

TRÁI ĐẤT ƠI, BẠN KHOẺ KHÔNG ?!



COMMUNICATION CAMPAIGN ON ENVIRONMENTAL HEALTH FOR FPT UNIVERSITY HANOI STUDENTS

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FPT UNIVERSITY



FPT UNIVERSITY

Capstone Project Document		
Communication Campaign On Environmental Health For FPT University Hanoi Students		
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APPROVAL SHEET

Approved by The Professional Committee of the Oral Defense of the Multimedia Communication Department
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Approved by The mentor to the Oral Defense.

December 7th 2023



PhD.Vu Viet Nga signed

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ABSTRACT

In the context of increasing environmental pollution and significantly affecting public health, creating widespread awareness about the impact of the environment on human health has become an important task. It is important and urgent.

Social nature of the topic: Environmental issues have long been no longer new and have become a common issue of the entire society, especially for countries focusing on economic development like Vietnam.

The novelty of the topic: Environmental Health is a core concept in the field of environment, however, it is not widely known by the public, while the phrase environmental protection itself means "protect environmental health".

Practicality: In the process of industrialization and modernization for economic development, creating negative impacts on the environment is inevitable. Therefore, transmitting knowledge about Environmental Health can help the community grasp useful knowledge to protect the health of themselves and those around them, especially for FPT University Hanoi students.

The media campaign aims to raise environmental health awareness among FPT University Hanoi students through short comics and various communication channels. Offline activities include organizing seminars, exhibitions, posters, banners, and standees, and participating in school events. The campaign is designed to be suitable for students, as FPT University is an experiential school.

The GRA497 - G11 group conducted a media campaign from September 17 to December 20, 2023, aiming to raise environmental health awareness among students at FPT University Hanoi. The campaign aimed to evaluate the understanding and impact of information, as well as to influence students' attitudes and behaviors. The team aimed to provide valuable information for effective communication and education strategies, promoting sustainable environmental behavior in both the student and social communities.

The potential of the topic: "Trái Đất Ơi!" exhibition after the event was moved to the 4th Floor of Alpha House to be used as a display corner. The project also received the attention of the Board of Directors of FPT University Hanoi and other institutions to continue implementation in the SDG sustainable development categories of the FE Education Organization.

This Production Book complies with document standards and instructions from the School, includes 6 chapters excluding appendices with 122 pages (excluding drawings, images, tables), with a detailed summary of the process. Process and results of the Media Campaign to Raise Environmental Health Awareness for students of FPT University Hanoi. Plagiarism checking results using Turnitin tool reached 9%.

LIST OF ABBREVIATIONS

ABBREVIATIONS	DEFINITION	PAGE
MC	Multimedia Communication	28
BA	Business Administration	28
GD	Graphics Design	28
CF	Computer Fundamentals	28
BOD	Board of Directors	28
KOL	Key Opinion Leader	16
CSR	Corporate social responsible	16
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A. INTRODUCTION

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1. NAME OF THE CAPSTONE PROJECT

CHIẾN DỊCH TRUYỀN THÔNG VỀ SỨC KHỎE MÔI TRƯỜNG CHO SINH VIÊN ĐẠI HỌC FPT HÀ NỘI

COMMUNICATION CAMPAIGN ON ENVIRONMENTAL HEALTH FOR FPT UNIVERSITY HANOI STUDENTS

2. INTRODUCTION OF THE CAPSTONE PROJECT

2.1. About “Trái đất ơi”

“Trái Đất ơi” is a project to raise awareness about Environmental Health carried out by students of FPT University Hanoi to raise awareness on the subject of "Environmental Health" for FPTU Hanoi's student community.

The project includes a communication campaign with online and offline forms, combined with KOLs, WOM, CSR, Earned Media to convey information about the subject to FPT University students.

2.2. Vision, mission, core values

We aim to build a clear vision and mission for the project. Thereafter, we will determine the core value of the project. This will contribute to providing accurate direction for future activities of the project.

The project aims to create an ideal learning environment for students at FPT University in Hanoi, Can Tho, City Ho Chi Minh, Da Nang, and Quy Nhon, focusing on environmental health. It provides access to knowledge, materials, and activities related to environmental health, promoting positive thinking and action on environmental protection and health. The project aims to enhance understanding of the impact of the environment on personal and community health.



The project aims to foster an inclusive environment for environmental health education at FPT University, ensuring all students can access information easily. It aims to establish a network of connections for environmental health enthusiasts, regardless of geographical location. The project aims to promote positive action towards environmental protection and human health, fostering a global community that cares about the environment and seeks new opportunities for improvement.

Balance: Project “Trái Đất ơi” focuses on the balance between environmental protection and human health. The main goal of the project is to protect and improve both of these aspects by increasing awareness of the close connection between the environment and human health. The project contributes to building a sustainable future, reducing the risk of environment-related health problems, and promoting a healthy and quality life for everyone.

Positivity

Creativity

Responsibility

Collaboration



Figure 1: Vision, mission, core value

2.3. Rationale of the capstone project

Implementing topics related to Environmental Health is an urgent task in the current times. While Environmental Health is a core and fundamental topic, the vast majority of the public has never heard of this concept. Without knowing the concept of Environmental Health, the public will not be aware that the essence of environmental protection is to implement Environmental Health.

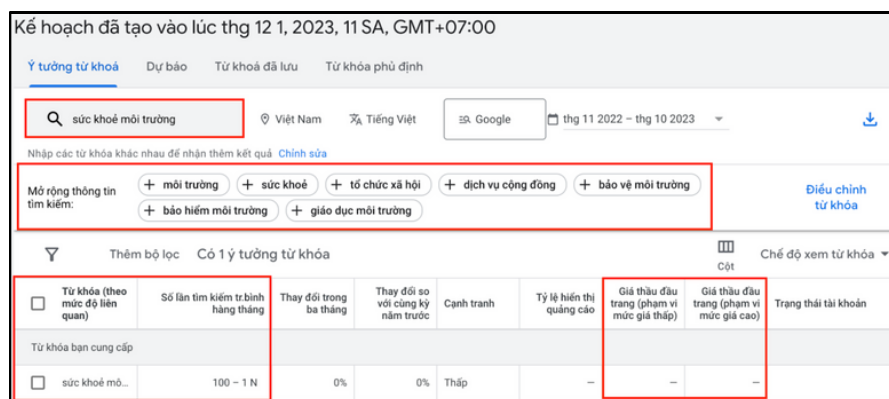


Figure 2:
Keywords about Environmental Health when searching on Google Keyword Planner (Source: Google Ads)

When searching for the keyword "Environmental Health" on Google, based on the data measured on "Google Keyword Planner" from 11/2022 to 10/2023, **the number of people searching for "Environmental Health" on Google is only 100-1000 searches per month.** Businesses are not running ads based on this keyword.

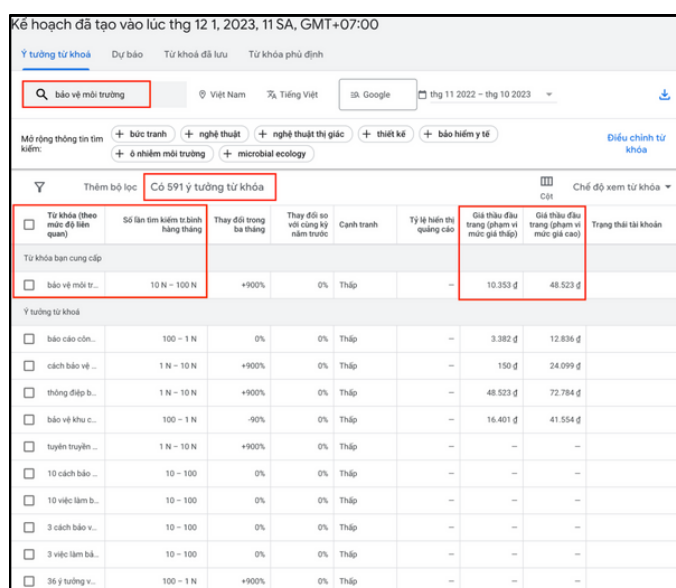


Figure 3:
Keywords about Environmental Protection when searching on Google Keyword Planner (Source: Google Ads)

On the contrary, when searching for the keyword "Environmental Protection" on Google, based on the data measured on "Google Keyword Planner" from 11/2022 to 10/2023, the number of people searching for "Environmental Protection" on Google ranges from 10,000 to 100,000 searches per month. The bidding price for this keyword varies from 10,530đ to 48,523đ.



