protect the natural world for the benefit of people and wildlife. They are part of a growing coalition policy that requires world leaders to guide nature on the path to recovery by 2030. This is a New Deal for nature and people as comprehensive as the Global Climate Change Agreement. WWF works with many others, from individuals and communities to businesses and governments, to protect and restore natural habitats, and prevent mass extinctions of wildlife. We are making urgent efforts to realize this method.



*Figure 3: Logo of World Wide Fund For Nature*

WWF missions is to stop the degradation of the earth’s natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world’s biological diversity.
- Ensuring that the use of renewable natural resources is sustainable.
- Promoting the reduction of pollution and wasteful consumption.

World Wide Fund for Nature in Viet Nam is recognised as the leading conservation organization in the country, bringing solutions and support to the government and other key players to meet the country’s development challenges.(WWF-Viet Nam)

## **3.3 AGENCIES**

### **3.3.1. MDI – Centre for Media and Development Initiatives**

Centre for Media and Development Initiatives, or MDI for short, was established in 2014, under the leadership of Ms. Tran Le Thuy, the centre’s director, who holds a Master of Science in Development, University of Oxford, UK, and a bachelor’s degree. The University of Journalism, Academy of Journalism and Communication. She has 20

years of experience as a domestic and international journalist at Vietnam Economic Times, Saigon Economic Times, Tuoi Tre Ho Chi Minh City, VnExpress, and Reuters News. MDI is a unit with goals for the community including fields of activity.



*Figure 4: Logo of Centre for Media and Development Initiatives*

Responsible communication: contributing to the enhancement of the legal framework and professional quality of the press and media; Sustainable development: using the power of media and the press to promote sustainable development goals; Technology and innovation: participate in, support capacity building and develop technology and creative industry strategies. These are the areas MDI is working with partners, the centre not only wants to bring solutions to help partners, but MDI strives to become a bridge to bring current communication and development initiatives great to Vietnam.

Humans of MDI are personal individuals with skills and experience in the field of journalism and communication. MDI's staff is always looking for new experiences and knowledge to be able to apply and create creative content in every project. MDI feels proud of its achievements in the field of media and journalism when it is a partner of many domestic and foreign agencies and organizations; non-governmental organizations; enterprises and companies such as the Embassy of Denmark on responsible investigative journalism development in Vietnam, Research and consulting partner of Care International, the World Bank. IUCN Imaging Partner, Friedrich-Ebert-Stiftung,

UN; major news agencies such as CNN, AFP and Al Jazeera. With MDI's extensive experience in journalism and communication with quality products, MDI is expected to help this project in conjunction with the Vietnam Administration of Seas and Islands this time achieving many positive points. strongly with the community.



*Figure 5: Production Team of MDI*



### 3.3.2. ICT - Informatics - Trade - Technology and Consulting Company

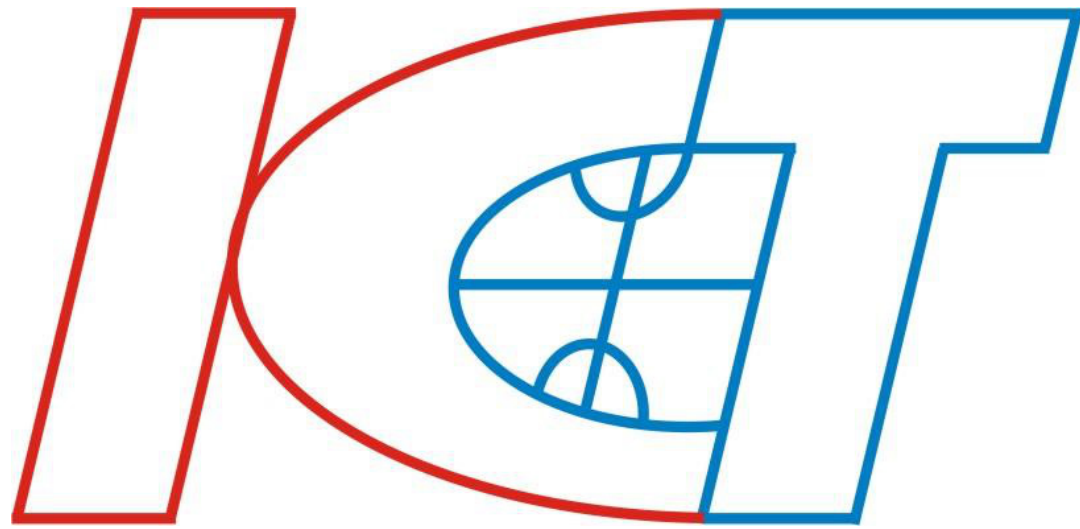


Figure 6: Logo of Informatics - Trade - Technology and Consulting Company

Informatics - Trade - Technology and Consulting Company, The company's main field of activity from 1993 to now is trading in production materials - consumer materials; direct production and import-export business of scientific and technical equipment in the following industries: Healthcare, Building materials, Environment, Information technology, Industry, Agriculture, Construction, Transport, Marine...(ICTCO)

Since 2004, the Company has expanded into consulting activities, including: consulting for project formulation, basic design, detailed design, planning, preparation of bidding documents, evaluation of bids, Project monitoring, project management organization... in diverse fields such as: Healthcare, Building materials, Environment, Information technology, Industry, Agriculture, Construction, Transportation, Marine... especially projects using ODA capital from the governments of France, Italy, Korea, Finland, Spain, Kuwait, and World Bank, ADB, AFD, JICA...(ICTCO)





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# 1. RESEARCH & ANALYSIS

## 1.1. Current situation analysis

### 1.1.1. COVID-19 Pandemic

The COVID-19 pandemic has increased the demand for plastic bags and plastic packaging (single-use plastic waste), etc. Even for businesses that are inclined to trade and process organic and environmentally friendly products, there is still a need to use plastic packaging. This is the assertion of the World Wide Fund for Nature (WWF) in the survey report “Effect of the COVID-19 pandemic on the consumption of single-use plastic products in Hanoi and Ho Chi Minh City”.

The results of WWF survey in 2021 show that most of the food processing and trading units in Hanoi and Ho Chi Minh City use single-use plastic packaging and other products. The most popular are plastic bags (accounting for 94.4%), followed by food wrap, plastic gloves (accounting for 83.3%), the rest are plastic cups, straws and spoons.

In addition, when surveying about the amount of plastic packaging used since the COVID-19 pandemic, 27.8% of the respondents said that this demand has not changed; while 44.4% of respondents confirmed that the consumption of plastic packaging and products has increased compared to before the pandemic.

The arrival of the pandemic seemed to not only bring a threat to public health, but also quell a trend of “going green” that had been on the rise throughout the previous year. The fact that 1,8 million tons of plastic is emitted every year in Vietnam while only 27% of it is recycled (according to the United Nations Food and Agriculture Organization), makes Vietnam become a country named on the list of countries that contribute the

most to worldwide plastic pollution.

Moreover, the prolonged distance makes the need to use social networks for the purpose of connection, entertainment and news updates. Online behavior in general has been heavily impacted by the pandemic.

The proof is that, in a Q&Me report, the level of interaction on social networks has increased by 61% since the first wave of the pandemic. Also, 54% of users have increased the amount of time using social networks during the lockdown. This rate tends to be higher in people over 20 years old. In general, people increase their time using social networks because they have more free time and have a need to know what their relatives and friends are doing online. (Q&Me, 2021)

From the subjective impacts (social network trends, users preferences) and objective impacts (COVID-19 pandemic), Vietnam Administration of Seas and Islands and WWF Vietnam decided to work with the outsourcing media team from two partners: MDI and ICT. Together, our team combined with the MDI team leveraged both the impact and produced various content throughout the “Reducing Marine Waste In Vietnam” campaign on multi-channel media, and got a lot of attention from the public, as well as created a certain influence.

### 1.1.2. PESTEL Analysis

#### POLITICAL

In recent years, the Government of Vietnam has made very important observations and actions on environmental protection. At the COP 26 summit in 2021, the Vietnamese government is well aware of its responsibility in implementing solutions to slow down the rate of global warming with strong commitment and determination. (Đảng Cộng Sản Việt Nam, 2021)

- **Firstly**, responding to climate change and natural recovery must become the highest priority in all development decisions, the highest ethical standard of all levels, industries, businesses, and people.
- **Second**, Vietnam will develop and implement stronger measures to reduce



greenhouse gas emissions with its resources, along with the cooperation and support of the international community, both financially and in terms of transition. Technology transfer, including implementing mechanisms under the Paris Agreement, to achieve net-zero emissions by 2050.

- **Third**, climate finance, technology transfer, and capacity building are critical to the successful implementation of the Paris Agreement. Vietnam also legislates climate change response issues such as the Law on Natural Disaster Prevention, the Law on Irrigation, the Law on Water Resources, the Law on Economical and Efficient Use of Energy, and the Law on Environmental Protection.

In 2020, a new Law on Environmental Protection was approved by the National Assembly, this is an amendment and supplement from the environmental protection laws of 1993, 2005, 2014. The law took effect on January 1, 2022, including 16 Chapters, 171 Articles with many breakthrough contents. One of the important principles of the Law is that environmental protection must be placed at the center of development decisions; the environment is not only a living space for people but also a condition, foundation, and prerequisite for sustainable socio-economic development; ensure harmonization of interests, create motivation to encourage stakeholders to participate in environmental protection. In the Law on Environmental Protection, the business community is identified as a factor that plays a very important role in the cause of environmental protection. Therefore, the Law has many new regulations, changing the method of environmental management for environmental protection. with investment projects according to environmental criteria; drastically reforming administrative procedures, contributing to reducing the compliance costs of enterprises through the provisions specified in the Law. The good implementation of environmental protection is not only the responsibility of enterprises but also helps businesses improve competitiveness, penetrate international markets and ensure sustainable development. Therefore, promoting the role of businesses in environmental protection is the key solution to solve current environmental pressures. (Đảng Cộng Sản Việt Nam, 2021)

From the above factors, it can be seen that the policies and laws of the Vietnamese government have helped promote environmental protection activities, as well as prop-

agate and encourage the participation of businesses and people.

## ECONOMIC

Gross domestic product (GDP) in the fourth quarter of 2021 was estimated to increase by 5.22% over the same period last year, although higher than the growth rate of 4.61% in 2020 but lower than the growth rate of the fourth quarter of other years. 2011-2019. In which, the agriculture, forestry and fishery sector increased by 3.16%; industry and construction increased by 5.61%; service sector increased by 5.42%. Regarding GDP use in the fourth quarter of 2021, final consumption increased by 3.86% over the same period last year; accumulated assets increased by 3.37%; exports of goods and services increased by 14.28%; imports of goods and services increased by 11.36%. (General Statistics Office, 2021)

It is estimated that GDP in 2021 will increase by 2.58% (in the first quarter, by 4.72%; in the second quarter by 6.73%; in the third quarter by 6.02%; in the fourth quarter by 5.22%) over the previous year due to the COVID-19 epidemic. COVID-19 seriously affected all sectors of the economy, especially in the third quarter of 2021, many key economic localities had to implement prolonged social distancing to prevent epidemics. In the general growth rate of the whole economy, the agriculture, forestry and fishery sector increased by 2.9%, contributing 13.97% to the growth rate of total added value of the whole economy; the industry and construction sector increased by 4.05%, contributing 63.80%; the service sector increased by 1.22%, contributing 22.23%. (General Statistics Office, 2021)

The complicated development of the COVID-19 epidemic since the end of April has seriously affected commercial and service activities. The negative growth of some service industries accounted for a large proportion, reducing the overall growth rate of the service sector and the whole economy. The wholesale and retail industry decreased by 0.21% over the previous year, reducing 0.02 percentage points in the growth rate of total added value of the whole economy; the transportation and warehousing industry decreased by 5.02%, decreasing by 0.3 percentage points; the accommodation and food service industry dropped sharply by 20.81%, down 0.51 percentage points. The health sector and social assistance activities achieved the highest growth

rate in the service sector with an increase of 42.75%, contributing 0.55 percentage points; financial, banking and insurance activities increased by 9.42%, contributing 0.52 percentage points; information and communication industry increased by 5.97%, contributing 0.36 percentage points. (General Statistics Office, 2021)

Regarding GDP use in 2021, final consumption increased by 2.09% compared to 2020; accumulated assets increased by 3.96%; exports of goods and services increased by 14.01%; imports of goods and services increased by 16.16%. (General Statistics Office, 2021)

Labor productivity of the whole economy at current prices in 2021 is estimated at 171.3 million VND/worker (equivalent to 7,398 USD/worker, an increase of 538 USD compared to 2020). At constant prices, labor productivity in 2021 will increase by 4.71% due to improved qualifications of workers (the proportion of trained workers with diplomas and certificates in 2021 will reach 26.1%, higher than the 25.3% of 2020). (General Statistics Office, 2021)

The average population of Vietnam in 2021 is 98.51 million people. Population quality has improved, fertility has decreased, and replacement fertility has been maintained since 2005. Besides, the mortality rate remains low, the average life expectancy is increasing. The labor and employment situation in the fourth quarter of 2021 improved compared to the previous quarter, but due to the impact of the COVID-19 epidemic, the unemployment rate and the underemployment rate in general in 2021 were higher than the previous year while the number of people with employment jobs, wages of salaried employees are lower than the previous year. (General Statistics Office, 2021)

The average population of the whole country in 2021 is estimated at 98.51 million people, an increase of 922.7 thousand people, equivalent to an increase of 0.95% compared to 2020. Of the total population, the urban population is 36.57 million people, accounting for 37.1%; rural population 61.94 million people, accounting for 62.9%; men 49.1 million people, accounting for 49.8%; women 49.41 million people, accounting for 50.2%. The sex ratio of the population in 2021 is 99.4 males/100 females. (General Statistics Office, 2021)

