

GRADUATION THESIS MULTIMEDIA COMMUNICATION

Reducing Marine Waste In Vietnam

Group Members



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PROJECT INTRODUCTION

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5. ABOUT THE SPONSOR:

- BMUV - Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection
- WWF - World Wide Fund for Nature

6. ABOUT THE AGENCIES:

- MDI - Centre for Media and Development Initiatives
- ICT - Informatics - Trade - Technology and Consulting



1.1. NAME OF THE CAPSTONE PROJECT

English name:

Reducing Marine Waste In Vietnam

Tên Tiếng Việt:

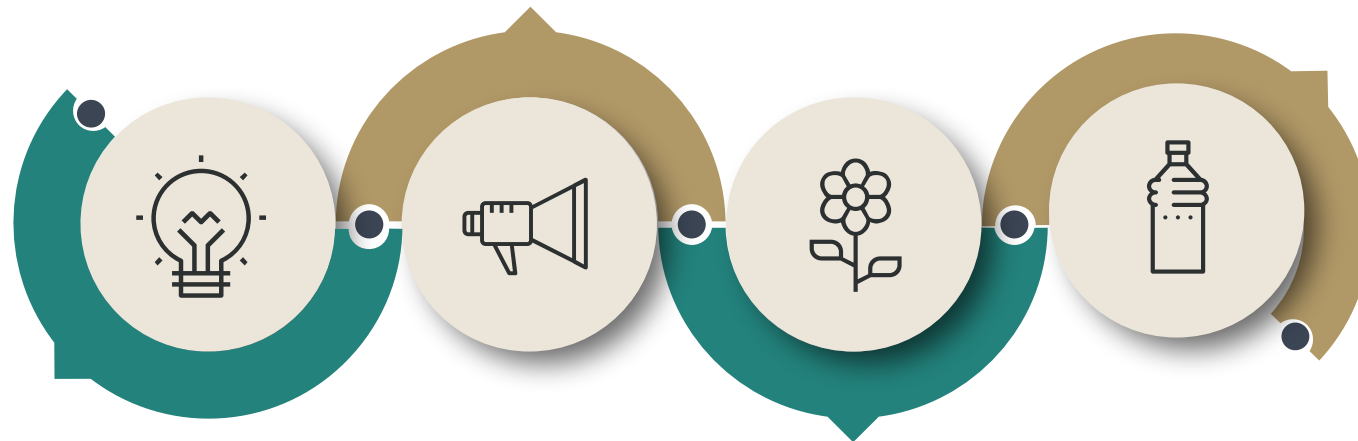
Giảm Thiểu Rác Thải Nhựa Đại Dương Tại Việt Nam



1.2.REASON WHY CHOOSE THIS PROJECT

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

Hoping **to create a meaningful and contributive communication campaign**, Through this project, we hope to change people's perception of plastic waste, and contribute to creating a better environment.



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.

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. 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.

1.3. PROJECT OVERVIEW

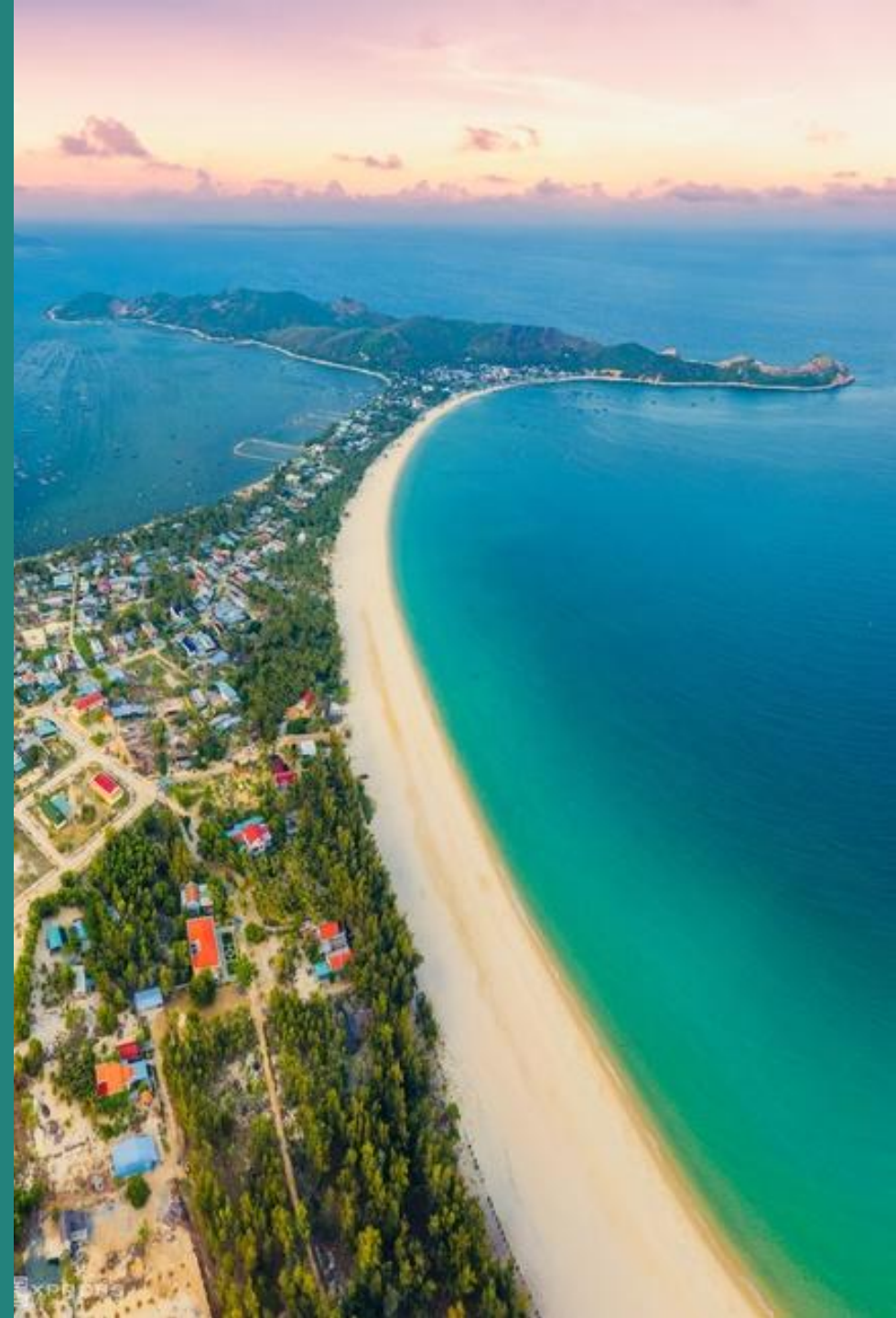
Background:

- 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, the industry which currently using lots of plastic
 - An increase in the amount as well as the volume of waste, which are not disposed of properly and are discharged directly into the natural environment such as dumping single-use plastic waste into the ocean
- ⇒ Vietnam Administration of Seas and Islands x WWF x MDI created a communication campaign in 1 month, 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. ABOUT THE PROJECT OWNER: VASI - 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
- 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, etc...



1.4. ABOUT THE PROJECT OWNER: VASI - Vietnam Administration of Seas and Islands

- Performing state management functions on:

❖ Basic investigation of resources and environment of sea and islands.



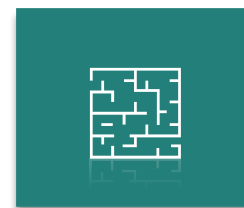
❖ General management of marine and island resources.



❖ 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.



Supported by:



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

based on a decision of the German Bundestag

1.5. ABOUT THE SPONSOR:

BMUV - Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection is a cabinet-level ministry of the Federal Republic of Germany. It has a branch office in Berlin and is headquartered in Bonn. 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.



1.5. ABOUT THE SPONSOR:

WWF - World Wide Fund for Nature:

- WWF is an independent conservation organization operating in nearly 100 countries working to protect the natural world for the benefit of people and wildlife.
- 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. WWF's people are making urgent efforts to realize this method.