The environment has a direct impact on the well-being of individuals. The escalating issues of air, water, and soil pollution are reaching critical levels. Extensive research in environmental health helps us understand how the environment impacts human health. Additionally, it provides a scientific basis for proposing measures to improve the situation. Acquiring knowledge and implementing solutions in this field is crucial for protecting individual health and ensuring a sustainable future for our habitat.

The environmental pollution situation is becoming increasingly severe, especially in waste management. Hanoi's population density of 2,398 individuals per square kilometer is 8.2 times higher than the national average. Inadequate waste collection and disposal practices result in approximately 10-15% of waste being improperly treated and indiscriminately dumped in the city. On a daily basis, around 7,000 tons of waste are generated, with 10-15% remaining untreated.

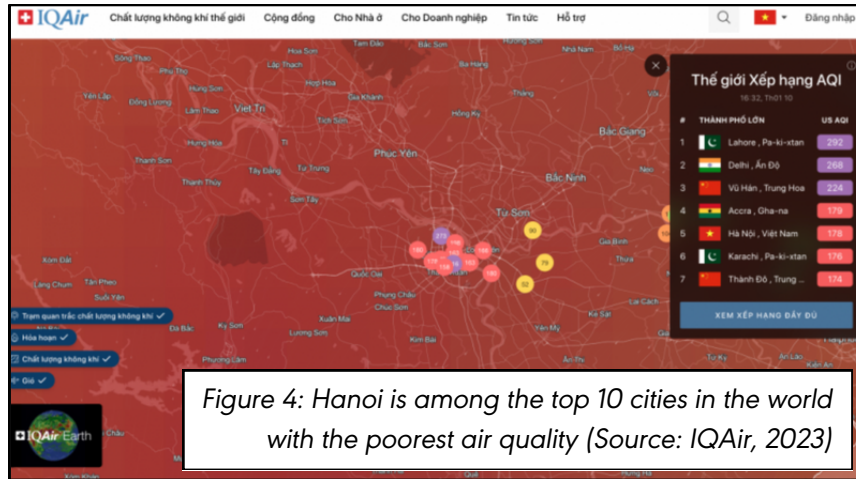


Figure 4: Hanoi is among the top 10 cities in the world with the poorest air quality (Source: IQAir, 2023)

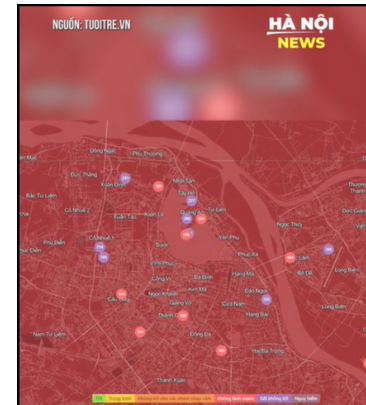


Figure 5: On November 30th, 2023, Hanoi is ranked as the second most polluted city in the world with the entire area experiencing poor air quality, which is detrimental to health

Water pollution is also an urgent issue. The daily domestic wastewater discharge in Hanoi reaches approximately 320,000m³, of which about one-third is industrial wastewater. In reality, these wastewater are not properly treated according to regulations and are often directly discharged into urban rivers and lakes, causing many rivers in Hanoi to become "dead rivers" due to severe pollution. (According to Communist magazine, 2022)

The above figures **highlight a red alert situation for the environment**, demanding immediate action through awareness and clear understanding of Environmental Health. Particularly for a developing country like Vietnam, if there are no measures to restrict the decline of factors related to Environmental Health, human health will face extremely serious risks.

2.4. Introduction of the capstone project

FPT University students have launched the "Trái đất ơi" campaign to raise environmental health awareness. The campaign uses offline communication methods, including word of mouth, KOLs, earned media, and CSR, along with online social media platforms like Facebook and Instagram. It aims to **educate the FPT University Hanoi community and society about environmental health**, using relatable language and creative communication methods. The initiative aims to promote environmental health awareness for individuals and society.

Media campaign "Trái Đất ơi" belongs to the project's activities with the topic Environmental Health, emphasizing on raising awareness and creating awareness among the FPT student community about the importance of Environmental Health. The project focuses on **providing basic information on issues related to environmental health, while promoting awareness of the root causes** affecting environmental health and enforcement measures to address them. improve it. All of these activities aim to create determination and commitment to Environmental Health in the community, and are the first step in promoting awareness of the importance of this issue.

3. REASONS TO CHOOSE PROJECT

Purpose of The team: The team wants to try participating in the entire campaign as organizers. At the same time, The team also wants to gain more experience from this project to help with future work.

The team's suitability for the project: FPT University is an environment that emphasizes student experience, is dynamic, open, along with the members' experience in organizing events at school and its operating principles. towards the green planet of FPT University.

Significance of the project to The team: In the modern era, the environment and human health are facing many serious problems. Climate change, air, water and soil pollution, resource degradation, all directly affect health and quality of life. From there, The team wants to help the FPT student community explore and research the relationship between the environment and health. This not only helps you better understand the impact of the environment on human health, but also provides necessary solutions for you to protect the environment and improve your health.

4. PROJECT'S ASSESSMENT

4.1. Team's role in the project

NGUYỄN HƯƠNG HUYỀN - LEADER

Potentials:

- Hebe Club's Vice Deputy
- Vị Tết's Vice Deputy of Event Communications
- Vice Leader of The Muse - Dance competition
- Leader of Humans of FPTU project - Hanoi campus
- Member of the communications committee F - Camp 2020
- Communications Team member, No Shy Club

Application to the project:

Project management, proposing project direction, tracking and supervising the working process, event coverage, and have experience in university's events.

ĐÀO QUỐC VIỆT - RESEARCHER

Potentials:

- Ability to research and analyze data
- Has a close relationship with environmental KOL - Miss Ngoc Han

Application to the project:

Research professional knowledge about Environmental Health, learn deeply and convey professional knowledge in popular language, invite KOLs to become media ambassadors.

PHẠM NGUYỄN LÊ HUY - CONTENT CREATOR

Potentials:

- Ability to create content
- Nephew of the general director of the North - Hoa Linh pharmaceutical company

Application to the project:

Orient and implement creative ideas, media content, and media channels to reach target audiences, and apply for project funding.

HỒ MINH QUÂN - EVENT PLANNER

Potentials:

- Vice President of Soleil Crew
- Deputy Head of SCDC F-Camp 2022
- Head of SCDC F-Camp 2023
- Head of Logistics THESHOWCASE: ETERNAL

Application to the project:

Plan to organize offline communication channels, WOM,...

EVALUATION

From the strengths and weaknesses of each member, the GRA497_G11 group has cherished implementing a community project on the topic of environmental health as the Organizing Committee and is committed to participating and ensuring responsible for all relevant roles. This is the opportunity to learn and develop personal capacity.