The country's labor force aged 15 and over in the fourth quarter of 2021 was estimat-

ed at 50.7 million people, an increase of 1.7 million people compared to the previous quarter and a decrease of 1.4 million people compared to the same period last year. In general, in 2021, the labor force aged 15 and over is 50.5 million people, down 0.8 million people compared to the previous year. (General Statistics Office, 2021)

Employed workers aged 15 and over in the fourth quarter of 2021 are estimated at 49.1 million people. In general, this year, laborers aged 15 years and older are working 49 million people, including 14.2 million people working in agriculture, forestry and fishery, up 0.3% compared to the previous year. ; the industry and construction sector was 16.2 million people, down 1.5%; service sector was 18.6 million people, down 4.1%. (General Statistics Office, 2021)

In general, in 2021, the unemployment rate of working age workers is 3.22% (2.42% in the first quarter; 2.62% in the second quarter; 3.98% in the third quarter; 3 in the fourth quarter). 56%), of which the unemployment rate in urban areas is 4.42%; rural area is 2.48%. The youth unemployment rate (from 15-24 years old) in 2021 is estimated at 8.48%, of which the urban area is 11.91%; rural area is 6.76%. The underemployment rate of working-age workers is estimated at 3.10% (2.20% in the first quarter of 2021; 2.60% in the second quarter; 4.46% in the third quarter; and 3 in the fourth quarter). 37%), in which the underemployment rate in urban areas is 3.33%; the underemployment rate in rural areas is 2.96%. (General Statistics Office, 2021)

## TECHNOLOGIES

The more developed the country, the more attention is paid to science and technology. Information technology in general and the Internet in particular in Vietnam has developed and is applied in many fields such as healthcare, business, etc, helping Vietnam develop more and more. Vietnam in 2021 with a population of 98.02 million people with an urbanization rate of 40.4% and the number of internet users in 2021 has reached nearly 70 million users (accounting for more than 70% of the population). With an increase of nearly 10 million people within a year compared to 2020, Vietnam will easily enter the top 10 countries with a high percentage of Internet users. This is entirely possible by 2030 compared to Vietnam's current level of development. (DataReportal, 2021)



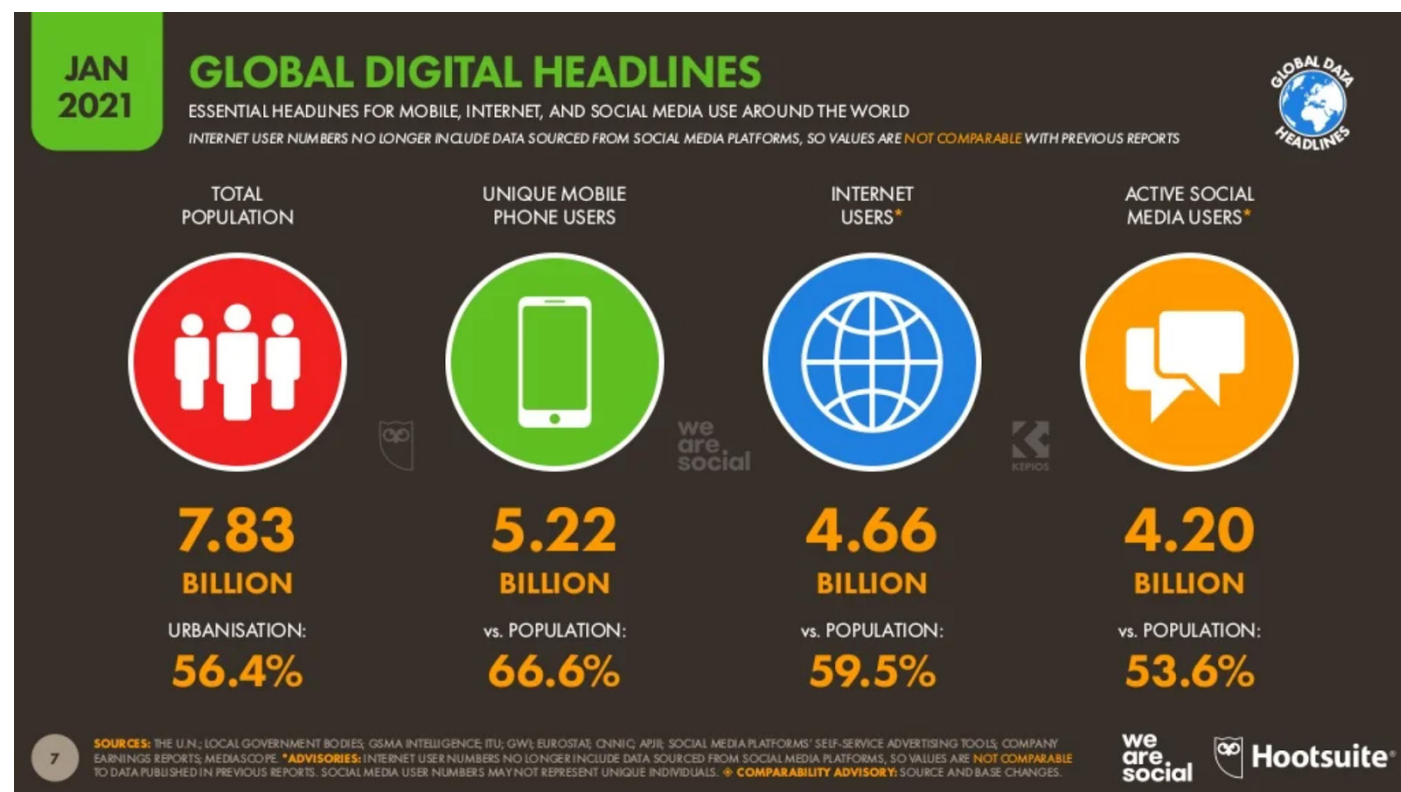


Figure 7: Essential Digital Headlines in Vietnam 2021

Nowadays, most people get information on social networks. By 2021, our country has 72 million active users, social network users increase by more than 7 million from 2020 to 2021. (DataReportal, 2021)

The number of social network users in Vietnam in January 2021 is equivalent to 73.7% of the total population. Account for more than 90% of Internet users. Only in the social network Facebook, Vietnam ranks 7th among the countries with the highest number of users with 69 million users in 2021. Tiktok social network surpassed Facebook in terms of downloads in Vietnam. (DataReportal, 2021)

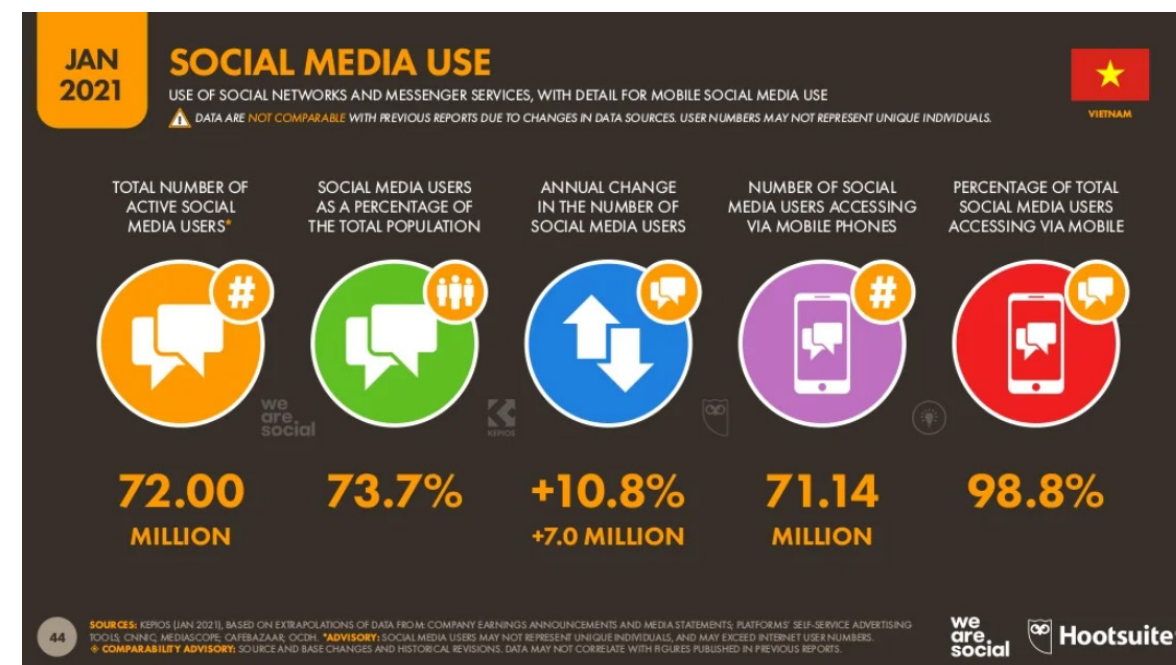


Figure 8: Social Media Use in Vietnam 2021

Many people own many different mobile devices to access the internet. The most popular devices are smartphones (97%), followed by laptops / desktops (72%), tablets (43%), and finally smart TVs / Internet TVs (43%). (DataReportal, 2021)

In January 2021, Vietnam had 154.4 million mobile subscribers. The number of mobile subscribers in Vietnam increased by 1.3 million (+ 0.9%) from January 2020 to January 2021. (DataReportal, 2021)

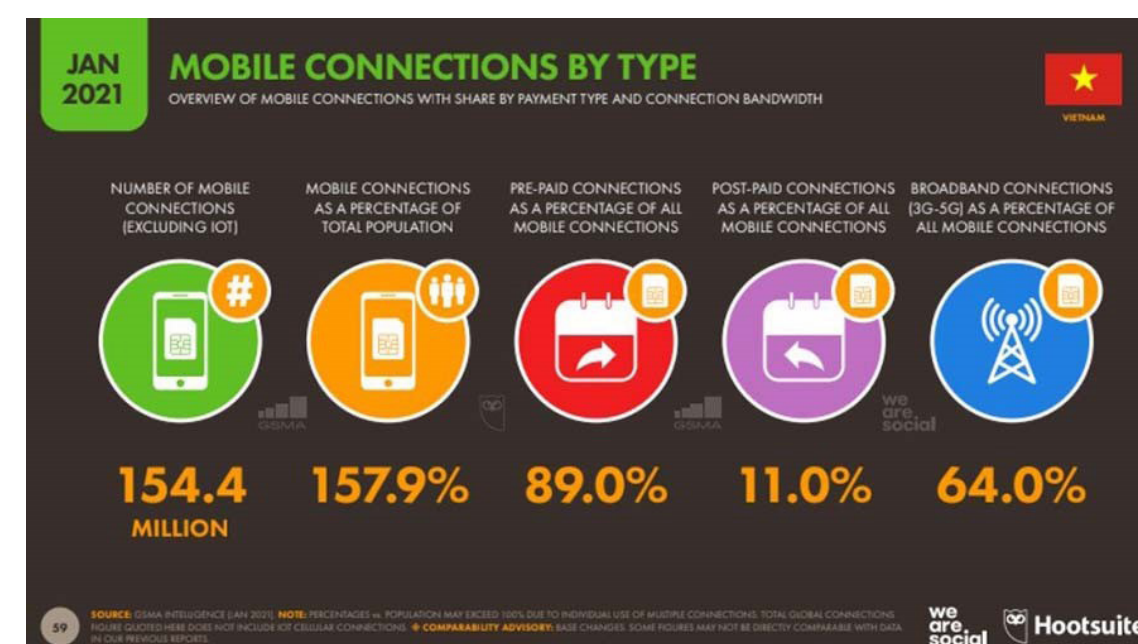


Figure 9: Mobile Connection by Type in Vietnam 2021

With such a large number of people using their phones, online communication will be very effective in a communication campaign during a pandemic like today.. According to Data Reportal, average time per day mobile usage has grown in 2020 by 25%, from 4 hours/day to 5.1 hours/day. The biggest reason for this increase is that the impact of COVID-19 and the previous period of social distancing has changed habits and increased time spent interacting with the world through smartphones. (DataReportal, 2021)

## SOCIAL

Socio-cultural factors have a slow but profound effect on people's awareness of plastic pollution. Those are the factors of customs, lifestyle, people's intellectual level, religion, beliefs... Through this factor, it is possible to learn more about individuals and businesses with different levels of understanding. on this issue, thereby choosing appropriate communication methods. In addition, the level of education also has an influence on the perception of using single-use plastic.

People and businesses use plastic items every day for convenience. Everyone uses plastic in some way: for instance, in car seats, computers, and home decorations. Eve Andrews, climate change researcher, writes "plastic causes harm to the human body... Studies have shown that small traces of plastic are found in the human food chain." (Environmental Volunteers, 2022)

The basic traditional cultural values are very stable, difficult to change, very consistent and passed on from generation to generation. It regulates the attitudes, daily behavior and consumption behavior of the population. Diversification and interference of ethnic and religious cultures make communication activities to overcome barriers of language, customs and rituals to survive and develop. Research and analysis of cultural and social factors will help the implementing unit have the right orientation in the strategies to convey its message to the target public.