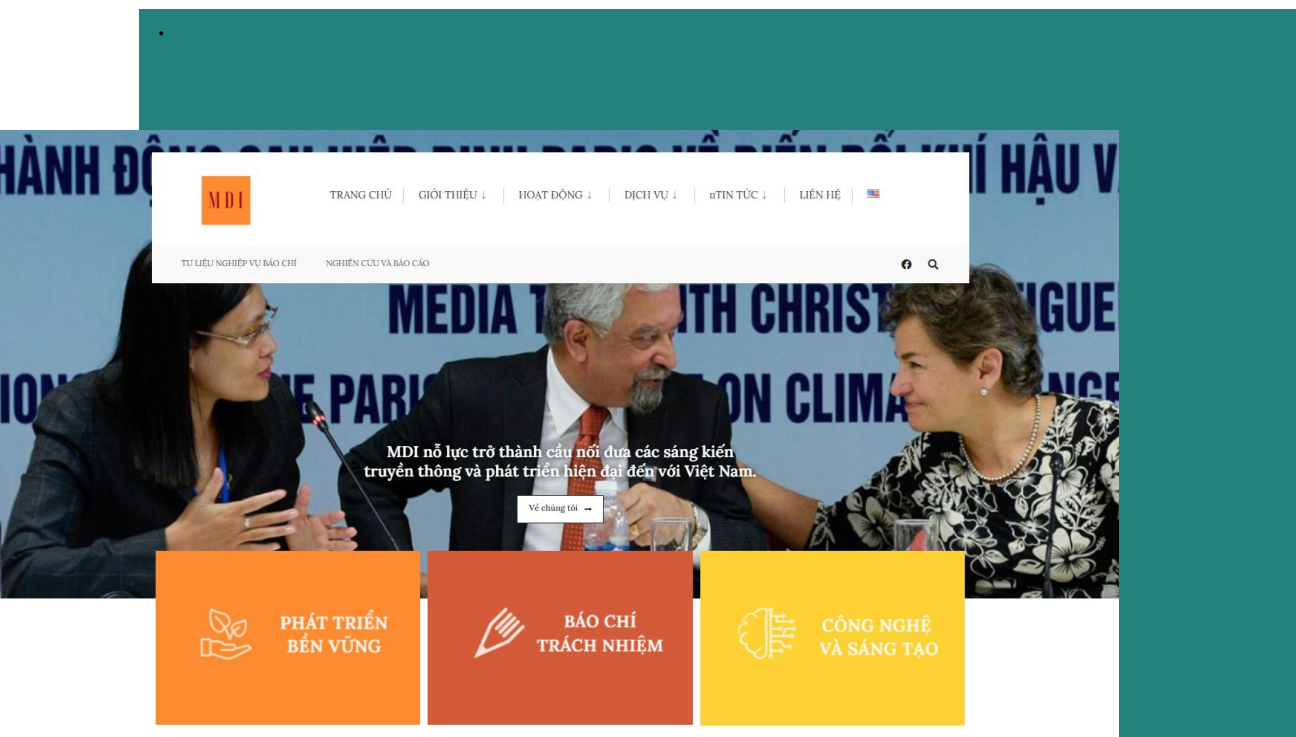
WWF missions is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature by:

- 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.

1.6. ABOUT THE AGENCIES:

MDI - Centre for Media and Development Initiatives:

Centre for Media and Development Initiatives, or MDI, 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.



MDI

CENTRE FOR MEDIA &
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.

1.6. ABOUT THE AGENCIES:

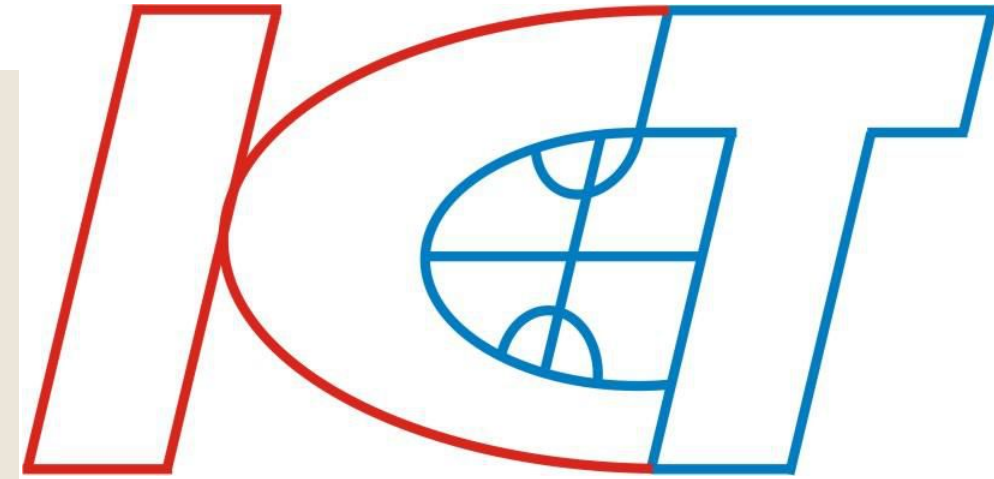
ICT - Informatics - Trade - Technology and Consulting

ICT was established under Decision No. 611/QĐ-UB of Hanoi People's Committee dated February 9, 1993.



GIỚI THIỆU

Công ty TNHH Tin học Thương mại Công nghệ và Tư vấn ICT, được thành lập theo quyết định số 611/QĐ-UB của UBND thành phố Hà Nội ngày 09/02/1993. Lĩnh vực



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...

Part 02

PRE - EXECUTION

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1. RESEARCH & ANALYSIS

- 1.1. Current situation analysis
- 1.2. PESTEL Analysis
- 1.3. SWOT analysis
- 1.4. Customers' insights

2. PROJECT PLANNING

- 2.1. Goals - Objectives
 - 2.1.1. Goals
 - 2.1.2. SMART Objectives
- 2.2. Target Audience
- 2.3. Campaign message



1.1. CURRENT SITUATION ANALYSIS

The **COVID-19 pandemic** has increased the demand for plastic bags and plastic packaging (single-use plastic waste), etc

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
- Plastic bags (accounting for 94.4%), followed by food wrap, plastic gloves (accounting for 83.3%), the rest are plastic cups, straws and spoons

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
- 44.4% of respondents confirmed that the consumption of plastic packaging and products has increased compared to before the pandemic



1.1. CURRENT SITUATION ANALYSIS

ONLINE BEHAVIOR:

- The level of interaction on social networks has increased by 61% since the first wave of the pandemic.
- 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.

⇒ 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, produced various content throughout the “Reducing Marine Waste In Vietnam” campaign on multi-channel media.



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.

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.

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 propagate and encourage the participation of businesses and people.

1.2. PESTEL ANALYSIS

ECONOMIC

- 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.



1.2. PESTEL ANALYSIS

ECONOMIC

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

With the somewhat less favorable economic situation of Vietnam during the epidemic at the end of 2021, it will lead to difficulties for businesses and especially those in the F&B sector. With the unpredictable epidemic situation and business stagnation, it is difficult for many businesses to make a green transition from using plastic products to using environmentally friendly materials.





⋮ 1.2. PESTEL ANALYSIS

SOCIAL

- Socio-cultural factors have a slow but profound effect on people's awareness of plastic pollution.
 - The level of education also has an influence on the perception of using single-use plastic
- ⇒ 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.

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Figure 1: Essential Digital Headlines in Vietnam 2021

Figure 2: Social Media Use in Vietnam 2021

Figure 3: Mobile Connection by Type in Vietnam 2021

1.2. PESTEL ANALYSIS

ENVIRONMENT

- 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.
- 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.
- Dust concentration in urban areas exceeds many times the allowable norm. Moreover, noise pollution is also a problem for residential areas.





1.2. PESTEL ANALYSIS

ENVIRONMENT

The problem of mining, building materials, gold and gems, etc. official and free has also been destroying the ecological environment.

⇒ 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.



1.2. PESTEL ANALYSIS

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.
- 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.