PRINCIPLES

With the aim of ensuring harmony, efficiency and common goals in activities, below are some important principles for group work:

Respect - Cooperation - Honesty - Personal responsibility - Listening - Positivity - Common goals - Personal development - Respect for time

4.2. Boundaries of the project

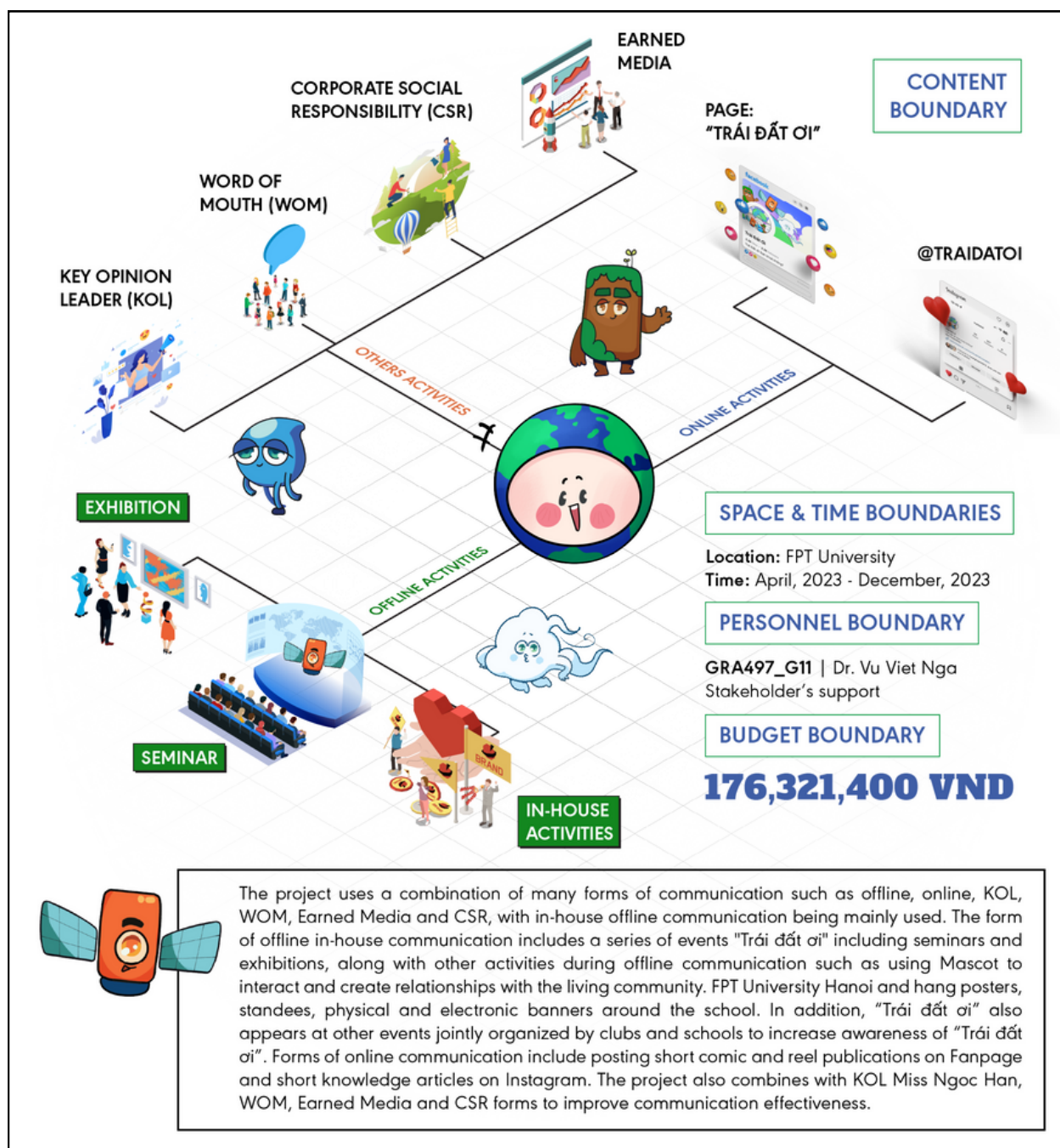
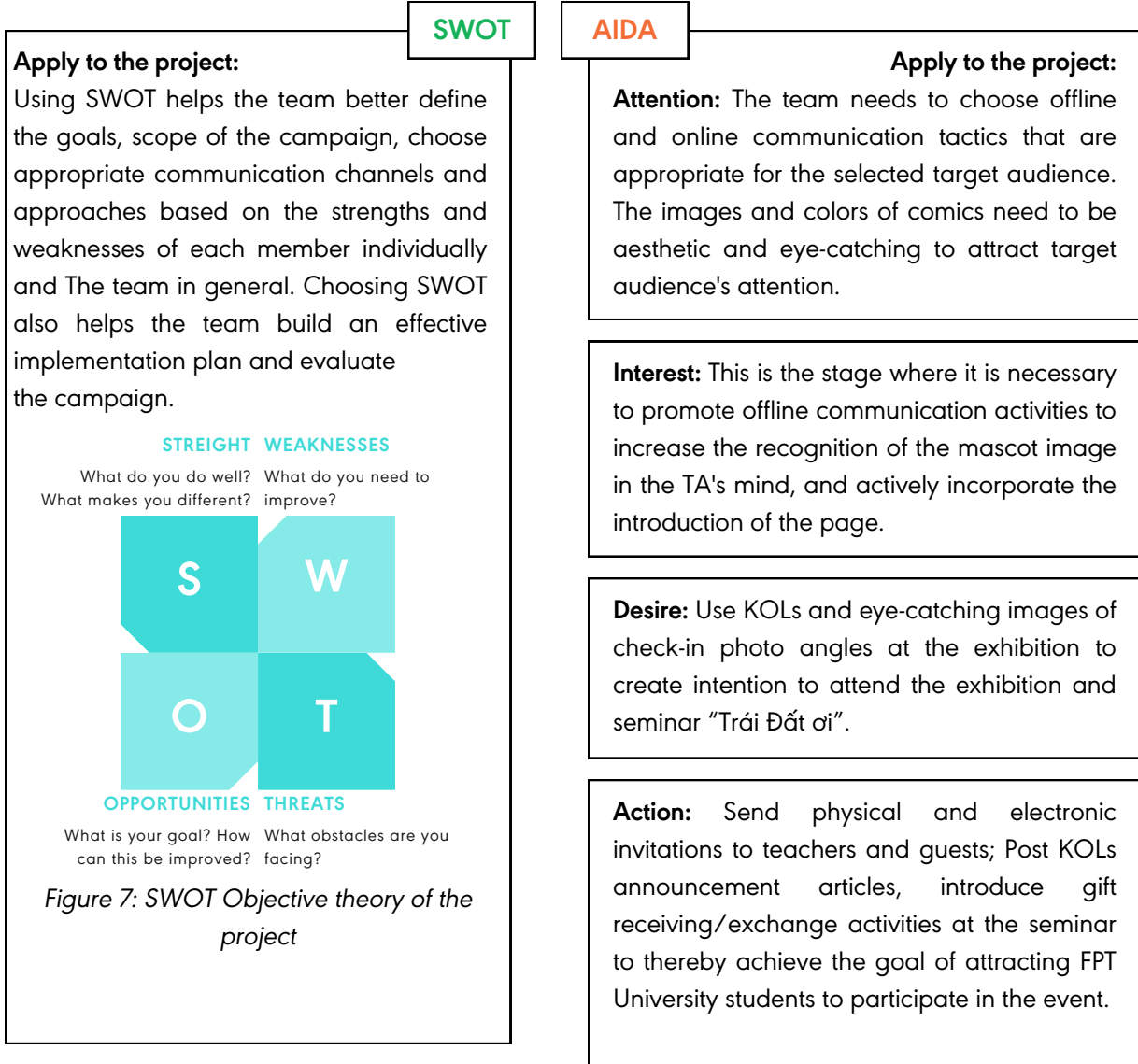


Figure 6: Boundaries of the project

5. THEORIES FRAMEWORKS



PESTLE

Apply to the project:

PESTLE is a mnemonic term in expanded form denoting P for Political, E for Economic, S for Social, T for Technological, L for Legal and E for Environmental. It provides a panoramic view of the entire environment from various angles that one wants to examine and monitor while contemplating a certain idea/plan.