Social and cultural changes will change psychology and lifestyle. The implementing unit should consider the cultural and social characteristics when researching the market. Social factors will divide the community into customer groups, each of which has

different characteristics, psychology, income, etc., according to:

- Average life expectancy, health status, nutrition, eating: The change in the age structure of the population will lead to a change in the structure of potential according to age and different consumption structure of products and goods.
- Average income, income distribution: Income has an effect on product choice and response quality
- Occupations and social classes influence attitudes and behavior in the market-place
- Lifestyle, education, views on environmental protection, quality of life
- Ethnicity, race, ethnicity, religion, culture reflect attitudes and ways of using products, both requiring the individuality of needs and providing opportunities for diversification of business for needs
- Living condition

## ENVIRONMENT

Vietnam is facing many serious environmental problems. With a population of nearly 100 million people, it poses serious problems in terms of people's livelihood, living standards, income growth and environmental protection. Currently, ecological hazards in our country are under the influence of industrialization, modernization and climate change, especially the contradiction between development and backwardness, due to the heavy influence of traditional thinking, habits of smallholder farmers are not yet perfected. Some specific manifestations of environmental problems in Vietnam today can be seen as follows: (HDLL, 2021)

- Our country's nature, besides being affected by the impact of wars in the past, is now also damaged by unconscious activities, arbitrary and irresponsible attitudes, lack of planning in the exploitation and use of natural resources. According to statistics before 1945, forest coverage accounted for 43.8%, now it is just over 28% (ie below the alarming level of 30%). The area of arable land that is being eroded has increased sharply to about 13.4 million hectares. The



main cause of this situation is shifting cultivation, illegal logging, traffic expansion, hydropower construction, etc. not according to the unified planning. The problem of unreasonable land use planning is wasting this valuable resource of the country.

- Increasing ecological pollution is a difficult problem today. Many factories discharge industrial and daily-life wastes and toxic substances from the production process that are not treated seriously, but are put directly into the environment, causing ecological pollution and causing diseases to people. According to statistics of the Ministry of Natural Resources and Environment, the country now has more than 5,400 craft villages, Hanoi alone has more than 1350 craft villages, but 95% of production activities pollute the environment, more than 50% cause serious pollution. These are small-scale enterprises and production facilities, with generally outdated technology, and have not invested adequately in the treatment of environmental pollution and waste.
- Dust concentration in urban areas exceeds many times the allowable norm. The concentration of CO<sub>2</sub> emissions, especially in big cities and industrial zones, exceeds the allowable standard by 1.5 to 2.5 times. Moreover, noise pollution is also a problem for residential areas.
- In addition, the problem of mining, building materials, gold and gems, etc. official and free has also been destroying the ecological environment. The use of mines in many fields is disrupting the balance of the ecological environment. (HDLL, 2021).
- Vietnam is currently facing many serious environmental problems such as deforestation, soil erosion, over-exploitation of coastal resources threatening ecosystems, biodiversity and genetic depletion. This environmental situation, coupled with climate change and sea level rise, are posing hot issues and challenges for Vietnam's rapid and sustainable development in the near future.

## LEGAL

The Law on Environmental Protection 2014 regulates the collection of solid waste in general, there is no separate regulation on the collection of plastic waste. The Law on Environmental Protection 2020 has specific regulations on the collection of plastic waste from different sources. Specifically, the Law stipulates that plastic waste arising from tourism and marine services, maritime economy, oil and gas exploitation and marine mineral resources, aquaculture and fishing must be collected, stored, and stored. kept and transferred to a facility with a recycling and disposal function. Plastic waste must be collected, classified for reuse, recycling or treated in accordance with law; non-recyclable plastic waste must be transferred to a facility with a prescribed disposal function; Plastic waste generated from economic activities at sea must be collected for reuse, recycling or treatment and must not be discharged into the sea. Organizations and individuals are responsible for limiting the use, minimizing, classifying and disposing of single-use plastic products and non-biodegradable plastic packaging according to regulations; Do not dispose of plastic waste directly into drainage systems, ponds, lakes, canals, rivers and oceans. (Tạp chí Môi trường, số 8/2021)

In addition, the Law on Environmental Protection 2020 also has a new regulation on the responsibility of collecting plastic waste after it has been lost into the environment to solve the situation of plastic waste pollution in the environment. Specifically, the People's Committee of the province is responsible for directing the organization of collection and treatment of plastic waste in the area; propagate and advocate for the restriction of the use of non-biodegradable plastic packaging and single-use plastic products; propaganda about the harmful effects of disposing of fishing gear directly into the sea, Plastic waste on the ecosystem. (Tạp chí Môi trường, số 8/2021). From the above, we can conclude that the government is trying to raise people's awareness about plastic waste and reducing plastic waste to the ocean by adding more laws to restrict people and facilities.

## 1.2. SWOT analysis

### 1.2.1. Strength

- The participation of governmental and non-governmental organizations creates prestige: The General Department of Seas and Islands is a unit under the Ministry of Natural Resources and Environment; Together with WWF, these are experienced units, directly implementing many projects in environmental protection issues in Vietnam. This is a very important companion for this project.
- There is no direct competitor.

### 1.2.2. Weaknesses

- The social networking site for conveying messages has not been strongly developed.
- There is no diversity in terms of social media sites.
- The link between the units participating in the project is not tight.

### 1.2.3. Opportunities

- The issue of environmental protection is always a matter of concern to everyone, so it will have great attraction.
- Create novel content that is relevant to the audience on social media platforms.
- Due to the COVID-19 epidemic, the number of internet users will increase, so that the campaign message will reach more people.

### 1.2.4. Threat

Because the number of COVID-19 cases in the community increased rapidly and was difficult to control, the project had many difficulties in moving as well as it was difficult to follow the planned timetable, along with the selection of locations. to carry out the campaign is limited and only encapsulated in 1 place.

## 1.3. Customers insights

Consumers and businesses, food service shops, hotels nationwide, focus main media activities in Hanoi city - the city with a large number of businesses and users of food services, large hotels across the country, especially where many headquarters of chain businesses are located, have a certain influence on their establishments across the country.

The target group of this project includes consumers and food service businesses, hotels. In particular, consumers who do not really care/understand the problems related to single-use plastic such as the bad reality of plastic waste today, bad impacts on health, environment, reduction of plastic waste. and sorting plastic waste, etc.

Catering and service businesses, hotels are objects that use single-use plastic packaging and products. This is a group that doesn't really care and focus on promulgating policies related to plastic waste, but considers this an activity to increase brand sympathy, because economic benefits are always the most important thing. As a result, an enterprise's single-use plastic operations are typically short-term systems and zero-count systems.

### 1.3.1. Qualitative Research

First, to understand the actual situation of plastic waste, the research team conducted an online survey at food service establishments, restaurants, and hotels. The study asked 15 businesses about their awareness of limiting the use of plastic. And the results showed that up to 73% of shops answered that they were aware of the problem of plastic waste when asked "Does your establishment know the current situation of plastic waste?". However, 90% of establishments use medium and high levels of plastic.



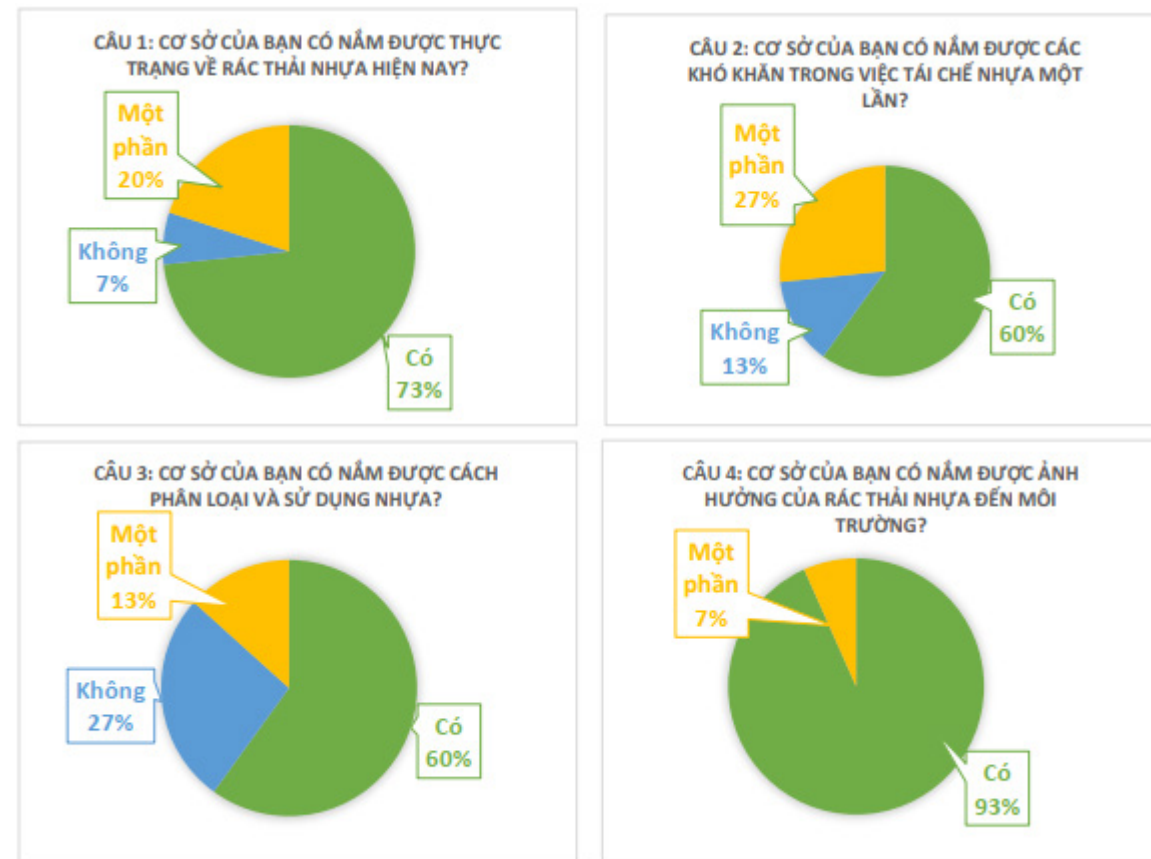


Figure 10: Survey data on actual awareness about the current situation of PW of 15 units

From the two things above, it shows the paradox here when the awareness rate about the problem of plastic waste is quite high but it does not reduce the use of plastic. Since then, the research team performed additional questions to be able to know the cause of the problem. The use of plastic waste substitutes is causing difficulties for establishments as well as consumers when the cost of current replacement products is still too high and together with the impact of the COVID-19 pandemic. Many businesses are facing economic difficulties. Along with that, the quality of these replacement products is still not really good, leading to not really good experiences for users, which may affect business establishments. These are the reasons why people have had certain awareness about limiting the use of plastic but have not been able to do this. This is a difficulty and the project team has propagated directly to the surveyed establishments about the harmful effects of the environment and helped them raise awareness about plastic waste to have recyclable plastic options and avoiding health risks, along with the commitment to use plastic substitutes in the near future.

### 1.3.2. Quantitative Research

By taking surveys and collecting data, the research team has received some results on the management and use of food and beverage establishments, restaurants and hotels. From there, we can grasp the wishes and aspirations of the facilities on the issue of using plastic.

The number of plastic products used by establishments ranges from 20 to 1000 plastic products/week. All establishments are using plastic products.

Stt	Tên đơn vị	Tần suất cụ thể các sản phẩm dùng nhựa một lần (Nhân lên trung bình theo tuần)					Đánh giá chủ quan của cơ sở
		Cốc/hộp nhựa	Ống hút nhựa	Túi nilon	Chai nhựa	Nắp nhựa	
1	Cafe Bảo	200 – 300	200 - 300				N/A
2	Cafe Home	350 - 490	350 - 490				N/A
3	O'Rey Coffee	1					N/A
4	Tiệm trà phở	140	700			140	N/A
5	Villa des Fleurs Bistro	140 - 210		x	x		N/A
6	Áy Lounge		1120		413 - 420		N/A
7	Mai Cafe	14-21	14-21				N/A
8	LeGatia Coffee	x	x	x			Ít khi
9	Áy Lai Zai		1120		413 - 420		N/A
10	Mỹ Long			49			N/A
11	Quán quà vật Kitty Snack		84	28-35			N/A
12	Gà rán Ririmimi	70	280-350				N/A
13	Tạp hóa Tuấn My	1000	x				N/A
14	GZ store Simplify your lifestyle	20	x			x	N/A
15	Cửa hàng dịch vụ Lagom	x	x	x			Thường xuyên

Ghi chú: dấu "x" thể hiện các sản phẩm nhựa một lần của cơ sở nhưng không ước tính được/không rõ số lượng

Figure 11: Actual situation of plastic use of 15 units

Most establishments have the same desire to replace plastic with environmentally friendly products, in addition, there are a few establishments that have desires such as improving the cost and quality of products. environment-friendly, develop alternative products, change the perception of consumers and sellers, and have a waste separation mechanism.