⇒ 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. PESTEL ANALYSIS

LEGAL

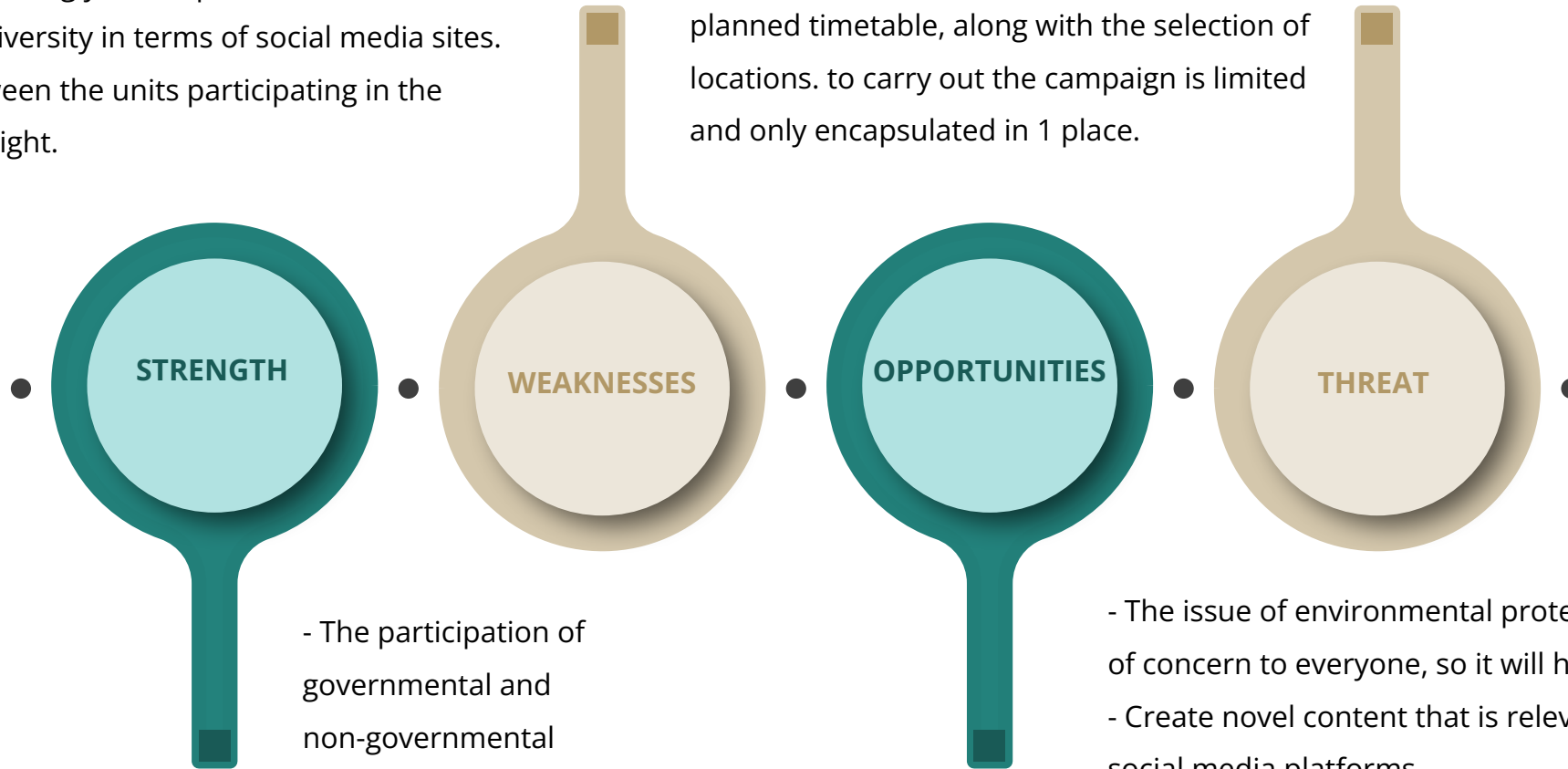
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⇒ The government is trying to raise people's awareness about plastic waste and reducing plastic waste to the ocean by adding more laws to restrict people and facilities.

1.3. SWOT ANALYSIS

- 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.

- 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.



- The participation of governmental and non-governmental organizations creates prestige.
- There is no direct competitor.

- 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.

1.4. CUSTOMERS INSIGHTS



Consumers and businesses, food service shops, hotels nationwide, focus main media activities in Hanoi city.



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.



Catering and service businesses, hotels are objects that use single-use plastic packaging and products.

1.4. CUSTOMERS INSIGHTS

QUALITATIVE RESEARCH



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

1.4. CUSTOMERS INSIGHTS

QUANTITATIVE RESEARCH

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

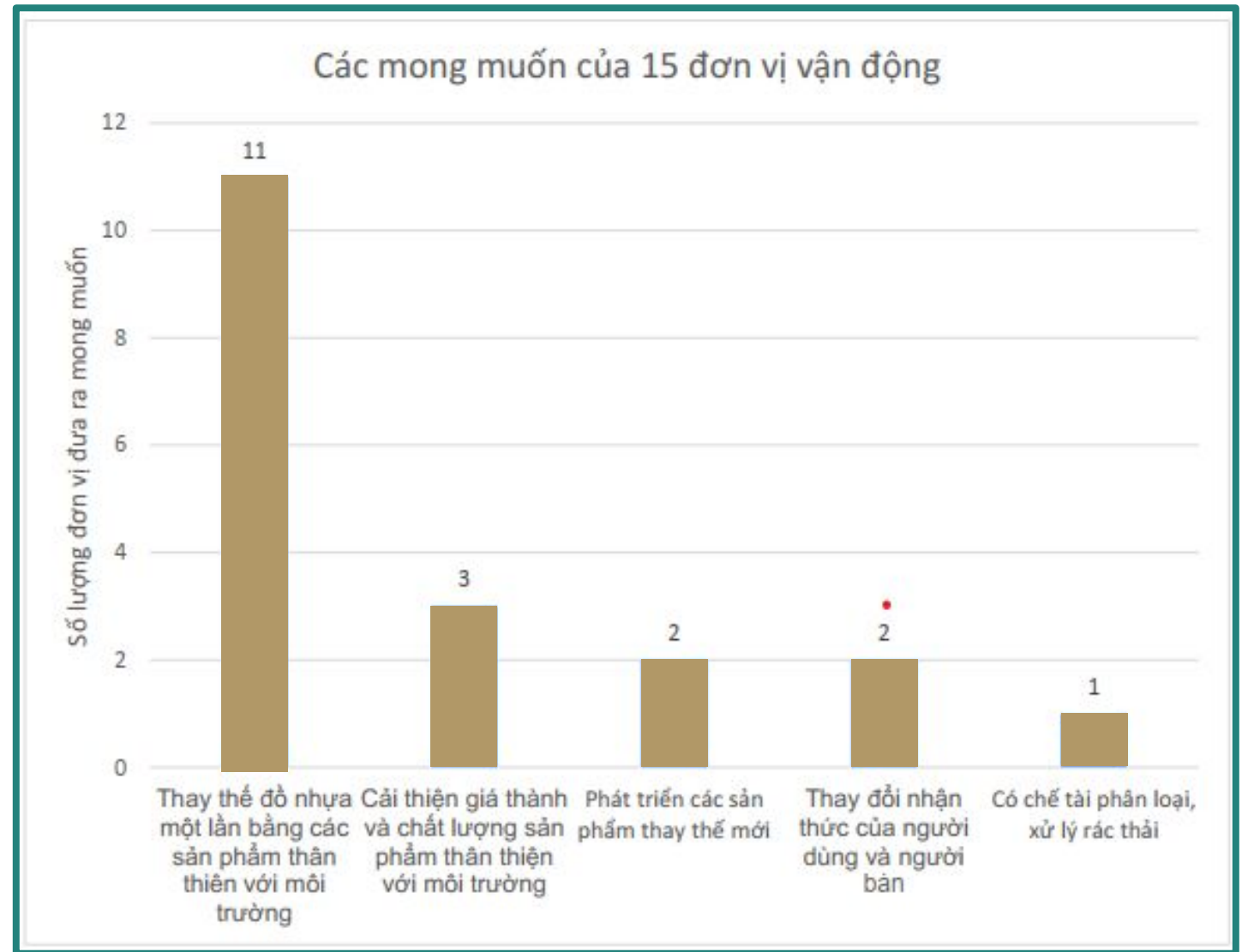
Stt	Tên đơn vị	Tần suất cụ thể các sản phẩm dung nhựa một lần (Nhân lên trung bình theo tuần)					Đánh giá chủ quan của cơ sở
		Cốc/hộp nhựa	Ống hút nhựa	Túi nilon	Chai nhựa	Nắp nhựa	
1	Cafe Báo	200 – 300	200 - 300				N/A
2	Cafe Home	350 - 490	350 - 490				N/A
3	O'Rey Coffee	1					N/A
4	Tiệm trà phổ	140	700			140	N/A
5	Villa des Fleurs Bistro	140 - 210		x	x		N/A
6	Ấy Lounge		1120		413 - 420		N/A
7	Mai Cafe	14-21	14-21				N/A
8	LeGatía Coffee	x	x	x			Ít khi
9	Ấy 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 Tuần 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