(Barrington, R. (2016, June 30). What is a PESTEL analysis? Oxford College of Marketing Blog. <https://blog.oxfordcollegeofmarketing.com/2016/06/30/pestel-analysis/>)







P	E	S	T	L	E
 POLITICAL	 ECONOMICAL	 SOCIAL	 TECHNOLOGICAL	 LEGAL	 ENVIRONMENTAL
Examples	Examples	Examples	Examples	Examples	Examples
<ul style="list-style-type: none"> › Current tax policy › Brexit › Trade policies › Political stability 	<ul style="list-style-type: none"> › Inflation rate › Exchanges rates › Economic growth › Interest rates › Disposable income › Unemployment rate 	<ul style="list-style-type: none"> › Lifestyle attitudes › Cultural barriers › Population growth › Population age › Health consciousness › Target demographics 	<ul style="list-style-type: none"> › Level of innovation › Automation › Technological awareness › Cybersecurity › Technological change › Internet availability/speed 	<ul style="list-style-type: none"> › Employment laws › Discrimination laws › Health and safety › Copyright protection › Consumer safety 	<ul style="list-style-type: none"> › Weather & pollution › Climate change › Environmental policies › NGO pressure › Recycling › Sustainability

Figure 8: PESTLE Objective theory of the project

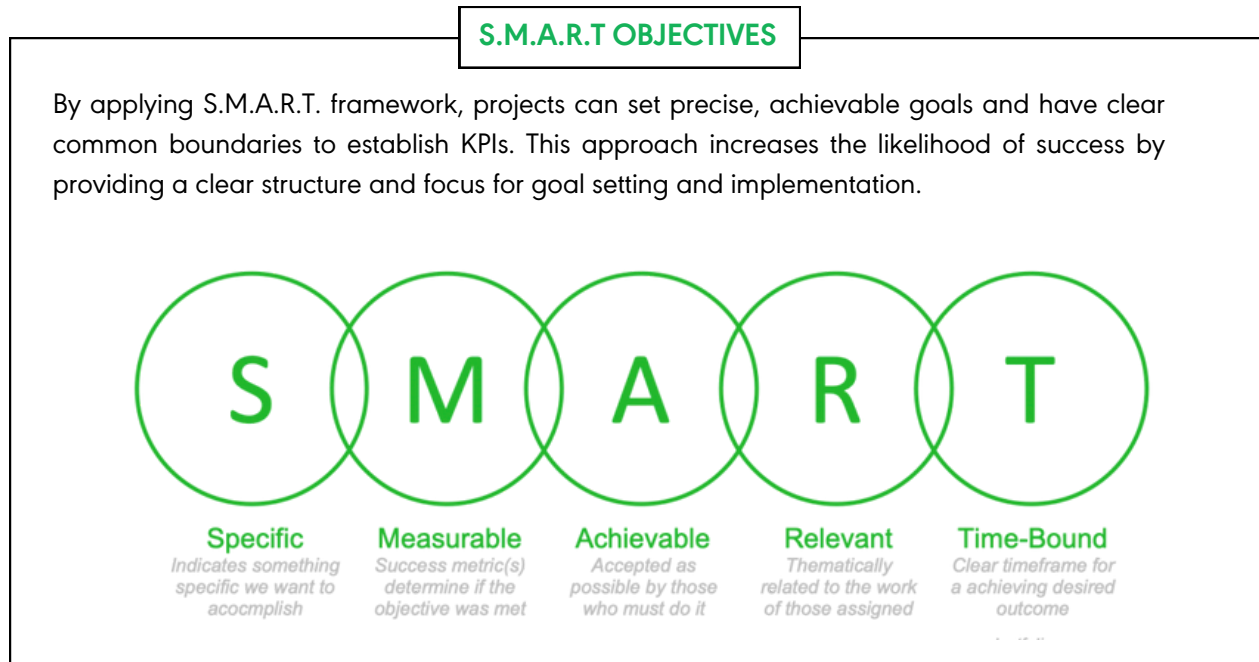


Figure 9: S.M.A.R.T Objective theory of the project

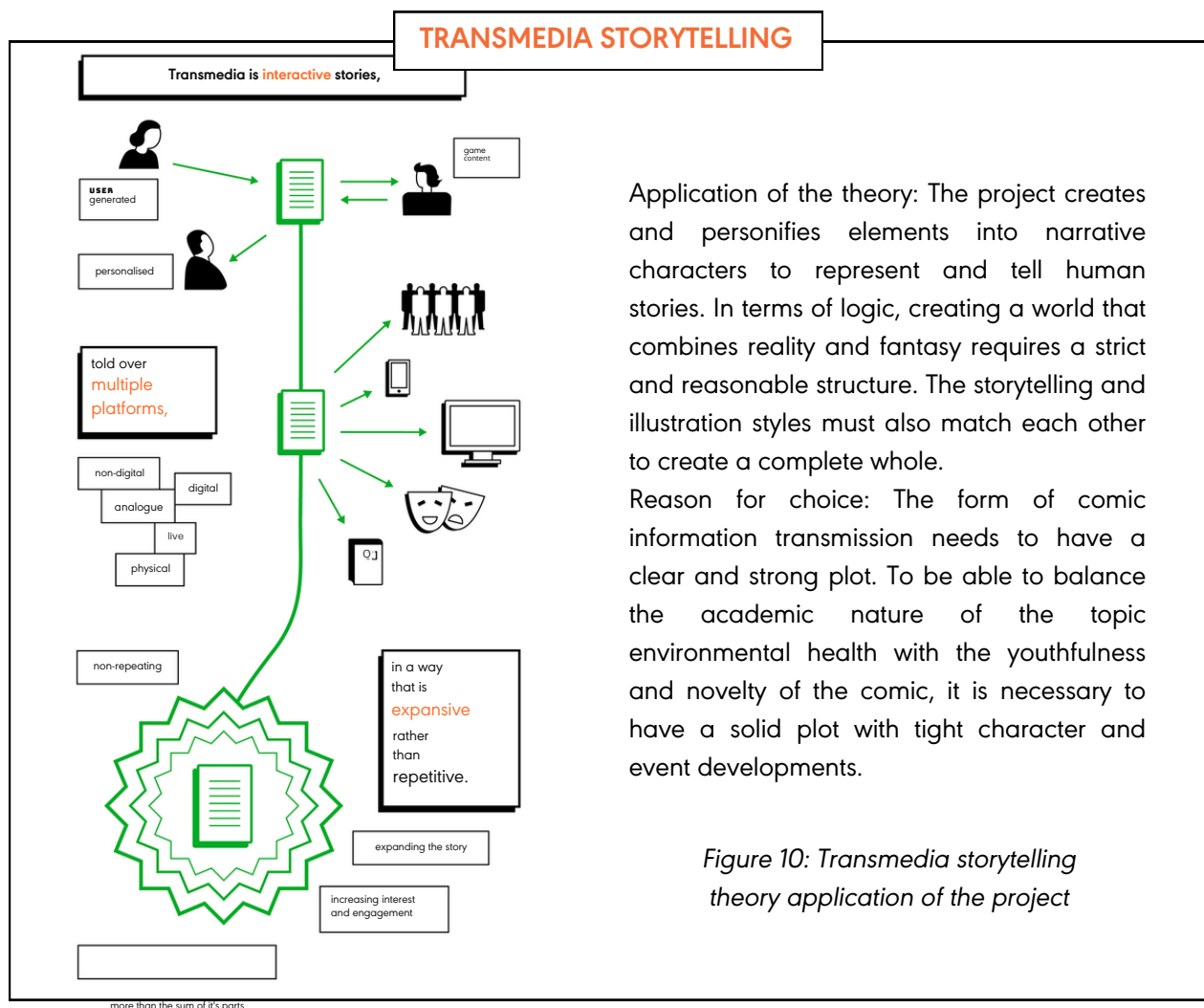


Figure 10: Transmedia storytelling theory application of the project

6. PATRONIZING FACILITY OVERVIEW

6.1. About the facility (CENRE - IMHEN)



Figure 11: Brand identity of the facility (CENRE - IMHEN)

GENERAL KNOWLEDGE

The Center for Environmental Research (CENRE), part of the Institute of Hydrometeorology and Climate Change (IMHEN), is a prestigious and highly specialized state agency specializing in research on weather and climate forecasting, and climate change in Vietnam. The Center for Environmental Research plays an important role in protecting the nation's people and natural resources from the impacts of extreme weather and climate change.