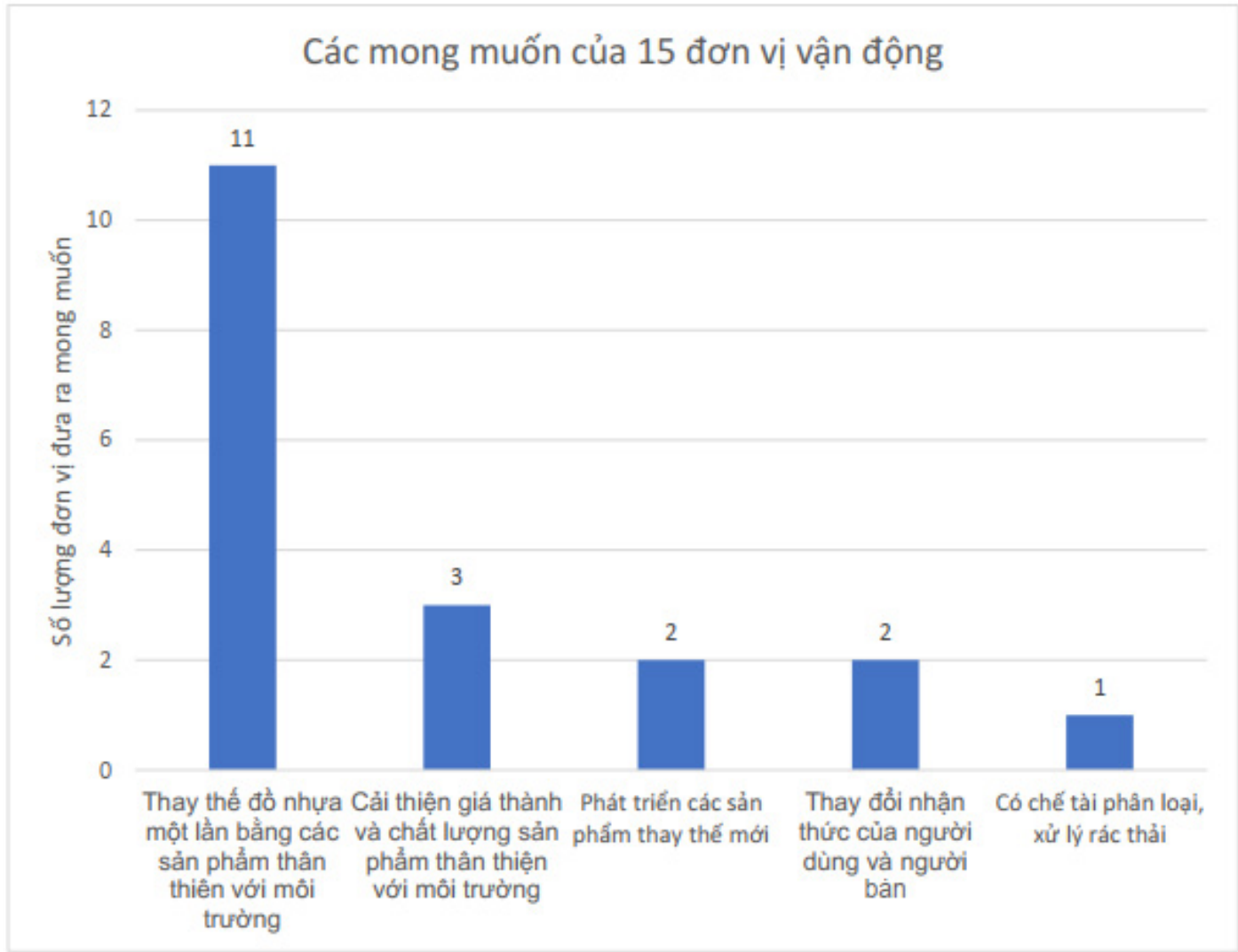


Figure 12: The wishes of 15 units

The aspirations of the establishments are recognized as reducing product costs and other suggestions such as improving the quality of products, etc.

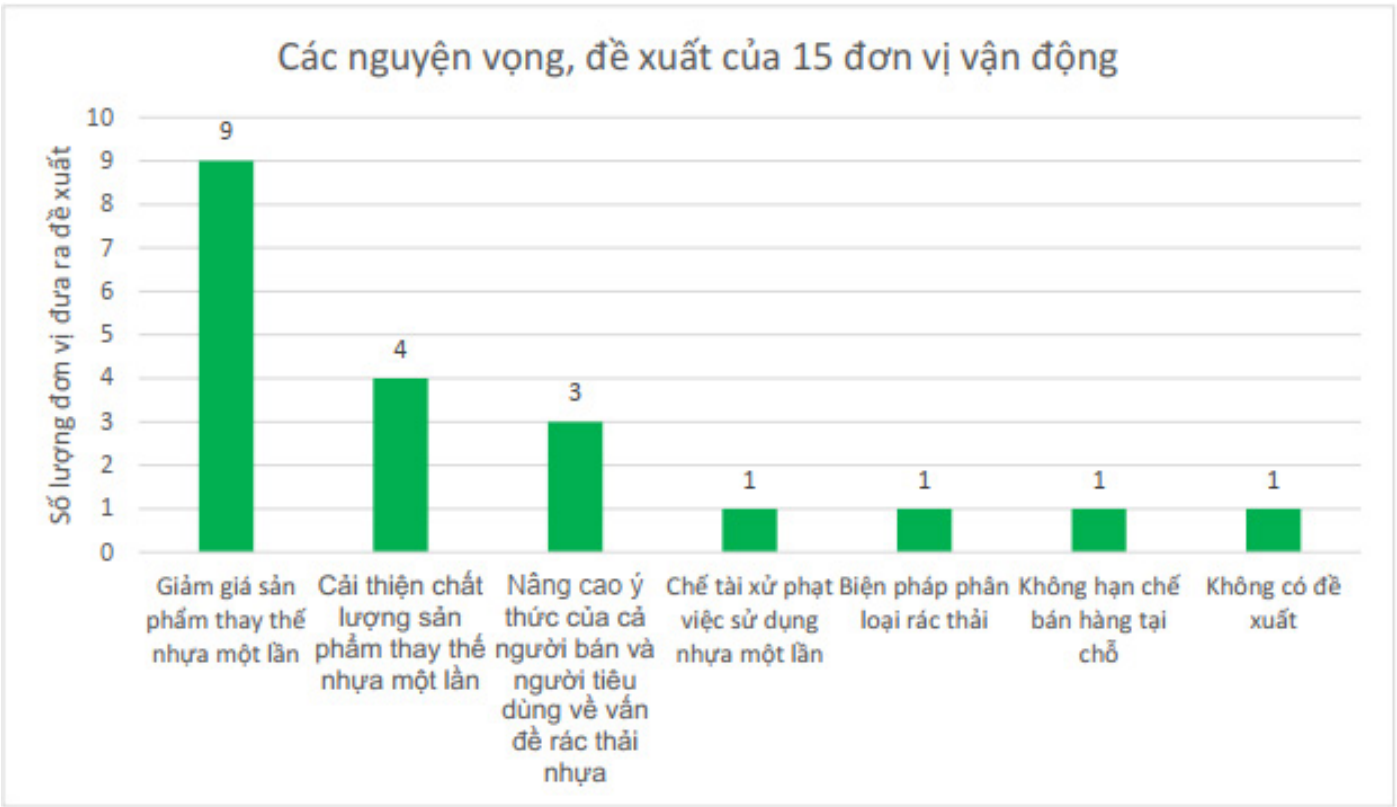


Figure 13: Proposed aspirations of 15 units

The overall assessment found that the majority of institutions shared the same aspirations for the proposal. This shows that in Vietnam, the current problem is that the cost of green products is too high compared to the average price of plastic products, so most establishments have to maintain their business and make a profit by using low cost products made of plastic.



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## 2. PROJECT PLANNING

### 2.1. Goals – Objectives

#### 2.1.1. Goals

Research in the International Union for Conservation of Nature and Natural Resources (IUCN) on the assessment of the amount and volume of litter on 30 beaches in 10 marine protected areas of Vietnam shows that, through two surveys in the dry season and the rainy season, 86,092 pieces of waste of different sizes were collected, with the weight ranging from 13 to 3,168 kg. On average, per 100m of beach length, there will be 7,374 pieces of garbage and 94.58 kg of waste. Worryingly, in plastic waste, the type that accounts for the largest proportion in terms of quantity is foam floats and ropes, small nets, the total number of these products accounts for 47% of the amount of garbage and 46% of the volume of garbage waste. Next is disposable plastic waste such as food containers, plastic bags. (MOIT, 2021)

According to experts, there are many reasons why Vietnam's sea is facing the risk of serious pollution. The main sources of pollution are waste sources on land and sources at sea (sea transportation activities, fishing, natural incidents, waste floating at sea, and other activities). With that, the current legal regulations and supervision of the implementation of regulations on marine environmental protection are still limited; the coordination between ministries, branches, and localities in responding to marine environmental incidents has not yet created a close relationship; People's awareness and responsibility for marine environment protection are still limited, etc.

From the collected data on the status of sea and ocean pollution, along with the imple-

mentation of the National Action Plan on ocean plastic waste management to 2030 in Vietnam, the communication objective is to influence the audience's awareness to contribute to reducing ocean plastic waste pollution in our country, through organizing communication activities, capacity building and awareness raising for plastic waste.

#### 2.1.2. SMART Objectives

Accomplish the goal in 1 month (07/02/2022 - 07/03/2022). This is the ideal time to promote the most specific and detailed communication and audience targeting.

- Implement communication activities to raise awareness and attitudes towards plastic waste among consumers and food service and hotel businesses;
- Build a list, evaluate (including accessibility, and raise awareness), and recommend available communication channels for future campaigns.
- Identifying the media as the key, has been contributing to the creation and orientation of society, changing the perception and behavior of both the business community and the people.
- 45% interviewed & surveyed units commit to participate in plastic waste reduction practices.
- Media product on Media Climate Net's Facebook page (communication video) reaches 1000 views.
- 3 articles on mainstream online newspapers reach 50000 views.

### 2.2. Target Audience

According to Mr. Ta Anh Tuan - Communication Manager of Project Reducing Marine Waste In Vietnam: "In the food service industry, the service of actors that promote the use of disposable plastic behavior due to an increase such as the requirement to use single-use drinking cups, food containers instead of using reusable cups and containers. Social distancing also increases the need to order food, take away food,

shop online, etc., from which the amount of plastic waste used mainly in packaging and transportation increases”.(VTC News, 2021)

Indeed it is, according to a survey of Food delivery demand after Covid-19, conducted with 840 people in Ho Chi Minh and Hanoi in April 2020, showing that 75% of people used a food delivery app, Among those who are using the service, the level of service usage increased after 60 days from the date of the survey by 70%, possibly due to the impact of the COVID-19 epidemic. Increased consumer demand leads to an increase in the supply of restaurant services and food establishments. Since then, disposable plastic products have also been used more and more often. (Q&Me, 2020)

The interview The worry of plastic waste when the food service is maintained for take-out raised the problem that for every takeout order, there is an average of at least 5 solid plastic waste. But the restaurants are reopened after a long time without counting every day how many plastic bags have been used at once. This makes the already large amount of plastic waste even more. (VOV Traffic, 2021)

Since then, we have set out the target audience of this campaign including: Consumers and businesses, food service shops, hotels nationwide, focus main media activities in Hanoi city - the city with a large number of businesses and users of food services, large hotels across the country, especially where many headquarters of chain businesses are located, have a certain influence on their establishments across the country.

#### **Audience 1: Businesses, food service establishments, hotels**

Catering and hotel service enterprises are objects that use disposable plastic products and packaging in business activities to bring consumer products and services to consumers. This is a group that has not really paid attention to and focused on issuing policies related to plastic waste, but only considers these activities as activities to increase brand sympathy, because economic benefits are always the most important thing. As a result, businesses’ disposable plastic activities are often short-term and not systematic.

#### **Audience 2: Consumers**

In particular, the group of consumers who do not really care / understand the problems related to single-use plastic such as the bad situation of plastic waste today, bad impacts on health and environment, reduce Minimizing and classifying plastic waste, etc.

### **2.3. Campaign message**

Through this campaign, on the one hand, we hope from the implementation of the campaign to help change awareness and raise awareness for businesses and consumers about plastic waste. On the other hand, from conducting research in the campaign, providing specific data for assessing the status quo as well as providing data for the project implementation process. From these points, we came up with the messages for this campaign.

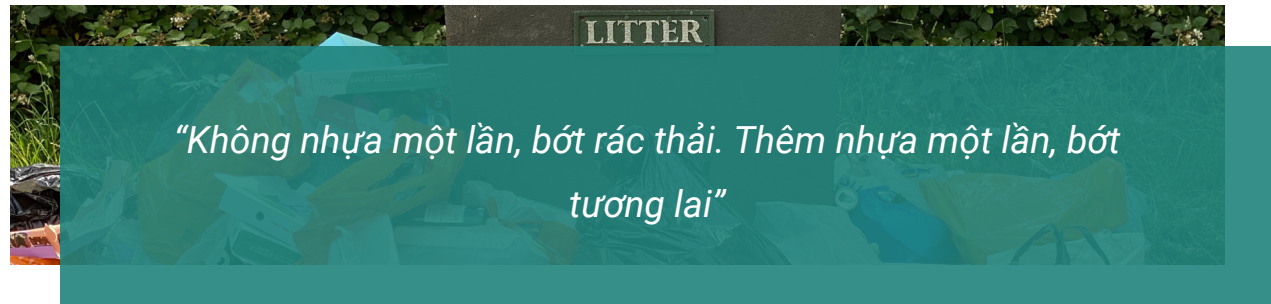
#### **2.3.1. Message**

“Cùng chung tay nâng cao nhận thức, thay đổi thái độ, hành vi sử dụng nhựa 1 lần. Đây không chỉ là các hoạt động thể hiện Trách nhiệm xã hội của doanh nghiệp, xây dựng thương hiệu, mà còn nhằm đáp ứng nhu cầu của khách hàng, đáp ứng xu thế tiêu dùng mới.”

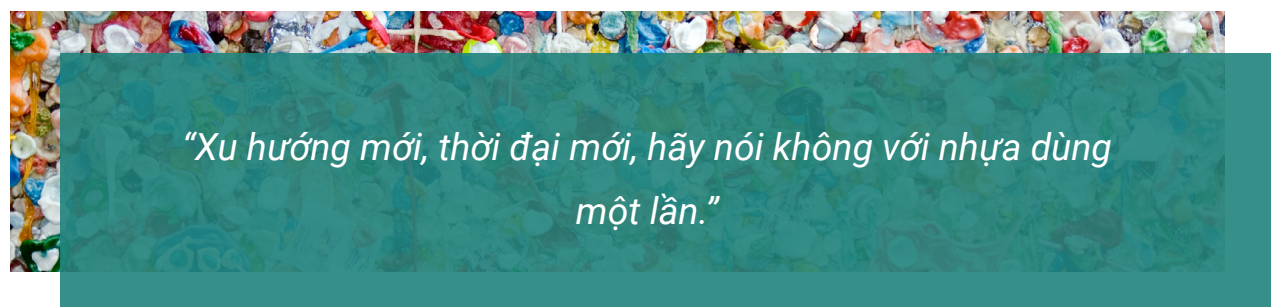
“Let’s join hands to raise awareness, change attitudes and behaviors of single-use plastic. These are not only activities that demonstrate corporate social responsibility and brand building, but also aim to meet the needs of customers and meet new consumption trends.”