1.4. CUSTOMERS INSIGHTS

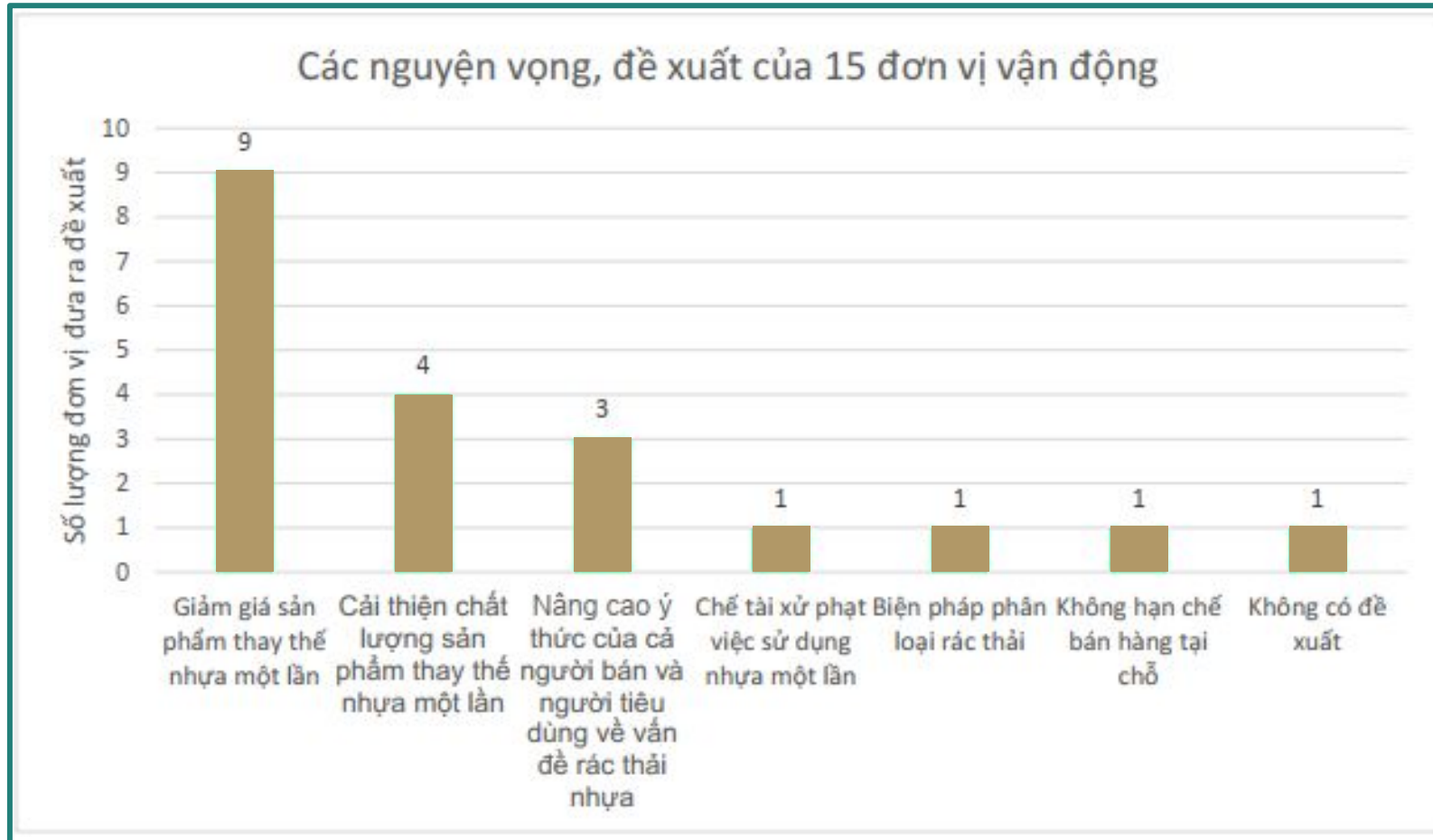
QUALITATIVE RESEARCH

The wishes of 15 units



1.4. CUSTOMERS INSIGHTS

QUALITATIVE RESEARCH



Proposed aspirations of 15 units



2. PROJECT PLANNING

2.1. Goals - Objectives

2.1.1. Goals

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. PROJECT PLANNING

2.1.2. SMART Objectives

Accomplish the goal in 1 month (07/02/2022 - 07/03/2022).

Implement communication activities to raise awareness and attitudes towards plastic waste among consumers and food service and hotel businesses.

Build a list, evaluate and recommend available communication channels for future campaigns.

Identifying the media as the key 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. PROJECT PLANNING

2.2. TARGET AUDIENCE



Audience 1: Businesses, food service establishments, hotels

- Use disposable plastic products and packaging in business activities
- Not really paid attention to and focused on issuing policies related to plastic waste
- Businesses' disposable plastic activities are often short-term and not systematic



Audience 2: Consumers

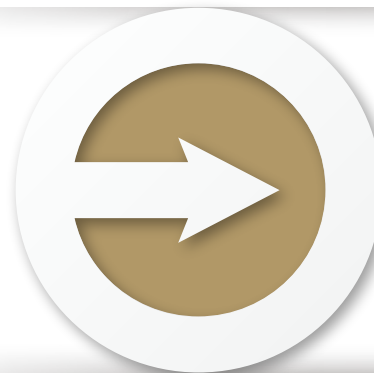
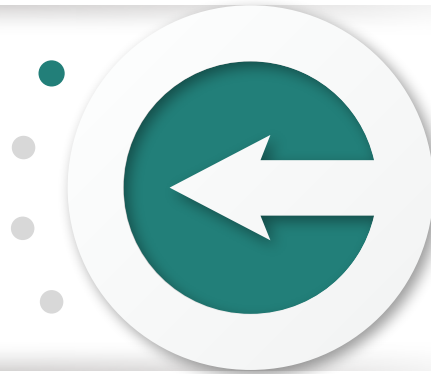
- Do not really care / understand the problems related to single-use plastic

2. PROJECT PLANNING

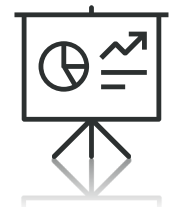
2.3. CAMPAIGN MESSAGE



Help change awareness and raise awareness for businesses and consumers about plastic waste



Providing specific data for assessing the status quo as well as providing data for the project implementation process.





MESSAGE

2. PROJECT PLANNING

2.3.1. MESSAGE

Tiếng Việt: “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.”