6.2. Facility's mission

Role

The Center for Environmental Research (CENRE) has the role of environmental management and research. Activities include research, technology development, environmental standards and regulations, education and training, implementation of scientific research projects, provision of environmental information and forecasts, financial and asset management. The most important mission of the Center is to ensure a clean environment and environmental health for the community, contribute to the protection of natural resources and the country, people.

Functions

The Center for Environmental Research (CENRE) has an important task in researching and forecasting weather and climate change, ensuring safety and sustainability for the country. CENRE is responsible for **providing accurate information on weather and climate change**, helping people and government agencies prepare for bad weather and the impacts of climate change. In addition, the center conducts extensive research on the environment, contributing to the proposal of solutions and management measures to protect the environment and human health.

Core values

The core value of the Center for Environmental Research (CENRE) is a continuous commitment to research, forecast, and monitor weather, climate, and the environment, to **ensure safety, sustainability, and health for people** and the planet. The center ensures accurate weather information and researches climate change and its impact on the environment and human health. This core value represents CENRE's continuous efforts, professionalism, and outstanding vision in contributing to environmental protection and building a bright future for Vietnam.

Patronization of images and specialized information for the project

"Trái Đất ơi" in conjunction with the Center for Environmental Research (CENRE) commits to ensuring the accuracy of project information delivered to the target audience based on the information provided by CENRE. Information and data are highly scientific and reliable from reputable agencies with direct authority.



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1. OVERVIEW

Based on the selected topic and resources, The team conducts the process of developing ideas and researching related items necessary to carry out activities of the communication campaign and series of exhibition-seminar events. beautiful. To come up with an effective implementation plan, the Team needs to find the exact target audience as well as identify big ideas that suit the characteristics and needs of this group.

2. SITUATION ANALYSIS

DEFINITION

Environmental health: According to the definition in Article 3 of the 2014 Law on Environmental Protection, environmental health is the total state of the physical elements that make up the environment that affect human health and disease.

Environmental health can be understood as the health of the environment, the state of Physical - Chemical - Biological factors. Environmental health has an extremely close relationship and interaction with human health. The quality (health) of the earth, water, and air are all basic factors that create life, and have a huge impact on human health.

Currently, climate change and environmental pollution are common problems worldwide and very dangerous. The harmful effects of environmental destruction on human health are becoming more and more obvious.

Figure 12: Environmental communication trends in Vietnam

Global consumers consider environmental sustainability an essential factor when making purchasing decisions
(Source: Nielsen, 2021)



Data shows that environmentally conscious ads have a higher chance of resonating with audiences, leading to enhanced brand reputation and increased customer loyalty
(Source: Cone Communications, 2020)

Furthermore, the rise of social media platforms has played a vital role in promoting environmental awareness and activism



This broad reach presents a tremendous opportunity for environmental organizations and campaigners to leverage social media as a powerful tool to spread their messages and mobilize collective action

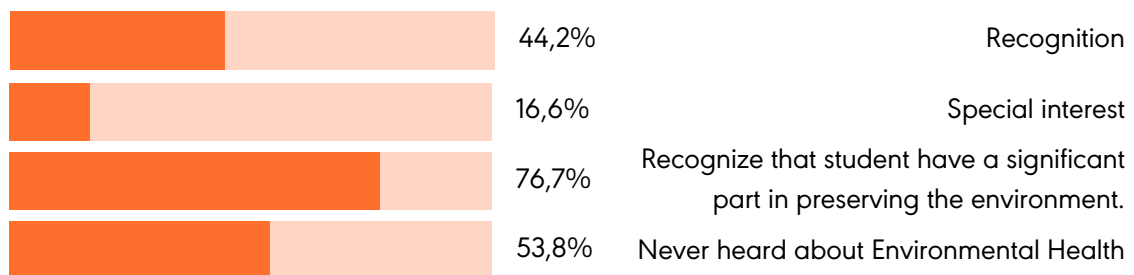
Communication is crucial for environmental protection, as emphasized in the United Nations Sustainable Development Goals (SDGs). These goals emphasize the importance of effective communication strategies in achieving global environmental goals. Mass media plays a significant role in raising public awareness about environmental protection. In Vietnam, students' awareness of environmental issues has improved significantly, with numerous projects and campaigns conducted by high school and university students. Additionally, mainstream media campaigns and non-governmental organizations have seen a significant increase in the proportion of Gen Z personnel in recent years.

3.1. Quantitative research

Prior to implementing the project, the team conducted a survey on the level of awareness among the student community at FPT University regarding Environmental Health. The purpose of this survey was to specifically measure the percentage of individuals who were knowledgeable about the topic. From this, it was determined whether this was a subject that would garner attention, while also being innovative, creative, and capable of conveying previously unknown information. During the survey process, the team distributed survey forms to selected classes, printed QR codes for the survey forms, and circulated around the campus, utilizing the university's mascots to collect survey responses from students passing through Alpha, Beta, and Delta halls.

493 survey responses

44.2% reported being interested in issues related to the environment and had general knowledge



- 218 students who said they were interested in environmental issues and had general knowledge, accounting for 44.2%; 82 students are particularly interested and have participated in activities related to environmental protection, accounting for 16.6%.
- 377 students think that students are responsible and play an important role in protecting the environment, accounting for 76.4%.

This data shows that the FPT University student community is aware of its duties in protecting the environment.

- There were 265 students who said they had never heard of the concept of Environmental Health, accounting for 53.8%. This data shows that the topic is new, and has space and potential to develop well, build and raise awareness of the target audience about Environmental Health.

The data indicates that the topic of Environmental Health has significant potential for development in the student community of FPT University Hanoi, with a high interest in environmental topics and active use of social networks, despite a minority of students being aware of it.