### 2.3.2. Slogan



### 2.3.3. Tagline



## 2.4. Strategy and Tactics

### 2.4.1. Strategy

#### Focus on quality VISUAL communication:

Visual communication is more impactful and engaging. The reason is that people only remember 10% of what they hear, 20% of what they read and approximately 80% of what they see. Therefore, attractive visual forms of advertising play an important role in expressing ideas or convey the message to the customers. (Creately, 2021)

#### Choose media allowing IMMEDIATE interaction:

Consumers are encouraged to actively engage in the marketing communications themselves to input feedback, neglect irrelevant elements and absorb content that appeals to them by interactive advertising. Therefore, by interactive and immediate-response advertising, customers will remember better what they see.

#### WORD OF MOUTH is significantly essential:

People are connected in a social network, they hear and care about others, sometimes, they are even influenced. Consequently, it is extremely vital to create favorable opinions from various sources.

#### About INTERVIEW and SURVEY:

Using documents and factual information to spread and propagate the campaign's message, raise awareness and attitudes about single-use plastic waste among the target audience; Make a simple, concise, easy-to-understand interview & survey questionnaire.

### 2.4.2. Tactics

- Focus on developing contents on media platforms (Facebook fanpage, online newspapers).
- Interviews & quick direct surveys of businesses in order to improve the responsibility of businesses to contribute to the circular economy and reduce plastic waste, and in addition to propagate to change management and treatment activities. plastic

## 2.5. Media channel

### 2.5.1. Owned media: Media Climate Net's Facebook page

The primary media channel in this communication campaign is Facebook, which is a potential platform which can reach a huge number of users. According to Data Repor-

tal in 2021, Facebook is one of the most used social media platforms in Vietnam after Youtube. (Data Reportal, 2021).



Figure 14: Media Climate Net's Fanpage

2.5.2. Paid media

In this campaign, we use various online newspapers to communicate the status of plastic waste and integrate communication messages to reduce plastic waste pollution. Online newspapers are an important source of information for Vietnamese people. These e-magazines can be considered more trustworthy by the viewer, and can also target a more specific audience with the same interest. Many news sites are now also active on social media, allowing them to reach an even larger audience. According to Q&Me's Vietnamese news reading habit research in 2015, people tend to read news almost everyday and the most used channel to read news is online newspapers. (Q&Me, 2015)

2.5.3. Earned media

Word-of-mouth can be considered as a form of free advertising generated from the impressions, feelings and thoughts of the speakers. We recognize that word- of-mouth is substantially important since it can create a significant spreading effect among people.

3. TIMELINE – RISK MANAGEMENT

3.1. Media plan

Categories	No	Activities	Details	Media channel	Timeline
Communication Department					
Core missions	Objective 1: Interview, Survey, Provide information and knowledge about plastic waste within 15 catering establishments, hotels in Hanoi				
	Objective 2: Online newspapers (3 articles)				
	Objective 3: Social media product (communication video on Media Climate Net's Facebook page)				



Offline media	1	Interview, Survey, Provide	<ul style="list-style-type: none"> <li>Search, select 15 survey subjects &amp; interview - 15 food establishments and hotels in Hanoi. =&gt; Report back to the Vietnam Administration of Seas and Islands for to review the survey sites</li> <li>Interview &amp; direct survey of selected units.</li> <li>Collect data to report to the VASI and evaluate the results.</li> <li>Convey the impact of plastic waste on the environment, consumer health, the current situation of plastic waste and recommendations on the classification and use of plastic.</li> <li>At the final period of the campaign, reapproach businesses and establishments that have been interviewed &amp; surveyed before, with the purpose of receiving their commitment on the contribution of reducing plastic waste.</li> <li>Develop an interview &amp; survey questionnaire, including questions about the status of using single-use plastic products, and actual perceptions about the management and treatment of plastic waste; units to the government about</li> </ul>	Offline	20-25/12, 14/02/2022

			products to replace single-use plastic		
Online media	2	Online	<ul style="list-style-type: none"> <li>Select reputable newspapers that have great influence on the community, suitable for the content you want to convey, which is propaganda and raising awareness about reducing single-use plastic waste.</li> <li>Create content ideas for 3 articles</li> <li>Produce content for 3 articles on the current state of plastic waste and spread media messages to reduce plastic pollution to be published in selected newspapers.</li> </ul>	VTC News, Lao Động Thủ Đô, Công Thương	20/12-24/1
	3	Social media product	<ul style="list-style-type: none"> <li>Choose the right platform: Facebook</li> <li>Create content ideas for media products</li> <li>Proposing and presenting ideas to the General Department of Seas and Islands of Vietnam, waiting for censorship, receiving comments and editing to agree on the final idea.</li> <li>Producing media video products to post on Media Climate Net's Facebook page</li> </ul>	Facebook fanpage	23/12 - 7/2

### 3.2. Media timeline

Media timeline within 2 month (20/12/2021 - 14/2/2022)

No	Media channel	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7 (Tet)	Week 8
1	Offline interview & survey								
2	Online								
3									

### 3.3. Risk management

Risk	Description	Level	Solution
Production Progress	COVID-19 impeded the filming progress	High	<ul style="list-style-type: none"><li>Follow the news to set a suitable timeline;</li><li>In the worst case scenario, change the plan to evaluate through an online platform</li></ul>
	Weather issues can delay the filming progress	High	Follow the news to set a suitable timeline

	Technical problems such as missing voice off or error footages	High	Follow the timeline of implementation to carefully check all sources and back ups
	Timeline is delayed because of heavy traffic	Low	<ul style="list-style-type: none"><li>Push the timeline faster;</li><li>Shorten the duration of each screen and remove unnecessary screens</li></ul>
	Staff is ill and not healthy enough to afford workload	High	Prepare a checklist of interns to call for
	Contacted units do not corporate	Medium	Find and contact the other units
	Communication Crisis	High	Follow the news to set a suitable survey & interview timeline & area
	Received mixed and negative comments	Low	Carefully follow and reply on negative comments
	Copyright issues	Medium	<ul style="list-style-type: none"><li>Ask permission from the owner of the song for background music purpose;</li><li>Check by posting on a personal page to see if it is copyrighted or not. If yes, the song needs to be changed to ensure video quality and credibility</li></ul>
	Does not meet the estimated reach	Medium	Set a reasonable release time





# 03. Excution

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## 1. INTERVIEW & SURVEY 15 CATERING ESTABLISHMENTS & HOTELS IN HANOI

### 1.1. BRIEF AND PROPOSAL(S)

Our research team conducted an offline survey at food service establishments, restaurants and hotels. The team interviewed & surveyed 15 businesses about their awareness of limiting the use of plastic. By taking surveys and collecting data, the research team has received some results on the management and use of food and beverage establishments, restaurants and hotels. From there, we can grasp the wishes and aspirations of the facilities on the issue of using plastic.

### 1.2. OBJECTIVE & GOALS

The interview & survey was conducted with the main purpose of understanding the level of awareness about single-use plastic. We aim to raise awareness to all chosen businesses, about 30 units. Besides, we also aim to reach and receive the answer from at least 15/30 of those businesses.

### 1.3. TARGET AUDIENCES

The main objects of propaganda and survey of the project are hotel, restaurant and food service establishments in Hanoi.



1.4. MESSAGES

The primary message that we want to convey to hotels, restaurants, and food service businesses is to raise awareness about the current situation of using plastic waste and impacting changes in plastic waste management. In addition, it also enhances the responsibility of businesses in contributing to the circular economy and reducing plastic waste.

1.5. QUESTIONS & LAYOUT

In order for the survey to be conducted smoothly and efficiently, we together with our workmates in MDI made a list of questions and layout of the survey report to suit the respondents. In addition, the minutes are interwoven with propaganda information on reducing plastic waste as well as on how to recognize some frequently used plastic items to raise awareness and health for people, and at the same time protect the living environment.

Questioning is clearly divided by the team as well as by everyone in the MDI so that issues can be clearly explored and they can be drilled deeper.

GROUP OF QUESTIONS 1	
No.	QUESTION
1	Does your facility know the current state of plastic waste?
2	Is your facility aware of the challenges of single-use plastic recycling?
3	Does your facility know how to classify and use plastics?
4	Does your facility understand the environmental impact of plastic waste?
5	Does your facility understand the health effects of plastics?

With the first group of questions, it was asked to exploit the perception of plastic waste businesses about the current reality of waste at the present time and their understanding of their harmful effects on the environment and human health.

GROUP OF QUESTIONS 2	
No.	QUESTION
1	Does your establishment often receive feedback from customers about the use of plastic in products/services provided?
2	Has your establishment ever noticed the trend of Green Consumption?
3	Has your establishment ever intended to switch to disposable plastic alternatives?
4	Has your establishment ever explored sustainable products/ disposable plastic alternatives on their own?
5	Does your establishment have a plan for the use of sustainable/ alternative products for single-use plastic in your facility?

The second set of questions is asked to elicit and orient establishments to have a better view of reducing plastic waste and encourage them to make the switch to using eco-friendly products. school as well as health. In addition, it helps to exploit the outstanding problems or difficulties that have not actually been solved or that they themselves do not really want to change.

1.5.1. SURVEY

We have conducted a survey and interviewed 15 food and beverage businesses and service establishments in Hanoi, mainly in areas which have a strong growth in food and beverage business such as Ba Dinh district, Tay Ho district, Cau Giay district, Gia Lam district, Hoang Mai district and Thuong Tin district.



The facilities that are approached and mobilized are those that use or regularly use common single-used plastic products such as plastic cups, plastic boxes, plastic straws, plastic bags... Of which, 80% of establishments mobilized using plastic straws and 73.34% of establishments were mobilized using plastic cups/boxes. From here, it shows the overwhelming dominance of plastic utensils compared to other environmentally friendly items, along with the current status of awareness about plastic waste pollution as well as the conversion to using Environmentally friendly products of business establishments are still not really good.

However, after a process of research and mobilizing, establishments have shown a desire to replace single-use plastic products when 100% of establishments have the intention and plan to switch to using alternative products. However, they have not yet set a specific time for change and a clear goal of the change.

Furthermore, the survey, interview and advocacy are also an opportunity for businesses to voice their difficulties in the transition from single-use plastic to eco-friendly and more sustainable alternatives. Most of the enterprises interviewed had major difficulties including:

- High cost of substitute products
- The quality of the replacement product is not good
- The range of substitute products is not diversified
- Customers' habits of using plastic products
- Economic difficulties during the Covid pandemic cause anxiety when investing a larger amount of money for environmentally friendly products
- Lack of options in sorting and treating plastic waste
- Additionally, facilities also made a number of recommendations to reduce single-use plastic:
  - Reduce the cost of disposable plastic products
  - Improve the quality of disposable plastic products

- Raise awareness of both sellers and consumers about reducing plastic waste
- There must be a sanction for the use of single-use plastic
- Measures must be taken to separate types of waste
- No restrictions on on-site sales

Regarding the collected results, after analyzing, it can be concluded that establishments, restaurants, and food services are aware of the problem of needing to reduce plastic waste, but the motivation to bring them to the action is not big enough, the way of management and implementation is not really satisfactory. From here, the team can determine the actual status and conditions to conduct, adjust the approach as well as the content of the campaign in the next stages, to make it most effective, reach the target audience and motivate them to perform.

### **1.5.2. COMMITMENT**

This is a commitment between the two sides, which are business establishments, restaurants, catering services and campaign organizers: Vietnam Administration of Seas and Islands in collaboration with the World Wide Fund for Nature (WWF) in Vietnam. The commitment is meant to promote the process of mobilizing establishments, restaurants, and food service establishments to coordinate with the organizers to contribute to the protection and preservation of a green, clean and beautiful environment in Vietnam. With the support from the organizer, establishments, restaurants, and food services will have the opportunity to participate in the practice of reducing single-use plastic waste so that they can contribute in the process of reducing plastic waste pollution in Vietnam.

The commitment is a transition step after conducting surveys, interviews and propaganda about the status of plastic waste. Businesses selected for survey and propaganda will be mobilized to commit to join hands to reduce plastic waste. With the participation of 4/15 establishments, 26.67% of establishments agreed to participate in plastic waste reduction practices within the framework of the project "Reducing ocean plastic waste in Vietnam" implemented by Vietnam Administration of Seas and

Islands (Ministry of Natural Resources and Environment) and WWF Vietnam. In addition, the commitment advocacy also reflects the fact that food service businesses still tend to hesitate to switch to environmentally friendly products for a variety of reasons, but the most important issue is still about cost and usability.