Tiếng Anh: “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. PROJECT PLANNING

2.3. CAMPAIGN MESSAGE

Tiếng Việt “Không nhựa một lần, bớt rác thải. Thêm nhựa một lần, bớt tương lai”

Tiếng Anh: “No single-use plastic, less waste. More single-use plastic, less future”



2.3.2.
SLOGAN

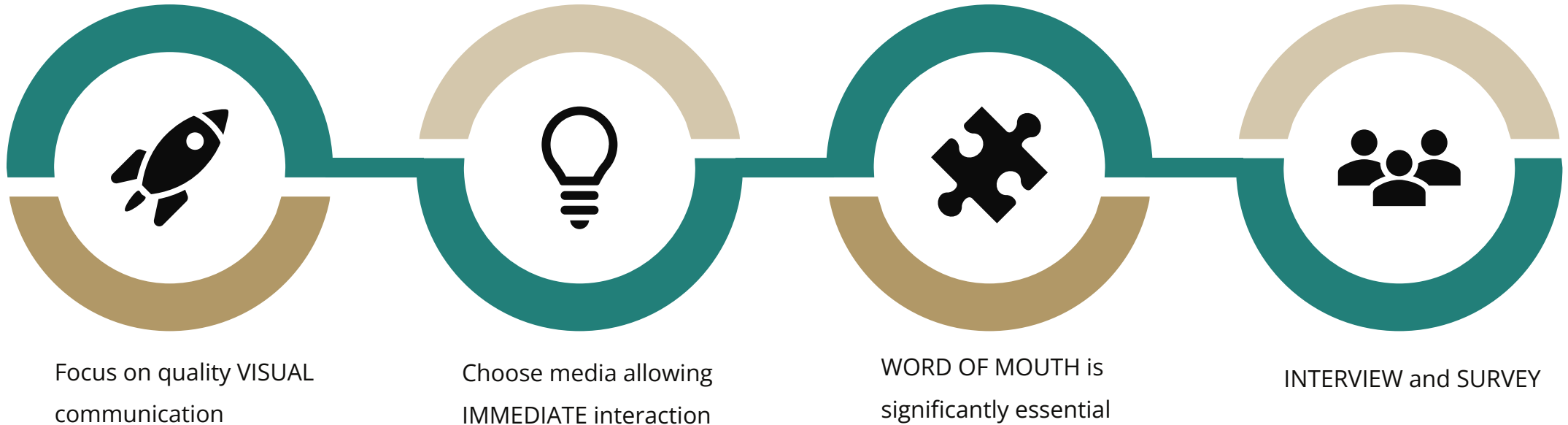
2.3.3.
TAGLINE

Tiếng Việt “Xu hướng mới, thời đại mới, hãy nói không với nhựa dùng một lần.”

Tiếng Anh: “New trend, new era, say no to single-use plastic.”

2.4. STRATEGY AND TACTICS

2.4.1. STRATEGY



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.

2.5. MEDIA CHANNEL

2.5.1. OWNED MEDIA:

Media Climate Net's Facebook page

2.5.2. PAID MEDIA

Various online newspapers to communicate the status of plastic waste and integrate communication messages to reduce plastic waste pollution.

2.5.3. EARNED MEDIA

Word- of-mouth is substantially important since it can create a significant spreading effect among people.



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 information and knowledge about plastic waste	<ul style="list-style-type: none"> Search, select 15 survey subjects & interview - 15 food establishments and hotels in Hanoi. ⇒ Report back to the Vietnam Administration of Seas and Islands for to review the survey sites. Develop an interview & survey questionnaire, including questions about the status of using single-use plastic products, and actual perceptions about the management and treatment of plastic waste; find out the aspirations, wishes and suggestions of the units to the government about products to replace single-use plastic. 	Offline	20-25/12, 14/02/2022

3.1. MEDIA PLAN

Categories	No.	Activities	Details	Media channel	Timeline
			<ul style="list-style-type: none"> Interview & direct survey of selected units Collect data to report to the VASI and evaluate the results 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 At the final period of the campaign, reapproach businesses and establishments that have been interviewed & surveyed before, with the purpose of receiving their commitment on the contribution of reducing plastic waste 		
Online media	2	Online newspapers	<ul style="list-style-type: none"> 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 Create content ideas for 3 articles 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 	VTC News, Lao Động Thủ Đô, Công Thương	20/12-24/1

3.1. MEDIA PLAN

Categories	No.	Activities	Details	Media channel	Timeline
Online media	3	Social media product	<ul style="list-style-type: none">Choose the right platform: FacebookCreate content ideas for media productsProposing 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 ideaProducing media video products to post on Media Climate Net's Facebook page	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 newspapers								
3	Facebook fanpage								

3.2. MEDIA TIMELINE

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

Risk	Description	Level	Solution
Production Progress	COVID-19 impeded the filming progress	High	- Follow the news to set a suitable timeline; - In the worst case scenario, change the plan to evaluate through an online platform
	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	- Push the timeline faster; - Shorten the duration of each screen and remove unnecessary screens
	Staff is ill and not healthy enough to afford workload	High	Prepare a checklist of interns to call for



3.2. MEDIA TIMELINE

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

Risk	Description	Level	Solution
Communication Crisis	Contacted units do not corporate	Medium	Find and contact the other units
	COVID-19 impeded the surveying & interviewing progress	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	- Ask permission from the owner of the song for background music purpose; - 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
	Does not meet the estimated reach	Medium	Set a reasonable release time

Part 03

EXECUTION

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

1.1. BRIEF AND PROPOSAL

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.
- Reach and receive the answer from at least 15/30 of those businesses.

1.3. TARGET AUDIENCES

Hotel, restaurant and food service establishments in Hanoi





1.4. MESSAGES

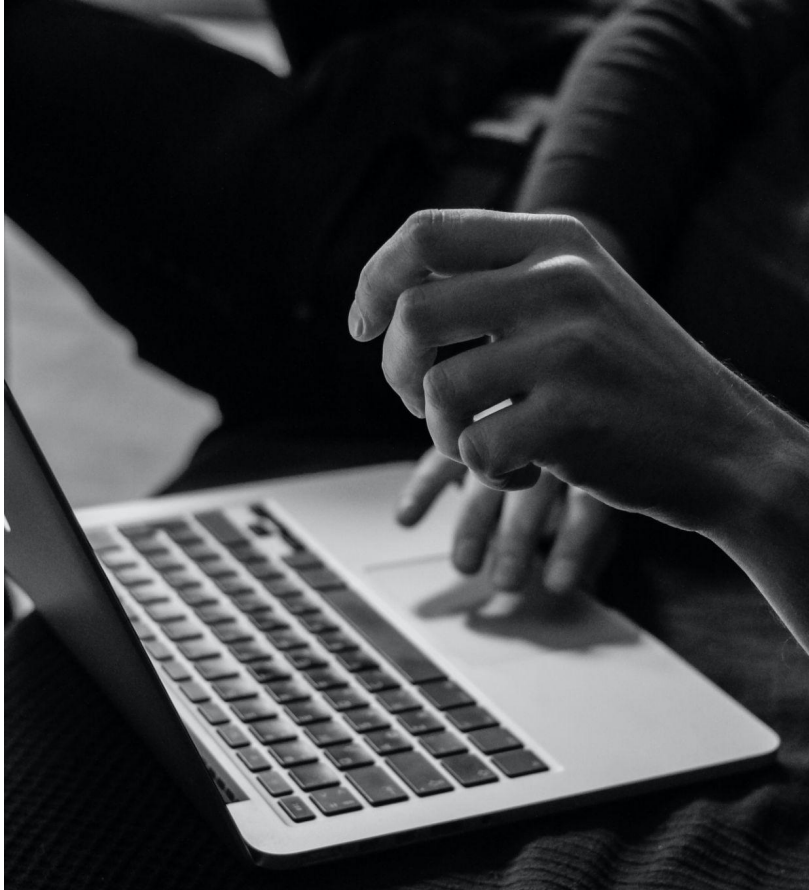
Raise awareness about the current situation of using plastic waste and impacting changes in plastic waste management. In addition, it also enhances the responsibility of businesses in contributing to the circular economy and reducing plastic waste.

1.5. QUESTIONS & LAYOUT

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?

1.5. QUESTIONS & LAYOUT

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?



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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.

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:



1.5.1. SURVEY

- 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

1.5.2. COMMITMENT



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.