Figure 16: Quantitative research results

3.1. Quantitative research

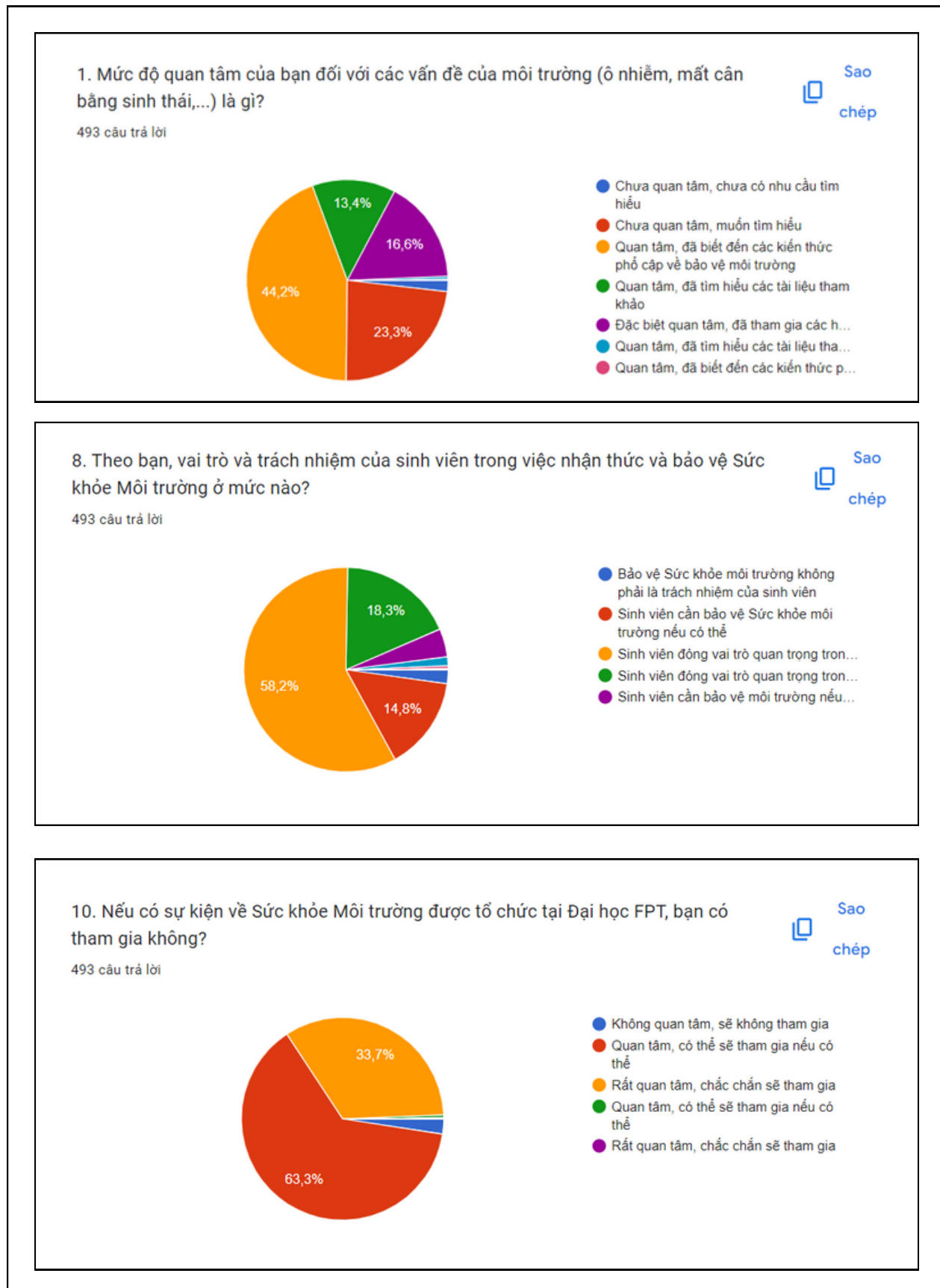


Figure 16: Quantitative research results

4. PROJECT ANALYSIS

4.1. Offline communications channel analysis

Offline communication is a highly suitable and effective method for the project. Especially when the target audience of the project is the FPT University student community, who live and work on a defined campus, with many physical and non-physical spaces for FPT University to be a school to experience. Experience, the project implementation team itself has participated in and organized many school activities, so they chose offline activities as the main channel.

Based on data provided from the ICPDP Personal Development and International Cooperation Department, Student Affairs Department, Business & Alumni Relations Department, and Admissions Department within 1 year:

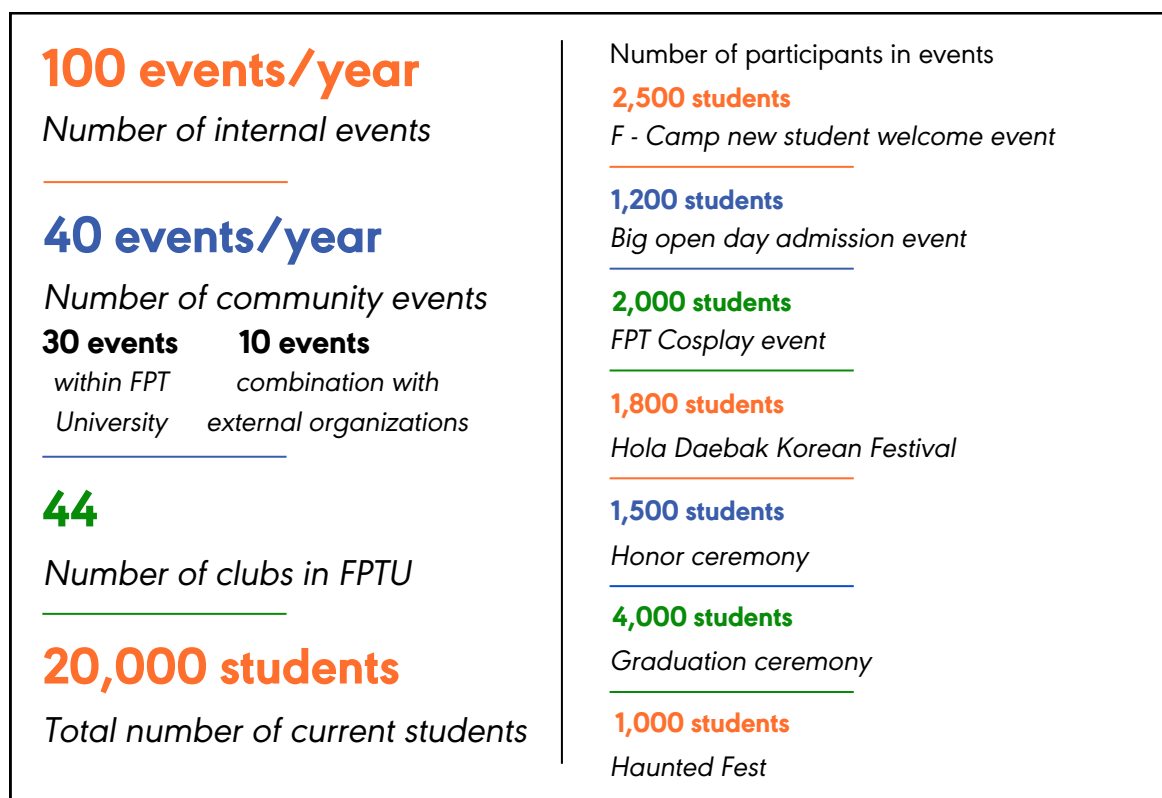


Figure 17: Annual events in FPT University Hanoi

Offline forms of communication are a way to create an emotional connection between the target audience and the project. At the same time, it is also a way to build a brand when the definition of a brand is "a brand that is loved". Implementing appropriate forms of offline communication can create effective communication and build relationships between the FPT University student community and the "Trái Đất ơi" project.

The team organized the "Earth" event series including seminars and exhibitions, accompanied by in-house offline hanging of banners, standees, posters around the campus of FPT University. The team uses the mascot image to become the mascot to participate in school events and organize small activities such as: Hugging a mascot, trying on a mascot and communicating offline to each class.

To gain a realistic understanding of exhibition implementation, the team has conducted site visits to both domestic and international exhibitions. The purpose was to have an overall view of exhibitions and to understand the presentation and layout of exhibitions. The team has visited exhibitions such as the **Hanoi Museum** (Nam Tu Liem, Hanoi), the **Vietnam Museum of Ethnology** (Cau Giay, Hanoi), the **Vietnam Women's Museum** (Hoan Kiem, Hanoi), **VCCA Vincom Center for Contemporary Art** (Royal City), **Hoa Lo Prison**, and the **Bangkok Art & Culture Centre (BACC)** (Thailand).



Figure 18: Hanoi Museum



Figure 19: VCCA Vincom Center for Contemporary Art



Figure 20: Hoa Lo Prison

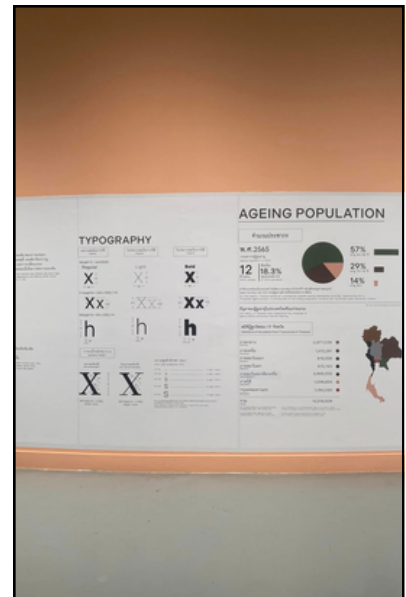


Figure 21: Bangkok Art & Culture Centre (BACC) (Thailand)



The team received communication strategy advice on Environmental Health from Phan Tat Thu, the Chairman of KNV team and co-founder of PR Elite School.