1.6. TIMELINE

Number		Unit name	Address	Manager	Working form	Working day
1		Cafe Báo	43 Nguyen Phong Sac, Dich Vong Hau, Cau Giay	Trinh Van Nam	Offline	03/01/2022
2		Cafe Home	110 Hoang Ngan, Trung Hoa, Cau Giay	Tran Thi Minh Anh	Offline	03/01/2022
3		O'Rey Coffee	229 Trich Sai, Buoï, Tay Ho	Dinh Trung Duc	Offline	03/01/2022
4		Tiệm Trà Phố	Kiot no.1, Van Quan, Ha Dong	Phung Duc Hau	Offline	03/01/2022

5		Villa des Fleurs Bistro	95 Quan Thanh, Quan Thanh, Ba Đình	Cao Thanh Hien	Offline	03/01/2022
6		Mai Cafe	3, Alley 135 Nguyen Van Cu, Bo De Em Be, Long Bien	Mai Thanh Tuan	Offline	04/01/2022
7		Ấy Lounge	65 Hang Bun, Quan Thanh, Ba Dinh	Pham Gia Dat	Offline	04/01/2022
8		LeGatía Coffee	13, Kho Gao, Tia, Thuong Tin	Tran Hoang Nam	Offline	04/01/2022
9		Mỳ Long	Vincom Mega Mall Ocean Park, Gia Lam	Le Thanh Tung	Offline	03/01/2022



10		Quán Quà Vật Kitty Snack	105A, B9 To Hieu, Nghia Tan, Cau Giay	Guillaume de la Biche	Offline	03/01/2022
11		Gà Rán Ririmimi	16 Cau Giay, Cau Giay	Nguyen Ba Luong	Offline	03/01/2022
12		Ấy Lai Zai	65 Hang Bun, Quan Thanh, Ba Dinh	Pham Gia Dat	Offline	04/01/2022
13		Tạp Hóa Tuấn My	2 Alley 37, Tran Quoc Hoan, Dich Vong Hau, Cau Giay	Lai Anh Tuan	Offline	03/01/2022
14		GZ Store Simplify Your Lifestyle	CT3 1.2.1, Alley 885, Tam Trinh, Hoang Mai	Chu Minh Hieu	Offline	04/01/2022
15		Lagom Coffee & Tea	3 Kho Gao, Tia, Thuong Tin	Tran Hoang Nam	Offline	04/01/2022

Figure 15: Interview & Survey Timeline



Figure 16: Interview at Tiệm Trà Phố



Figure 17: Interview at Gà Rán Ririmimi





Figure 18: Interview at Cafe Báo



Figure 19: Interview at Quà Vật Kitty Snack

### 1.7. HUMAN RESOURCES

- MDI will be in charge of distilling and synthesizing information to share knowledge about single-use plastic waste, as well as make a list of questions for the survey & interview.
- Members of our team will be the surveyors and interviewers: Linh, Hoang, Nhan, Ky Anh, Son.

### 1.8. ESTIMATED COST

No	Categories	Price
1	Travel	270,000 VND
2	Lunch	450,000 VND
Cost		720,000 VND
Cost incurred 10%		72,000 VND
Total		792,000 VND

Figure 20: Estimated cost of INTERVIEW & SURVEY



## 2. ONLINE NEWSPAPERS (3 ARTICLES)

### 2.1. BRIEF AND PROPOSAL(S)

Despite the appearance of many new mass media channels, newspapers are still one of the most prestigious and reliable information channels. Particularly, in Vietnam at the present, online newspapers are an important source of information. Newspaper sites are considered more trustworthy by viewers and can also target a more specific audience with similar interests.

In this campaign, we use 3 different online newspapers to convey information about plastic waste as well as messages to reduce plastic pollution.

From doing survey at the early stage of the project, we found that people's awareness is not really high about the harmful effects of plastic waste on the environment. The three articles in which the group contributed ideas will guide the public by providing information and calling for action from the public, especially food service businesses, restaurants, and hotels join hands to reduce plastic waste into the environment.

### 2.2. OBJECTIVE & GOALS

Through the articles, we hope to spread motivation for everyone to join hands in protecting the environment, contribute in protecting the ocean by reducing plastic waste. Therefore, these articles need to reach the target audience as much as possible, in the range of 1000 - 3000 views for each article.

### 2.3. TARGET AUDIENCES

When using online newspapers, the target audience are the mass audiences, as well as the owners of businesses, especially restaurants, hotels, food services.

### 2.4. MAIN CONTENT

In the articles, the research and implementation team has distilled information to speak up about the status of plastic waste pollution and integrated communication messages, to contribute to the reduction of plastic waste pollution.

### 2.5. TIMELINE

	Name of article	Posting Platform	Work Content	Time
1	For the prevention and control of plastic waste to be really effective	Online	Choose reporter	03/01/2022
			Survey, Interview	04/01 - 09/01/2022
			Analyze data, Write articles	04/01 - 09/01/2022
			Publish	11/01/2022
2	Disposable plastic bags - high convenience with great pollution	Online	Choose reporter	03/01/2022
			Survey, Interview	06/01 - 12/01/2022
			Analyze data, Write articles	12/01/2022 - 17/01/2022
			Publish	21/01/2022

3	Hotels need to join hands to fight plastic waste	Online	Choose reporter	03/01/2022
			Survey, Interview	06/01 - 12/01/2022
			Analyze data, Write articles	12/1/2022 - 19/01/2022
			Publish	24/01/2022

Figure 21: Online newspapers timeline

## 2.6. HUMAN RESOURCES

- MDI's press production team works with ICT to select quality journalists and collaborates with these journalists to generate ideas for articles.
- Selected journalists: Bao Anh, Thanh Huong, Dinh Van Luyen.
- Working directly with the media agency in charge of ICT, MDI is responsible for supporting opinions and providing information.

## 2.7. ESTIMATED COST

No	Categories	Price
1	Online newspapers <i>Lao động thủ đô</i>	5.000.000 VND
2	Online newspapers <i>VTC News</i>	5.000.000 VND
3	Online newspapers <i>Công thương</i>	5.000.000 VND
<b>Total</b>		15.000.000 VND

Figure 22: Online newspapers cost

# 3. SOCIAL MEDIA PRODUCT (COMMUNICATION VIDEO ON MEDIA CLIMATE NET'S FACEBOOK PAGE)

## 3.1. BRIEF AND PROPOSAL

Using video for media campaigns is no longer a novelty and is widely accepted by the public. MDI realizes that video is also an ideal tool to convey information and messages for the project. With the production orientation of MDI, the video will have a youthful and novel nature, thereby cleverly conveying the campaign's message in a closer and more vivid way, contributing to increasing the appeal of the campaign.

Along with that, in the complicated situation of the Covid-19 epidemic at the time of the campaign implementation, difficulties in offline communication activities are inevitable. Therefore, choosing the form of online communication as video on Media Climate Net's Facebook page is a flexible decision with the circumstances, while optimizing the spread of the campaign.

With this communication video, we have thought and researched a lot about the orientation as well as the most appropriate and effective way to approach, express and convey the message. Since the target audience is young people, with the purpose of



calling for action to change from young people, the implementing unit has used young resources to have empathy and understanding in psychology, then find the most honest, closest expression. The style of the video's content is also new and different: All is shown through the lens of young people.

### 3.2. GOALS – OBJECTIVE:

From the original destination of the campaign, the video was made to spread the message of raising awareness about the status of plastic waste pollution, calling on everyone to join hands to reduce and replace single-use plastic.

In terms of production purposes and goals, this is a media video that creatively conveys the campaign's message, expressed through the small actions illustrated in the video, but contributes a large part to the journey to eliminate plastic waste. The content will show daily life situations, close to the real circumstance of single-use plastic, so that viewers can see themselves in it. Also, the video also offers solutions to replace seemingly difficult and complicated disposable plastic products, but become simple and easy through a more youthful and novel expression method.

In detail, the objective for this media product on Media Climate Net's Facebook page (communication video) is to reach 1000 views.

### 3.3. TARGET AUDIENCES

The video is aimed at the general public who have been using single-used plastic waste and in addition, to young people and students.

### 3.4. SCRIPT

VIDEO SCRIPT: "Bảo vệ môi trường xanh"								
Concept	Đơn giản, dễ hiểu, dễ nhớ, có yếu tố giải trí, vui vẻ nhưng vẫn đảm bảo tính giáo dục và nhân văn.							
Mood & Tone	Bright, simple, showing closeness, authenticity. There is an element of humor.							
VIDEO SHOTLIST								
1	SCENE	IN-DAY			PAGES	1		
SETUP	SHOT	SUBJECT	A SHOT SIZE	FRAMING	A ANGLE	A MOVEMENT	SOUNDS	DESCRIPTION
1	1.1	KITCHEN	ECU	CLEAR SINGLE	HIGH ANGLE	STATIC	BOOM	Description of the phone lying on the table top.
	1.2		MS	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh sat up to check the calendar.
	1.3		CU	CLEAR SINGLE	OTS	STATIC	BOOM	Over-the-shoulder specifying the calendar content on the phone.
	1.4		MS	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh got out of bed and out frame.
2	SCENE	IN-DAY			PAGES	2		
SETUP #	SHOT #	SUBJECT	A SHOT SIZE	FRAMING	A ANGLE	A MOVEMENT	SOUNDS	DESCRIPTION
1	2.1	KITCHEN	FS	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh went by to get the boardgame meeting and out frame.
	2.2		FS	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh went into the kitchen to look at the pile of things on the table and brushed them all away.
	2.3		ECU	CLEAR SINGLE	EYE LEVEL	PAN	BOOM	Browse through the items that are being placed on the table by the spirit.
	2.4		FS	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh put the things she just laid out in the bag.
	2.5		ECU	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh emphasized the cup and put it in her pocket.
	2.6		FS	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh hugged the boardgame box and went out frame.
3	SCENE	IN-DAY			PAGES	3		
SETUP #	SHOT #	SUBJECT	A SHOT SIZE	FRAMING	A ANGLE	A MOVEMENT	SOUNDS	DESCRIPTION
1	3.1	LIVING ROOM	FS	FOUR SHOT	EYE LEVEL	STATIC	BOOM	Linh inframe and put the boardgame on the table.
	3.2		FS	DIRTY SHOT	EYE LEVEL	STATIC	BOOM	Insert flying books.
	3.3		CU	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh sat down and put the shaved ice cup on the table.
	3.4		CU	THREE SHOT	EYE LEVEL	PAN	BOOM	The expressions of the three friends are bewildered and stunned.
	3.5		ECU	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Specifications of the suction pipe plug.
	3.6		CU	THREE SHOT	EYE LEVEL	STATIC	BOOM	Surprised expressions of 3 friends.
	3.7		FS	FOUR SHOT	HIGH LEVEL	STATIC	BOOM	Linh is shy in front of 3 bored friends (pop up key messages in post-production).
4	SCENE	OUT-DAY			PAGES	4		
SETUP #	SHOT #	SUBJECT	A SHOT SIZE	FRAMING	A ANGLE	A MOVEMENT	SOUNDS	DESCRIPTION
1	4.1	PICNIC	FS	CLEAR SINGLE	EYE LEVEL	PAN	BOOM	Linh inframe and interact with friends at the picnic.
	4.2		MS	FOUR SHOT	EYE LEVEL	STATIC	BOOM	Group of friends happily chatting with each other.
	4.3		ECU	DIRTY SINGLE	HIGH ANGLE	STATIC	BOOM	Linh takes the pre-prepared items in her pocket and features a reusable cup and built-in meal kit.
	4.4		CU	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh opened the reusable cup in front of her friends.
	4.5		CU	CLEAR SINGLE	EYE LEVEL	STATIC	BOOM	Linh does magic with built-in eating utensils.
	4.6		MS	THREE SHOT	EYE LEVEL	STATIC	BOOM	Appreciating expressions of 3 friends.
	4.7		FS	FOUR SHOT	EYE LEVEL	STATIC	BOOM	People eating and talking happily (Blur out and pop up key message).

Figure 23: Video Shotlist

\*Note: ECU: Extreme Close Up, CU: Close-Up, MS: Medium Shot, FS: Full Shot, OTS: Over-the-shoulder shot.

### 3.5. HUMAN RESOURCES

- MDI will be in charge of writing scripts, directing and producing the final product.



- Participants in the video are members of our team: Linh, Hoang, Nhan, Ky Anh.
- Nguyen Tuan Minh is a famous photo director, camera operator in Hanoi, with experience in producing many music videos, along with TVCs, press reports with products that have collaborated with MDI and other parties such as the MV "First Day" by singer Duc Phuc, The MV "Tinder" by rapper Wxrdie, or the project on pangolin protection in collaboration with MDI and many other large and small projects.
- Ms. Tran Le Thuy is a director of MDI who has many years of experience in video production and has been a video producer for major news agencies such as CNN, AFP, Al Jazeera. In particular, the film produced about the pangolin protection project was nominated at the New York Film and TV Festival awards.