1.6. TIMELINE

Number	Type	Unit name	Address	Manager	Working form	Working day
1	Cafe	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, Bui, 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 Đình	Pham Gia Dat	Offline	04/01/2022
8		LeGatía Coffee	13, Kho Gao, Tia, Thuong Tin	Tran Hoang Nam	Offline	04/01/2022

1.6. TIMELINE

No	Type	Unit name	Address	Manager	Working form	Working day
9	Restaurant	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						
12		Gà Rán Ririmimi	16 Cau Giay, Cau Giay	Nguyen Ba Luong	Offline	03/01/2022
		Ấy Lai Zai	65 Hang Bun, Quan Thanh, Ba Dinh	Pham Gia Dat	Offline	04/01/2022
13	Shop convenient	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

1.6. TIMELINE



Interview at Tiệm Trà Phố



Interview at Gà Rán Ririmimi



Interview at Cafe Báo



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.



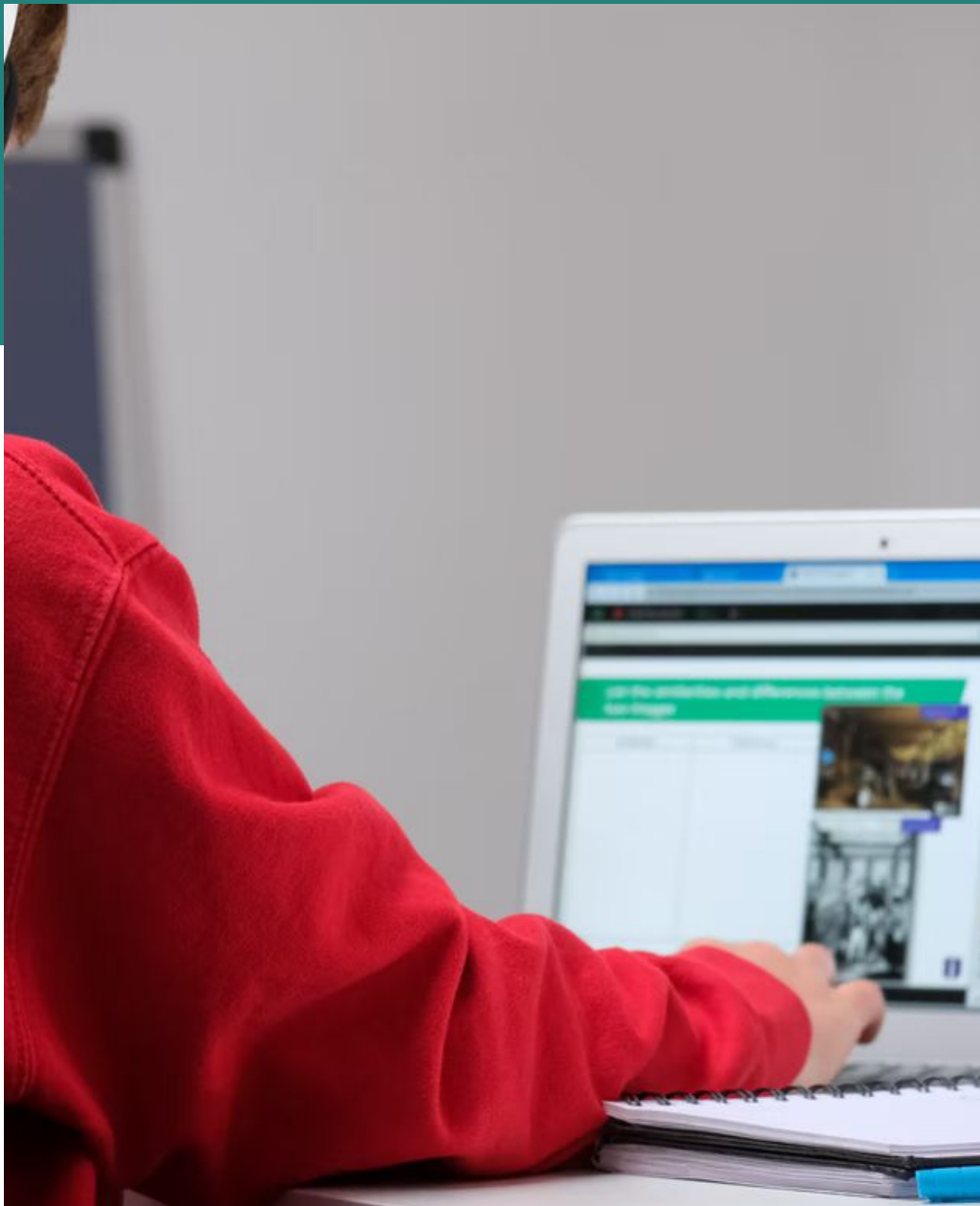
Members of our team will be the surveyors and interviewers: Linh, Hoang, Nhan, Ky Anh, Son.



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

Estimated cost of *INTERVIEW & SURVEY*



2. ONLINE NEWSPAPERS (3 ARTICLES)

2.1. BRIEF AND PROPOSAL

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.



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

Num ber	Name of article	Posting Platform	Work Content	Time
1	For the prevention and control of plastic waste to be really effective	Online newspaper <i>Lao động thủ đô</i>	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 newspaper <i>VTC News</i>	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 newspaper <i>Công thương</i>	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

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 newspaper <i>Lao động thủ đô</i>	5.000.000 VND
2	Online newspaper <i>VTC News</i>	5.000.000 VND
3	Online newspaper <i>Công thương</i>	5.000.000 VND
Total		15.000.000 VND

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.



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.

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 Shotlist

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

VIDEO SCRIPT: "Bảo vệ môi trường xanh"								
Concept	Simple, easy to understand, easy to remember, entertaining, fun but still educational and humane.							
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)

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.



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.



3.6. SETTING UP AND BEHIND THE SCENES

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

Video JD

3.6. SETTING UP AND BEHIND THE SCENES



Behind the scene - Picnic scene



Behind the scene - Main character



Board game scene setup

3.6. SETTING UP AND BEHIND THE SCENES



MDI crews



Picnic scene setup



Character number 1



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

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 5%		975,000 VND		
TOTAL		20,475,000 VND		

Communication video cost

The background image shows a beach scene with a large, translucent white plastic cup in the foreground. A green recycling symbol is superimposed on the cup. The cup is partially buried in the sand. In the background, there is a body of water and a small boat. The entire image has a teal overlay.

Part 04

POST-EXECUTION

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CAM KẾT THAM GIA THỰC HÀNH GIẢM RÁC THẢI NHỰA

Dự án 'Giảm thiểu Rác thải nhựa đại dương tại Việt Nam'

Để đóng góp cho việc bảo vệ và gìn giữ môi trường tại Việt Nam, chúng tôi – GZ Simplify your lifestyle đồng ý tham gia thực hành giảm rác thải nhựa trong khuôn khổ dự án 'Giảm thiểu Rác thải nhựa đại dương tại Việt Nam' do Tổng cục Biển và Hải đảo Việt Nam (Bộ Tài nguyên và Môi trường) phối hợp triển khai cùng Tổ chức Bảo tồn Thiên nhiên Thế giới WWF tại Việt Nam.

Chúng tôi cam kết thực hiện các thực hành giảm nhựa sau:

- Không chủ động đưa sản phẩm nhựa dùng 1 lần cho khách hàng – chỉ đưa cho khách hàng khi có yêu cầu

Chúng tôi cam kết nỗ lực triển khai thực hiện những hoạt động giảm thiểu và tiến tới nói không với các sản phẩm nhựa dùng một lần ít nhất đến hết năm 2022.

Chu Minh Hiếu, Quản lý



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 enough of 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.

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.