Figure 22: The team took part in an event called "7 Optimal Weapons of Corporate Communications"

"TRÁI ĐẤT ƠI" MASCOT

Using mascots is an extremely popular method of building relationships and increasing intimacy between the subject and the target audience. This form creates a personality for the project, then builds a personal relationship between this personality and the target audience. Brand character images can appear on social networking platforms or media publications to physical stores or e-commerce sites. This helps brands convey diverse but unified messages, greatly contributing to forming the top-of-mind of users. A typical example of the effectiveness of this form is the team mascots. Sports competition is considered the soul of the team, when it can represent the team in real-life interactions with fans. "Trái đất Ơi" mascot will be the face of the project, representing the brand to interact directly as well as create interest and emotions of FPT University students. This form can materialize, represent a non-physical concept - the project subject, and interact with the target audience in FPTU Ha Noi

Building an effective mascot brand and character marketing campaign includes 4 big steps:



Market research: TA team of FPT University students is a target team

Strategy development: The brand mascot will bring a sympathetic "warm" to the public, helping the brand reach a diverse range of customers.

Brand attribute analysis: "Trái Đất Ơi" is a project on the topic of environmental protection, for students. The topic is academic in nature, the brand character needs to be refreshed and creative to suit the TA

Mascot design and development:

- Events and printed items
- Character design and development: Based on the above criteria and attributes, the Team proceeds to design and produce the character
- Digital content production
- Social network marketing

Figure 23: Use Mascot

"Trái đất Ơi" event team organizes seminars, exhibitions, and in-house offline activities at FPT University. We use banners, standees, and posters on campus and feature a mascot in various events and small activities.



Brands and organizations that have used mascots to build effective customer relationships include:

Figure 24: Mascot of Baemin

Figure 25: Mascot of Duolingo

Figure 26: Mascot of World Cup



Currently, mascots at events are not used much at FPT University because this is a new form of communication, in addition, the cost of mascot production is relatively high (fluctuating between 10-20 million, never including mascot cost), production time 15-20 days and factories are all in Ho Chi Minh City). In the FA2023 semester, there is only one event using mascots, International Day, with an event budget of about 500 million VND and a scale of more than 2,000 students.

Figure 27: Mascot of International Day

When including mascots in a campaign, there will be the following advantages and disadvantages:

Advantages

- Creates curiosity for the target audience, making it easier for the target audience to remember the brand. The mascot with a funny round earth and satellite on its head will appeal to the GenZ age group's liking for cute things.
- Using the Earth mascot is also a way for FPTU students to remember the Earth as a way to call "Earth".



Disadvantages

- Production costs are high, time is long, planning and implementation must be done very early.
- The team has no experience in mascot production, so the manufacturer and materials are potentially high risk
- Moving a mascot from Hanoi to Hoa Lac is very difficult because the mascot is quite big and round
- People wearing mascots are very inconvenient due to the summer weather and it is very hot

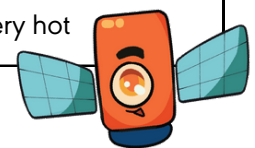


Figure 28: Advantages and disadvantages of using mascot

BANNERS, STANDEES AND POSTERS

Using internal communication channels is a direct and effective approach to bringing information to target customers. Project images appear regularly to enhance coverage and build awareness in the minds of audiences. Frequent appearances will make an unconscious impression, motivating conscious action - the ultimate goal of offline communication.

At FPT University, for any school events, subjects and clubs, using standees and check-in desks at Alpha and Delta halls is **indispensable due to the cheap cost of printing standees compared to its significant effect**. VND, based on members' experience in running events), standees can be borrowed from departments such as ICPDP or Student Affairs, Corporate Relations, or purchased at the price about 80,000 - 120,000 VND/piece.

Regarding banner hanging activities, usually large events organized by schools such as Admissions, welcoming new delegations to school are hang due to **high costs and lengthend procedures**, so few clubs or school events use this method. With the advantage of an event about the Environment, with the help of lecturer Vũ Việt Nga, The team proposed using these methods to enhance the message about the environment as well as the topic. The team has deployed posters about the Environment in toilets and trash bins, something that no other party has done before expect school.



Figure 29: Standees at FPT University events

OFFLINE COMMUNICATION IN CLASSROOMS

After brand identity elements appear in the target audience's environment with the purpose of **attracting attention, reaching out, introducing details and calling for event participation** are the next specific steps to create the transformation from perception into action. Besides, this is also an opportunity for the project to appear officially, closer and more clearly before the FPT University student community.

This is a form often chosen to communicate for organizations/events. Units that have used this form include: Topy, Ted X,...



Figure 30: Students participate in offline communication activities in class

MINI EVENTS

Besides the main activities, appearing and interacting directly with students in central, eye-catching areas on FPT University's campus will also create particularly notable effects. These interactive activities will include **linguistic, physical and psychological exchanges with the symbol representing the project**. Mascot will participate in students' daily activities such as going to lecture halls, learning martial arts, and living in the lobby of buildings. From there, build and strengthen relationships with the project.

PARTICIPATING IN SCHOOL EVENTS

With the unique experiential educational environment of the FPT Education system in general and FPT University Hanoi in particular, **multi-disciplinary and multi-purpose events that take place continuously with a dense schedule** will be a particularly favorable environment benefits for the project to enhance its brand recognition.

4.2. Online communications channel analysis

In order to increase the reach of the project and at the same time create a complete ecosystem for the project, The team uses other communication platforms. The Team researched platforms suitable for the target audience to choose **appropriate platforms and forms of transmission**. In addition to qualitative analysis based on data reports about research platforms, the team also used surveys with target audiences to quantitatively analyze the platforms FPT university students often use.