### 3.6. SETTING UP AND BEHIND THE SCENES JOB DESCRIPTION

ROLE	PARTICIPANT	JOB DESCRIPTION
Executive Producers	Ms. Tran Le Thuy, Nguyen Nam	Organize and direct the production of the video "Protecting the green environment"
Support	Le Hong Son, Quang Anh, Lang Lan	Support during the video production implementation
Characters	Vu Trong Nhan, Nguyen Huy Hoang, Cao Ky Anh, Dieu Linh	Acting
Cameraman	Quoc Trung	The director of visual and the person who shot each scene
Director	Mr. Nguyen Tuan Minh, Ms Tran Le Thuy	Direct the acting and visuals for the video
Post-production	Quoc Trung	Edit the video

Figure 24: Video JD



Figure 25: Behind the scene - Picnic scene



Figure 26: Behind the scene - Main character





Figure 27: Board game scene setup



Figure 29: Picnic scene setup



Figure 28: MDI crews



Figure 30: Character number 1





Figure 31: Character number 2

3.7. TIMELINE

STT	CATEGORIES	TIME
1	Develop a detailed scenario based on existing information on the topic of reducing plastic waste	23-29/12/2021
2	Read, browse and comment on the script	30/12-5/1
3	Edit script (up to 2 times)	6/1-9/1
4	Filming	10/1
5	Post-production and editing	11-18/1
6	Submit first draft and get comments	18/1
7	1st edit	19-20/1
8	Submit a second draft and get comments	21/1
9	2nd edit	22-23/1
10	Review and finalize the final version	24-27/1
11	Publish	7/2

Figure 32: Social media product timeline

3.8. ESTIMATED COST

No.	CATEGORIES	QUANTITY	PRICE PER ITEM	TOTAL
CONTENT				
1	Concept, Idea	1	3.000.000 VND	3.000.000 VND
2	Script	1	2.500.000 VND	2.500.000 VND
3	Actor	4	1.000.000 VND	4.000.000 VND
FILMING				
1	Camera	1	3,000,000 VND	3,000,000 VND
2	Studio	1	4,000,000 VND	4,000,000 VND
3	Logistic	1	500,000 VND	500,000 VND
PRODUCTION				
1	Background music	1	500.000 VND	500.000 VND
2	Post-production and editing process	1	2,000,000 VND	2,000,000 VND
COST		19,500,000 VND		
COST INCURRED 10%		975,000 VND		
TOTAL		20,475,000 VND		

Figure 33: Communication video cost



# 04. Post-Execution



## 1. MEASUREMENT & EVALUATION

### 1.1. CAMPAIGN EVALUATION

#### 1.1.1. INTERVIEW & SURVEY

In general, the survey and interview results achieved good results. The implementation team approached and mobilized the set targets of 15 establishments, restaurants, and food services. Apart from the problem of the COVID-19 epidemic affecting travel during work, everything went according to plan.

However, more research and propaganda can be done to help the project spread as much as possible but still have a certain safety, the project team has not fully developed its full potential to reach out to the public. If possible, the group can focus more on large chain business service groups to have a more general view of how the plastic waste situation is happening in reality, for a more robust approach.

In addition, the group also obtained quite positive results when up to 4/15 establishments agreed to commit to participating in the project to join hands to reduce plastic waste, contribute to environmental protection for an Earth without plastic waste. A good sign for the plastic waste problem is that when life is gradually stabilizing after the COVID-19 epidemic and food service businesses have opened to sell and eat in, their main financial problem has been minimized. So we can hope that in the near future, many businesses will agree to participate in the project to contribute to protecting the environment from plastic waste.

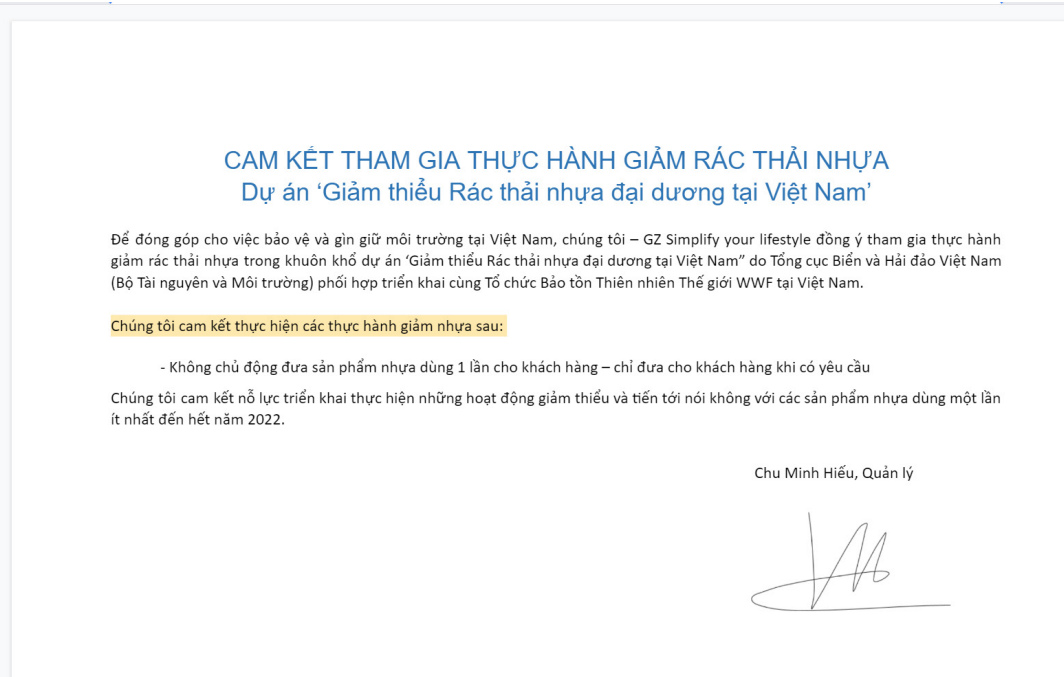


Figure 34: GZ Simplify your lifestyle's commitment

### 1.1.2. ONLINE NEWSPAPERS

Within 1 month, from December 20, 2021 to January 24, 2022, the results of the articles were as follows:

No.	Name of article	Link article	View
1	Để công cuộc phòng, chống rác thải nhựa thực sự hiệu quả	<a href="https://laodongthudo.vn/de-cong-cuoc-phong-chong-rac-thai-nhua-thuc-su-hieu-qua-135502.html">https://laodongthudo.vn/de-cong-cuoc-phong-chong-rac-thai-nhua-thuc-su-hieu-qua-135502.html</a>	2540
2	Túi nilon dùng 1 lần - tiện dụng cao đi kèm ô nhiễm lớn	<a href="https://vtc.vn/tui-nilon-dung-1-lan-tien-dung-cao-di-kem-o-nhiem-lon-ar656619.html">https://vtc.vn/tui-nilon-dung-1-lan-tien-dung-cao-di-kem-o-nhiem-lon-ar656619.html</a>	3511

3	Các “ông lớn” khách sạn cần chung tay chống rác thải nhựa	<a href="https://congthuong.vn/cac-ong-lon-khach-san-can-chung-tay-chong-rac-thai-nhua-171214.html">https://congthuong.vn/cac-ong-lon-khach-san-can-chung-tay-chong-rac-thai-nhua-171214.html</a>	2963
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Figure 35: Online Newspapers Measurement

The article “Các “ông lớn” khách sạn cần chung tay chống rác thải nhựa” published in Cong Thuong newspaper achieved 2963 views after 1 month period. The article on VTC newspaper got better results when it got 3511 views, besides, the Lao Dong Thu Do newspaper also gave approximate results compared to the Cong Thuong newspaper. With the pervasive of the online community, we can say positively, in addition to the number of views in the newspaper, the number of people spreading through word of mouth about reducing plastic waste will continue to increase.



Figure 36: Article 1: “Để công cuộc phòng, chống rác thải nhựa thực sự hiệu quả”





Figure 37: Article 2: “Túi nilon dùng 1 lần – tiện dụng cao đi kèm ô nhiễm lớn”



Figure 38: Article 3: “Các “ông lớn” khách sạn cần chung tay chống rác thải nhựa”



Figure 39: Screenshot CMS of Article 1: “Để công cuộc phòng, chống rác thải nhựa thực sự hiệu quả”

<input type="checkbox"/>	Trang ?	Số lượt xem trang ?	Số lượt xem trang duy nhất ?
		3511 % trong Tổng số: 0,00% (3.848.550)	3511 % trong Tổng số: 0,00% (3.314.007)
<input type="checkbox"/>	1. /tui-nylon-dung-1-lan-tien-dung-cao-di-kem-o-nhiem-lon-ar656619.html	3511 (100,00%)	3511 (100,00%)

Figure 40: Screenshot CMS of Article 2: “Túi nilon dùng 1 lần – tiện dụng cao đi kèm ô nhiễm lớn”



Figure 41: Screenshot CMS of Article 3: “Các “ông lớn” khách sạn cần chung tay chống rác thải nhựa”

1.1.3. COMMUNICATION VIDEO

After 3 days of posting, we obtained the following interactive results of the video on the social networking platform Facebook:

Figure 9: Result of the video after 3 day posting

No	Categories	Result
1	Reach	5200
2	View	1200
3	Like	Total: 54 Direct: 22 From shared posts: 32

4	Comment	Total: 30 Direct: 5 From shared posts: 25
5	Share	10
6	Click	Total: 591 Click to play: 235 Click on the link: 240 Other: 116

Figure 42: Result of the video after 3 day posting



Figure 43: Parameter of the communication video

- As of April 10, 2022, Our video “Protecting the green environment” has very positive data:
- The number of views on the Facebook platform - the main platform we use for this video has increased, reaching 2,500.
- Number of reach to viewers has changed in an upward direction, from 5,200 after 3 days of video publishing to 9,700



- The number of interactions on the video has increased to 90 likes.
- Minimum 3 seconds video view reaches 1,200
- The number of comments is 9 comments, not to mention there are other shares account, exactly 62 shares,, cũng nhận được các bình luận ủng hộ tích cực tới dự án.
- After a period of 2 months, the popularity of the video has decreased over time due to the expiration of the validity of the Facebook ad package and a lot of other content, especially entertainment - the content that attracts the most audiences, produced every day in cyberspace.

### 1.2. KPI

- *The KPI will be evaluated based on the results recorded from the publish day to 24th January.*
- *In addition, the results must be organic.*

No	Categories	KPI	Reality	Asses
Interview & Survey				
1	Surveys	15	15	Qualified
	Commitments	4	4	
Online Newspapers				
2	Views of article 1	1000 - 3000	2540	Qualiied
	Views of article 2		3511	
	Views of article 3		2963	
Communication Video				
3	Views	1000	1200	Qualified
	Shares	100	10	Unqualified

Figure 44: KPI board evaluation

## 2. FEEDBACK

### 2.1. MDI’S FEEDBACK ABOUT COMMUNICATION VIDEO

Ms. Thuy - director of MDI - is the one to lead and create opportunities for the team to participate in the project implementation from the very beginning. In addition to other activities, there was one activity that connected not only the team members but also the team and MDI as well as Ms. Thuy, which was the day of video communication. And no one else, it was Ms. Thuy who discovered the acting ability of the team members and encouraged and enthusiastically supported us during the production process. The filming left a lot of emotions and memorable memories, in addition, a very special product was born: The product in which the team members were in charge and tried different roles in the movie. the process of making a communication product. It can be said that we are very proud to have received a very sincere feedback from her: "Very well done, good cooperation with the crew!" In addition, the product also received a lot of feedback and sharing. positive share from the public.



Figure 45: Ms. Thuy – director of MDI’s feedback

2.2. PUBLIC FEEDBACK

The video has received a lot of attention from education fanpages with a large number of followers. They have shared a video of the project to help spread the message of reducing plastic waste more. The comments also show support for the message and urge people to give up the habit of using plastic and use eco-friendly instead.

Regarding other activities that the group also contributed to implement, the achieved results and positive feedback from the public have also satisfied both the agencies (MDI, ICT) as well as the clients (VASI, WWF).

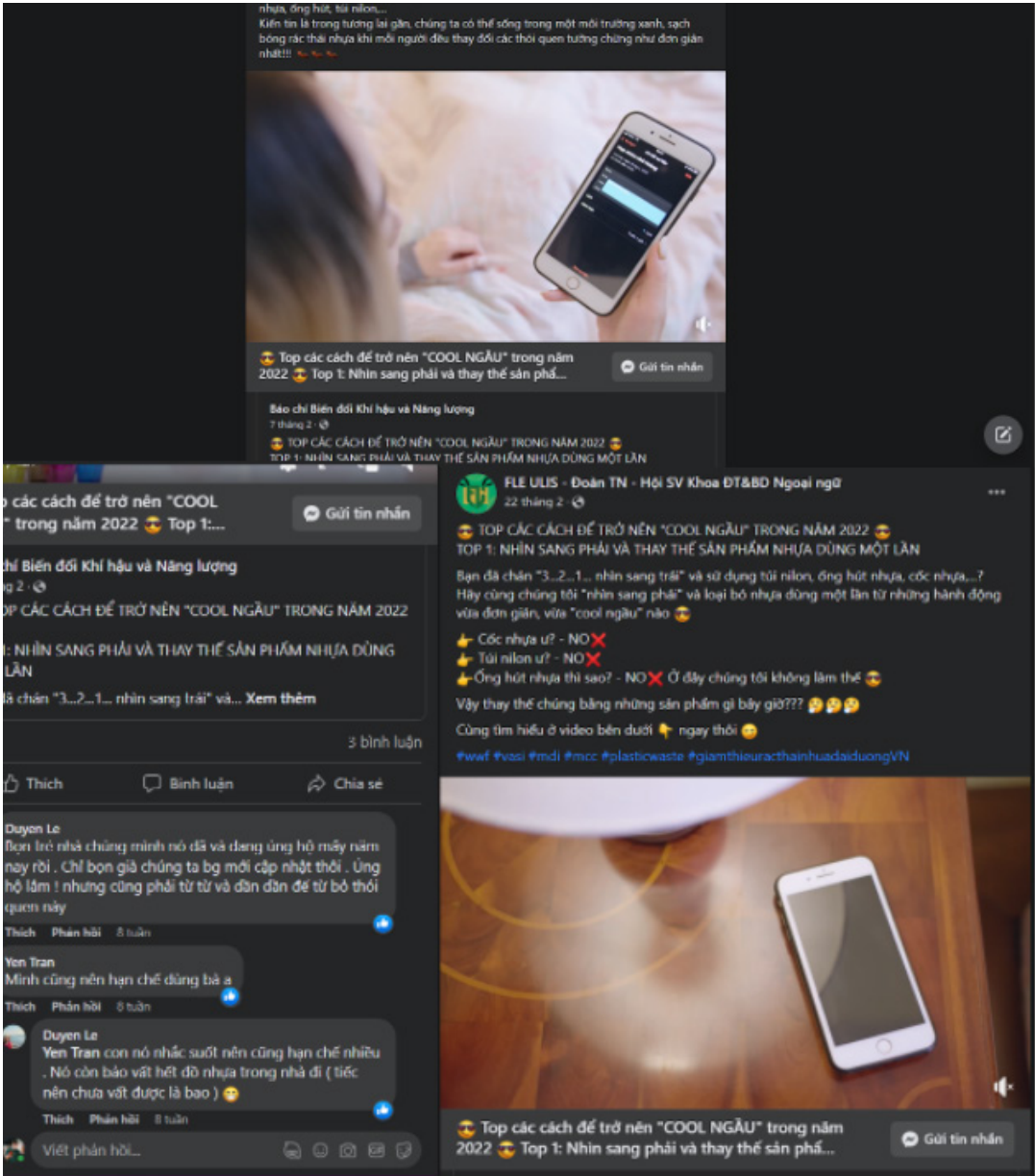


Figure 46: The response from the public on Facebook

3. EVALUATION & REFLECTION

3.1. POSITIVE POINTS & NEGATIVE POINTS

3.1.1.POSITIVE POINTS:

- Young, dynamic and enthusiastic team is always ready for any situation
- The project cost less than expected
- New and creative video content suitable for young audiences
- The campaign has contributed to building and conveying the message of reducing the use of plastic waste to establishments, food services and consumers, for a greener, cleaner and more beautiful environment.