1.1.2. ONLINE NEWSPAPERS

No.	Name of article	Link article	View
1	Để công cuộc phòng, chống rác thải nhựa thực sự hiệu quả	https://laodongthudo.vn/de-cong-cu-oc-phong-chong-rac-thai-nhua-thuc-su-hieu-qua-135502.html	2540
2	Túi nilon dùng 1 lần - tiện dụng cao đi kèm ô nhiễm lớn	https://vtc.vn/tui-nilon-dung-1-lan-tien-dung-cao-di-kem-o-nhiem-lon-ar656619.html	3511
3	Các “ông lớn” khách sạn cần chung tay chống rác thải nhựa	https://congthuong.vn/cac-ong-lon-khach-san-can-chung-tay-chong-rac-thai-nhua-171214.html	2963

Online Newspapers Measurement

1.1.2. ONLINE NEWSPAPERS



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

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



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



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

1.1.2. ONLINE NEWSPAPERS

<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%)

Screenshot CMS of Article 2: “Túi nylon dùng 1 lần - tiện dụng cao đi kèm ô nhiễm lớn”



Các “ông lớn” khách sạn cần chung tay chống rác thải nhựa

thanhhuong (24-01-2022 22:17): [trang 12 số 4...](#)

Môi trường |

Tạo: Nguyễn Thanh Hương 24-01-2022 22:12 **Đã xuất bản**

(24-01-2022 22:27) bởi Đỗ Đình Dũng

2963

Tổ chức bài viết

☆

♥

✉

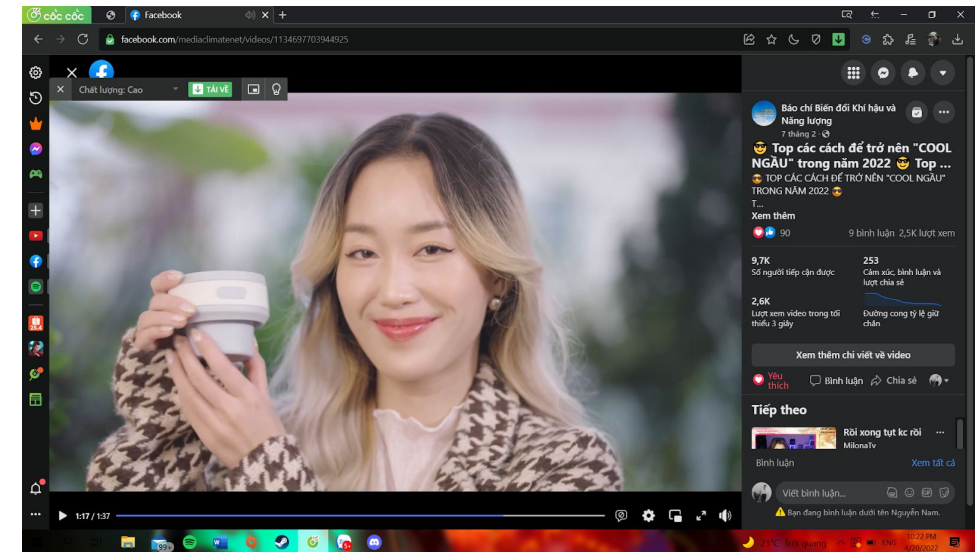
⚙

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

1.1.3. COMMUNICATION VIDEO

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

Result of the video after 3 day posting



Parameter of the communication video

1.2. KPI

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

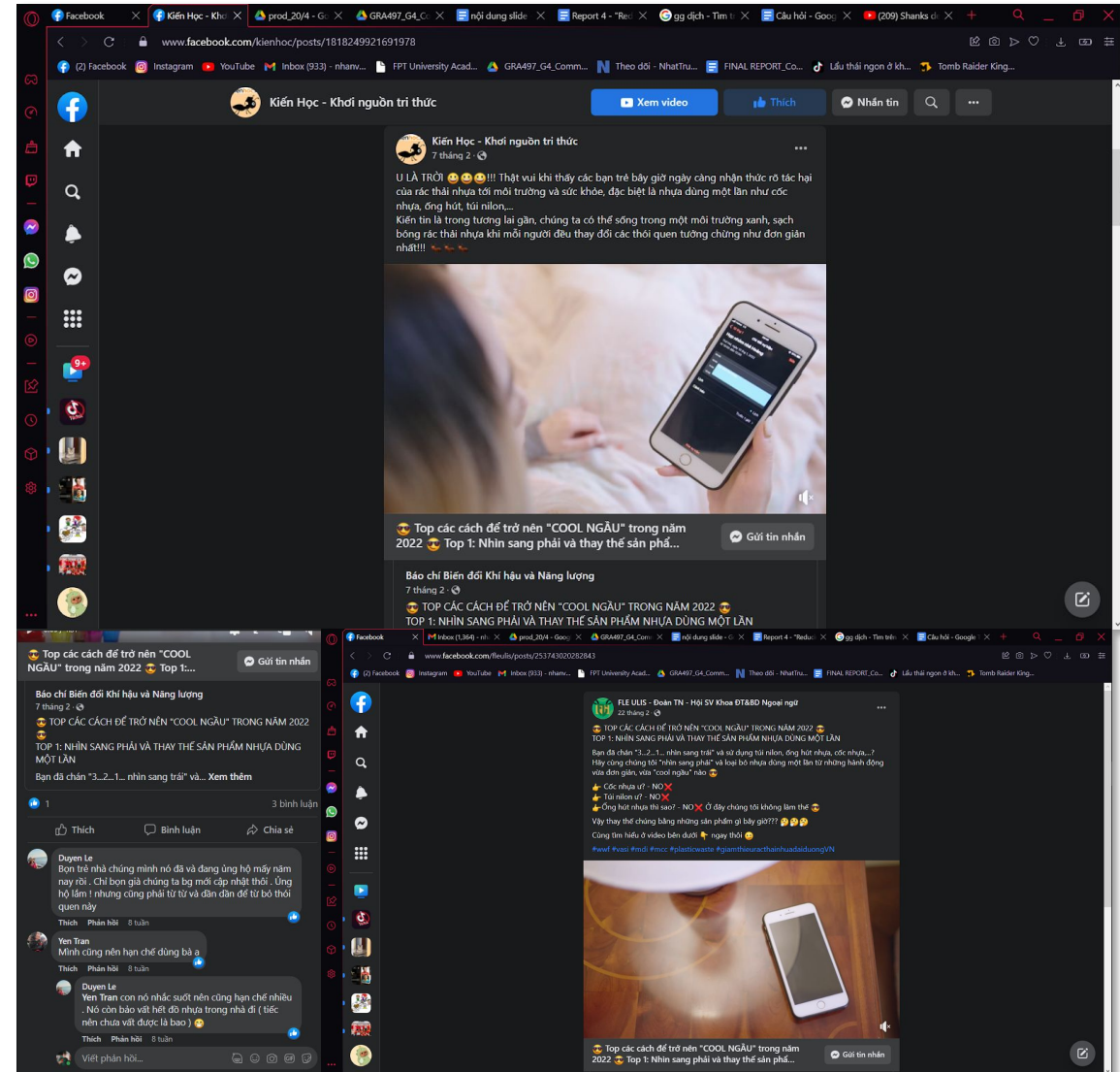
KPI board evaluation

2. FEEDBACK

2.1. MDI'S FEEDBACK ABOUT COMMUNICATION VIDEO



2.2. PUBLIC FEEDBACK



3. EVALUATION & REFLECTION

3.1. POSITIVE POINTS & NEGATIVE POINTS

POSITIVE POINTS:



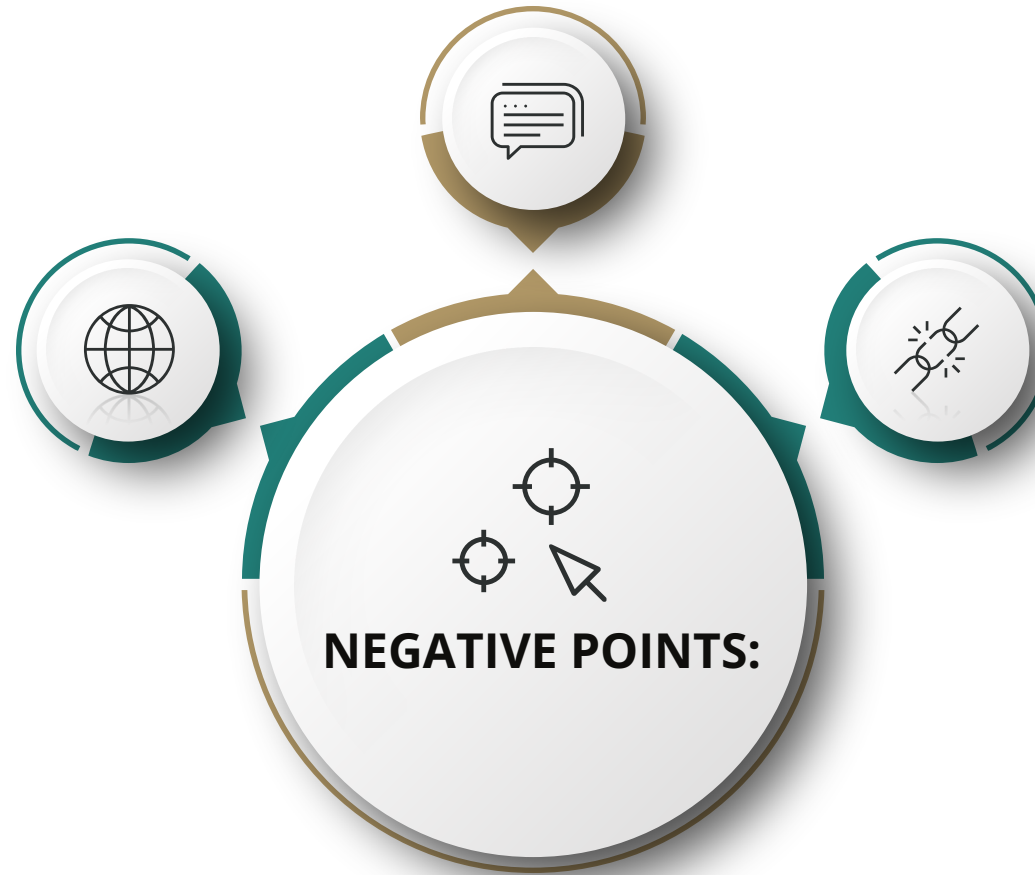
3.1. POSITIVE POINTS & NEGATIVE POINTS

NEGATIVE POINTS:

The communication channels used in the campaign are not really diverse.

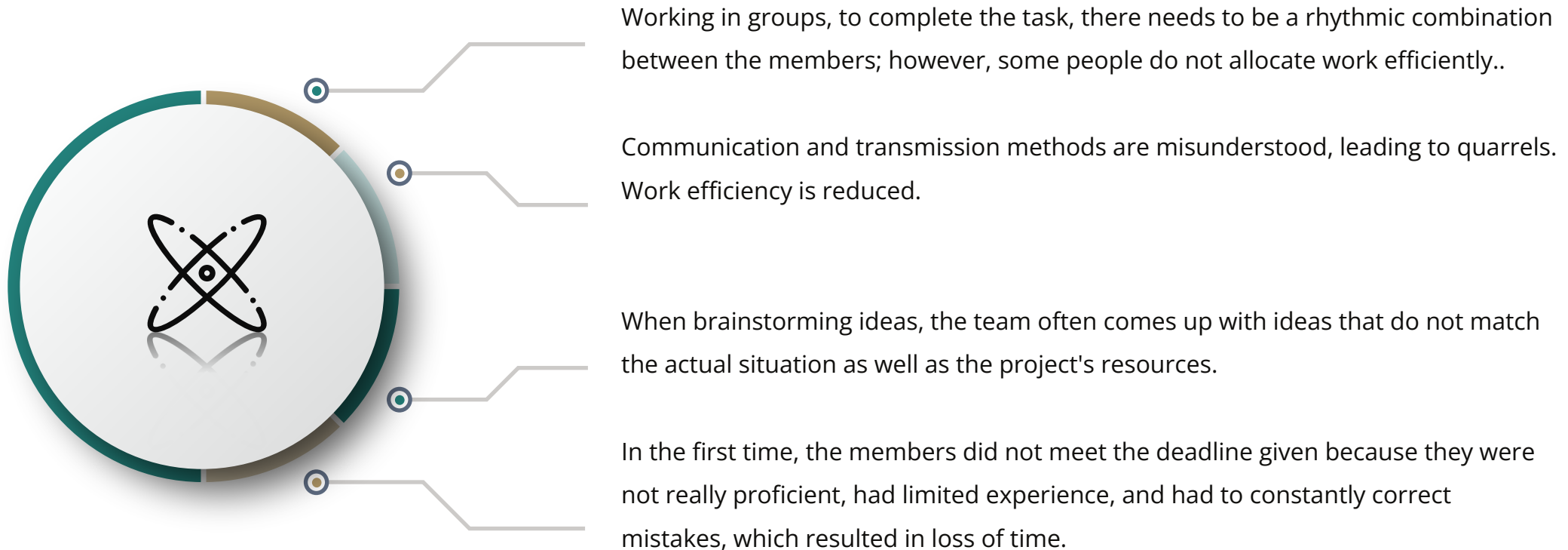
The campaign has not really spread to the public yet.

The content of the campaign has not had any breakthrough creativity to attract more publicity.

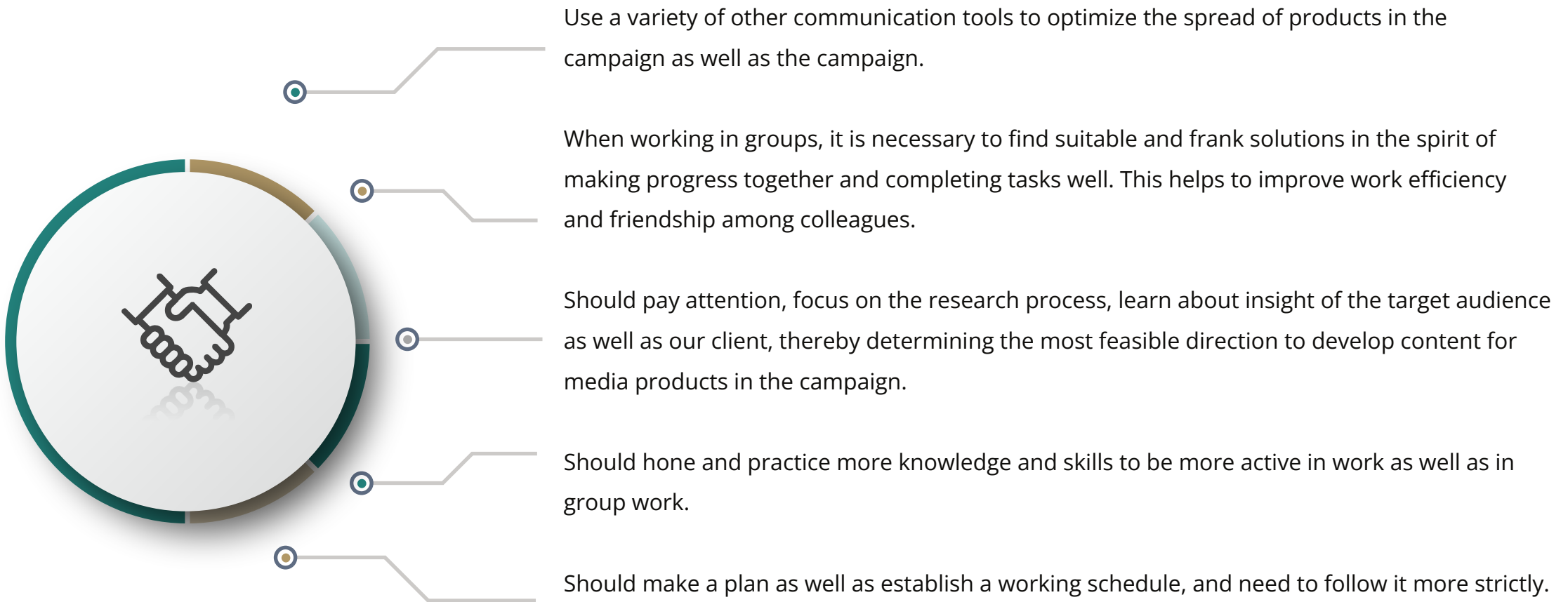


3.2. REFLECTION & RECOMMENDATION

3.2.1. REFLECTION



3.2.2. RECOMMENDATION





4. CONCLUSION

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. 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.



THANKS
FOR LISTENING