3.1.2.NEGATIVE POINTS:

- The campaign has not really spread to the public yet.
- The communication channels used in the campaign are not really diverse.
- The content of the campaign has not had any breakthrough creativity to attract more publicity..



## 3.2. REFLECTION & RECOMMENDATION

### 3.2.1. REFLECTION

Looking back, in addition to creating a certain level of spread about reducing plastic waste 1 time - the No. 1 agent polluting the marine environment by showing quite new and interesting, this campaign has left the Our team members have valuable experiences and lessons that will help a lot in future projects. During the campaign, we were directly involved in the stages from creating ideas and concepts for media video scripts or articles, directly surveying establishments that use plastic waste. disposable to something we never thought we'd be able to do, and that was acting in the very media video that the team made.

In addition to the positive factors, during the implementation of the campaign, we also noticed the limitation in reach as well as the subjective and objective factors leading to inefficiencies when working remotely in the field. pandemic period. Can say about:

- Working in groups, to complete the task, there needs to be a rhythmic combination between the members; however, some people do not allocate work efficiently..
- Communication and transmission methods are misunderstood, leading to quarrels. Work efficiency is reduced.
- When brainstorming ideas, the team often comes up with ideas that do not match the actual situation as well as the project's resources.
- In the first time, the members did not meet the deadline given because they were not really proficient, had limited experience, had to constantly correct mistakes, which resulted in loss of time.

### 3.2.2. RECOMMENDATION

- Use a variety of other communication tools to optimize the spread of products in the campaign as well as the campaign.

- When working in groups, it is necessary to find suitable and frank solutions in the spirit of making progress together and completing tasks well. This helps to improve work efficiency and friendship among colleagues.
- Should pay attention, focus on the research process, learn about insight of the target audience as well as our client, thereby determining the most feasible direction to develop content for media products in the campaign.
- Should hone and practice more knowledge and skills to be more active in work as well as in group work.
- Should make a plan as well as establish a working schedule, and need to follow it more strictly.

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## 4. CONCLUSION

Looking back at the whole project, it can be said that this is a campaign that leaves a lot of emotions. Under the evaluation of our supporting lecturers, the agencies as well as the clients, the campaign has built a certain influence on the public, which is the success of all members involved in the implementation of the project. In addition, participating in a national project for the first time is a great honor for our team. This is a quite impressive and unforgettable experience as well as bringing a lot of useful lessons for us. This project is a milestone marking the maturity to a new level of the team members so that each of us will be able to firmly walk on the next chosen journey after graduation. We are passionately thank for the companionship of mentor Duong as well as Ms. Thuy and the MDI team who have always helped the group over the project.

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# APPENDIX

Pitching campaign for MDI about the Communication Video on Facebook

## Ý tưởng

**Dự án:** "Giảm thiểu rác thải đại dương ở Việt Nam"

**Sản phẩm truyền thông:** Video chủ đề "Giảm thiểu rác thải nhựa dùng 1 lần ở Việt Nam"

Thử làm những điều đơn giản.  
Tại sao không?

## Tổng quan

Sơ lược về ý tưởng

- **Thời lượng:** 1 phút 20 giây - 1 phút 30 giây
- **Tính chất:** Đơn giản, dễ hiểu, dễ nhớ, có yếu tố giải trí, vui vẻ nhưng vẫn đảm bảo tính giáo dục và nhân văn.
- **Dành cho mọi đối tượng** đều có thể xem và tiếp nhận thông tin một cách dễ dàng. (Người tiêu dùng và nhà bán hàng)
- Lấy **cảm hứng** từ "biểu tượng của sự đơn giản", hiện tượng mạng xã hội Khaby Lame. **Sử dụng diễn viên trung tâm có thần thái, biểu cảm tạo được độ giải trí, hài hước như Khaby Lame, hoặc có thể cover Khaby Lame** (khuyến khích sử dụng diễn viên người Việt để gần gũi hơn với đối tượng mục tiêu). Ngoài ra, video còn lấy cảm hứng từ xu hướng làm video theo mô típ "1 2 3... Nhìn sang trái." trên mạng xã hội Tiktok.

Link tham khảo:  
<https://www.tiktok.com/@khaby.lame/video/6950627842518568197>  
<https://www.tiktok.com/@toilathaivu/video/7032649839015939354>

## Tổng quan

Sơ lược về ý tưởng



### - Mục tiêu:

- + Có thể viral, tiếp cận càng nhiều người trên mạng xã hội càng tốt.
- + Giảm đến 5-10% lượng rác thải nhựa dùng 1 lần trong vòng 3-4 tháng.

### - Mục đích:

- + Phổ biến thông tin cho đối tượng xem.
- + Xây dựng, chia sẻ nhận thức cho mọi người về bảo vệ môi trường xanh bằng cách giảm thiểu rác thải nhựa dùng 1 lần.
- + Các cửa hàng, quán ăn chuyển đổi sử dụng đồ nhựa 1 lần sang đồ hữu cơ hoặc đồ nhựa thân thiện với môi trường.

- **Thông điệp:** "Thử làm những điều đơn giản. Tại sao không?"

## Liên kết ý tưởng sang các giai đoạn sau của dự án

- Có khả năng tạo xu hướng trên các nền tảng mạng xã hội (phái sinh các nội dung dạng video ngắn).
- Có thể làm cuộc thi làm video ngắn trên các nền tảng mạng xã hội để tăng hiệu ứng lan tỏa của dự án cũng như thông điệp.

## Nội dung ý tưởng:

Mô tả, tái hiện lại những tình huống thường ngày gần gũi, quen thuộc, có sử dụng đến đồ nhựa & đồ nhựa dùng 1 lần (Túi nylon, cốc nhựa, ống hút nhựa, ...), sau đó khéo léo lồng ghép và đưa thông tin về những cách giải quyết, những thứ thân thiện với môi trường (túi giấy, ống hút tre, cốc thủy tinh, ...) có thể thay thế việc sử dụng đồ nhựa dùng 1 lần để bảo vệ môi trường.



## Hình ảnh minh họa:



### PHƯƠNG THỨC THỂ HIỆN

Nhịp phim nhanh, dứt khoát, xen kẽ một số phân cảnh chậm để nhấn mạnh cho thông tin cần truyền tải (những phân cảnh chỉ ra đồ nhựa dùng 1 lần có thể thay thế bằng những đồ thân thiện với môi trường.) Kết hợp sử dụng âm nhạc và cách dựng phim để hỗ trợ cho nội dung hướng đến.

### MOOD AND TONE

Tươi sáng, đơn giản, thể hiện sự gần gũi, chân thực. Có yếu tố hài hước.



<https://drive.google.com/drive/folders/1gv9ENaNyzrDOAUNsxQcOM-M7hU82eTatA?usp=sharing>

### Commitment Layout

Survey Layout Page 1

## 2. Thực trạng rác thải nhựa hiện nay

- Trên thế giới:

Theo thống kê của WHO, số liệu cho thấy người dân trên toàn thế giới đang có mức tiêu thụ đồ nhựa vô cùng cao. Trung bình một năm, người dân trên toàn thế giới thải ra khoảng 300 triệu tấn rác thải nhựa.

Lượng tiêu thụ các đồ dùng nhựa trên thế giới tính đến nay đã đạt hơn 8 tỷ tấn. Trong đó có hơn 6 tỷ tấn là rác thải nhựa.

Các nhà khoa học dự báo, nếu tình trạng này vẫn tiếp diễn, vào năm 2050, lượng rác thải nhựa sẽ còn nhiều hơn cả lượng cá ở các đại dương trên toàn bộ trái đất.

- Tại Việt Nam:

Các nghiên cứu quốc tế chỉ ra, Việt Nam là một trong những quốc gia có lượng rác thải nhựa nhiều nhất thế giới và đứng thứ 4 trên 20 quốc gia ở top đầu.

Ước tính, mỗi năm có hơn 1,8 triệu tấn rác thải nhựa được thải ra tại Việt Nam nhưng chỉ 27% trong số đó được tái chế.

Suy ra, mỗi giây trôi qua, hơn **57kg** rác thải nhựa được xả ra môi trường. Mỗi phút trôi qua, lượng rác thải nhựa lúc này đã đủ lấp đầy một chiếc xe tải cỡ nhỏ

Lượng tiêu thụ nhựa tính trên đầu người ở Việt Nam qua mỗi năm đã tăng mạnh từ **3,8kg** lên mức **41,3kg/người/năm** trong giai đoạn từ 1990 - 2018.

Nhựa chiếm đến 64% tỷ lệ vật liệu dùng trong ngành bao bì của Việt Nam và dự kiến tỷ lệ này sẽ tiếp tục tăng lên.

- Tại cơ sở:

+ Các sản phẩm có sử dụng nhựa một lần:

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+ Tần suất sử dụng nhựa một lần trung bình:

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## 3. Tái chế nhựa dùng một lần:

a) Khó khăn:

Tái chế nhựa dùng một lần là một biện pháp để giảm thiểu rác thải nhựa. Tuy nhiên, điều này không hề dễ dàng do các trở ngại đến từ:

- Thói quen sinh hoạt và ý thức của người dùng:

+ Sự tiện lợi của nhựa dùng một lần

+ Người dùng chưa nắm bắt được tác hại của nhựa đối với môi trường và sức khỏe của chính mình

- Phân loại rác thải nhựa:

+ Thiếu kiến thức phân loại rác thải nhựa








+ Cơ sở phân loại nhỏ lẻ, chưa có quy mô

- Cơ sở tái chế rác thải nhựa:

+ Thiếu nguyên liệu nhựa có thể tái chế

+ Điều kiện cơ sở vật chất



1	2	3	4	5	6	7
PETE	HDPE	PVC	LDPE	PP	PS	KHÁC
polyethylene terephthalate	polyethylene tỷ trọng cao	polyvinyl chloride	polyethylene tỷ trọng thấp	polypropylene	polystyrene	các loại nhựa còn lại
						

Loại nhựa	Có thể tái chế	Có thể tái sử dụng	Nguy hại/ có nguy cơ gây hại
1	✓		
2	✓	✓	
3			✓
4		✓	
5	✓	✓	
6			✓
7			✓

Sau quá trình vận động, bạn có nắm được:

Câu hỏi	Có	Không	Một phần
Cơ sở của bạn có nắm được thực trạng về rác thải nhựa hiện nay?			
Cơ sở của bạn có nắm được các khó khăn trong việc tái chế nhựa một lần?			
Cơ sở của bạn có nắm được cách phân loại và sử dụng nhựa?			
Cơ sở của bạn có nắm được ảnh hưởng của rác thải nhựa đến môi trường?			
Cơ sở của bạn có nắm được ảnh hưởng của nhựa đến sức khỏe?			

Hiện nay, xu hướng tiêu dùng xanh, có thể hiểu là việc mua và sử dụng các sản phẩm thân thiện với môi trường, không gây hại cho sức khỏe con người, không đe dọa đến hệ sinh thái tự nhiên và nói không với nhựa dùng một lần đang dần lớn mạnh, đặc biệt là ở giới trẻ.

Câu hỏi	Có	Không
Cơ sở của bạn có thường nhận được phản hồi từ khách hàng về việc sử dụng nhựa trong sản phẩm/dịch vụ cung cấp?		
Cơ sở của bạn có từng để ý tới xu hướng Tiêu dùng xanh?		
Cơ sở của bạn đã bao giờ có ý định chuyển sang sử dụng các sản phẩm thay thế nhựa dùng một lần ?		
Cơ sở của bạn đã bao giờ tự tìm hiểu các sản phẩm bền vững/thay thế nhựa dùng một lần?		
Cơ sở của bạn có kế hoạch cho việc sử dụng các sản phẩm bền vững/thay thế cho nhựa dùng một lần tại cơ sở của mình?		

Vì vậy, các doanh nghiệp, cơ sở kinh doanh nên nắm bắt xu thế tiêu dùng này để giữ chân cũng như thu hút thêm đối tượng khách hàng tiềm năng này.

Mong muốn:

[illegible]

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Khó khăn:

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Đề xuất, nguyện vọng:

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Cơ sở đồng ý tham gia khảo sát và cho phép Tổng cục biển và hải đảo, WWF sử dụng nội dung trao đổi cho một nghiên cứu thuộc Dự án Giảm thiểu rác thải nhựa đại dương tại Việt Nam, do Tổng cục biển và WWF tổ chức

**Đại diện các bên làm việc**

Đại diện bên A

Đại diện bên B