Qualitative research

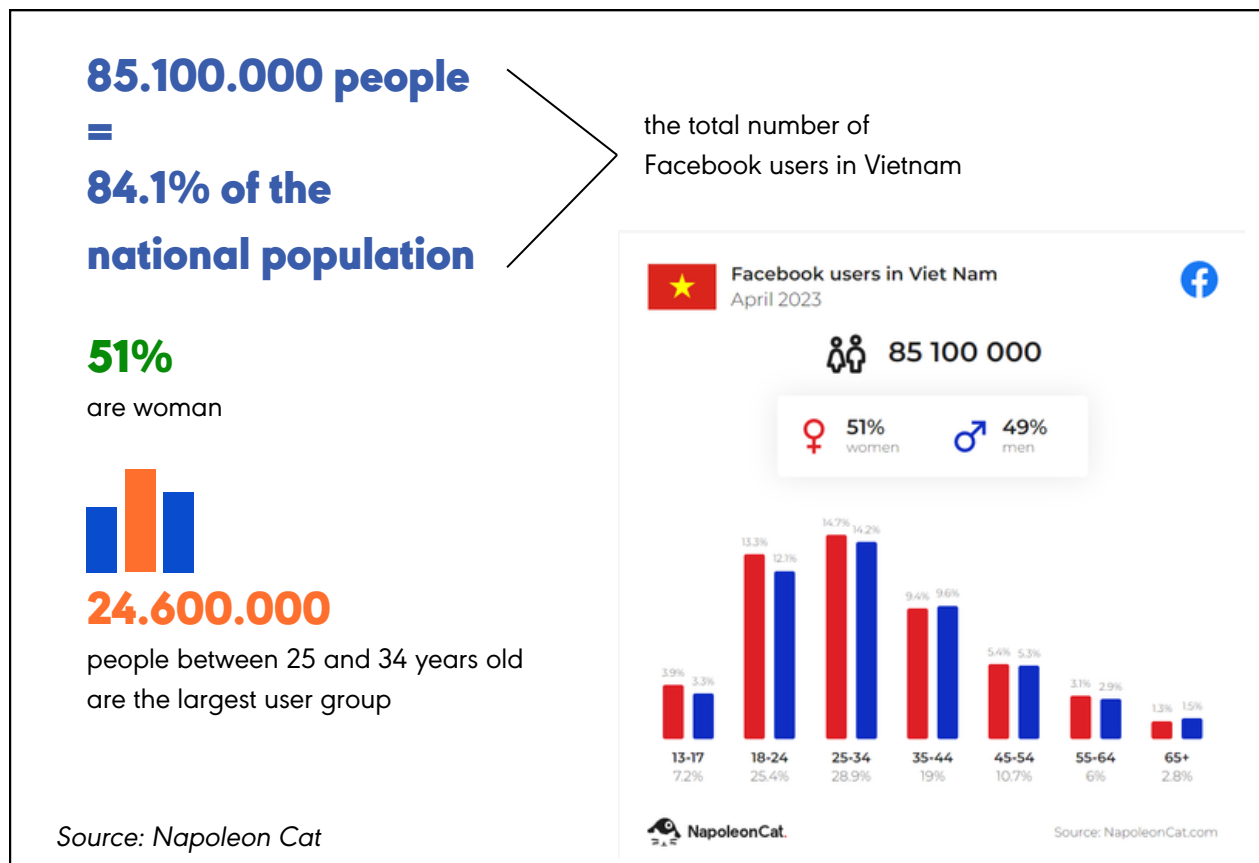


Figure 31: Qualitative research of Facebook

12.720.900

Instagram users in Vietnam in April 2023

=**12.6%**

of the entire population

62.4%

The majority are women

18 and 24 years old

are the largest user group (6,600,000)

Source: Napoleon Cat



Figure 32: Qualitative research of Instagram

Quantitative research

From the above information, it can be concluded that **social networks are a really effective platform** for transmitting information on a regular basis, thereby creating the awareness raising effect that The team is aiming for. Besides choosing the platform, The team also used the online form **short comic** to become a form of transmission for "Trái Đất ơi" project.

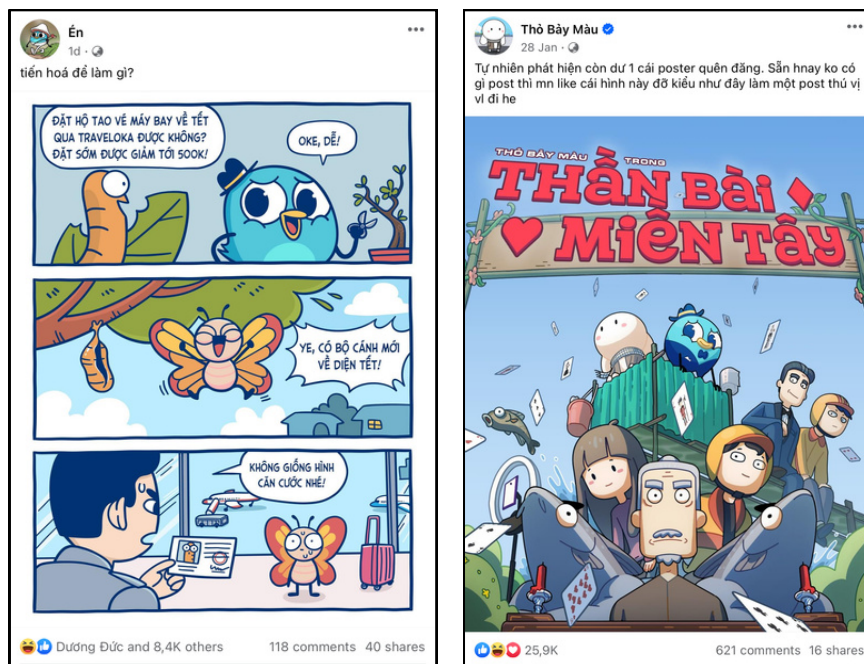


Figure 33: The project uses successful short-form comics

Appearance: Bright, youthful, eye-catching

Content: Concise, easy to read, easy to transmit

Communication: Many projects have succeeded in communicating using short-form comics

4.3. Others communications channel analysis

KEY OPINION LEADER (KOLS)

KOLs (Key Opinion Leader), known as people who have expertise in a certain field, are known to many people thanks to sharing useful and valuable knowledge. The KOLs industry is thriving in the digital age at an incredible rate and greatly influencing the way information, goods and services are conceived, marketed and purchased.

89%

of social media users across Asia are following influencers

4/5

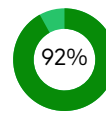
of people said that their likelihood of buying products recommended by KOLs is quite high

Source: Nielsen & Rakuten

KOL is a suitable method for raising awareness and promoting commercial elements in campaigns without commercial elements.

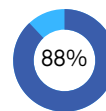
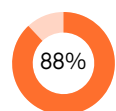
WORD-OF-MOUTH (WOM)

One of the effective forms of project communication is through word of mouth - WOM. Creating a word-of-mouth effect - a natural source of earned media - is extremely beneficial to the spread and popularity of the project among the target audience.



Consumers trust recommendations from friends and family more than advertising

People trust online reviews written by other consumers as much as they trust recommendations from personal



Consumers trust recommendations from people they know the most.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. *(Corporate Social Responsibility (CSR) Statistics, 2023 Everything You Need to Know. LLCBuddy.)*



77%

Consumers prefer to purchase from socially responsible companies.



90%

Consumers worldwide tend to switch to brands for good reason



66%

Consumers are willing to pay extra for companies that exhibit social and environmental responsibility.

By integrating earned, owned, and paid media, brands can maximize reach and impact, increase credibility and trust. Advantages of earned media include greater brand exposure, improved brand credibility, and increased brand loyalty. Although this is among one of the most difficult to receive from the target audience and stakeholders, its benefit is unprevailed. Earned media is considered more trustworthy than other types of media because the your target audience knows you didn't pay for it.

Figure 34: Other communication channels

5. SIMILAR COMMUNICATION PROJECT ANALYSIS

5.1. Quỹ Vô Chai Community

PROJECT NAME	PROJECT TEAM
Quỹ Vô Chai Community	FPT Universities students
DURATION	EXECUTIVE SPONSORS
9 years	Viet Cup
OPPORTUNITY/PROBLEM	
<ul style="list-style-type: none"> There is no other prior environmental club at FPT University 	
GOALS/ACHIEVEMENT	
<ul style="list-style-type: none"> To raise awareness on plastic waste's harm on environment Received 2898 used bottle on last event "Take a tree, make a change" Successfully operating as a club for 9 years 	
OPPORTUNITY/PROBLEM	
<ul style="list-style-type: none"> As an project organized by FPT Experience Space, the project management process was executed properly and there is no shortage of resources. However, there were minor issues such as insufficient trading token due to large number of event participants. 	
RISK MANAGEMENT OVERVIEW	
<p>The project is held by a FPT Education patronized department, therefore a lot of risk is eliminated. Yet, event organizing risks such as bad weather on launch day or insufficient trading items still exist.</p>	

Table 1: Similar project insights

5.2. "Tái Xanh" project

PROJECT NAME	PROJECT TEAM
Tái Xanh	FPT Experience Space
DURATION	EXECUTIVE SPONSORS
1 month	FPT Experience Space
BUSINESS CASE	
<ul style="list-style-type: none"> The project was organized to raise awareness on environmental issues and promote green living actions among FPT University's student community via storytelling tactics: comics, articles and short videos. Afterwards, the project held exchanging booths in every FPT University campus. 	
OPPORTUNITY/PROBLEM	
FPT University students significantly prefer practical experiences and activities, backed with an impressive and informative communication campaign.	
GOALS/ACHIEVEMENT	
<ul style="list-style-type: none"> The social communication campaign draw great amount of attention. Successfully held old clothes and stuffs exchanging event on every FPT University Campus. Besides, the old battery collecting spot obtained positive result. 	
OPPORTUNITY/PROBLEM	
<ul style="list-style-type: none"> As an project organized by FPT Experience Space, the project management process was executed properly and there is no shortage of resources. There were minor issues such as insufficient trading token due to large number of event participants. 	
RISK MANAGEMENT OVERVIEW	
The project is held by a FPT Education patronized department, therefore a lot of risk is eliminated. Yet, event organizing risks such as bad weather on launch day or insufficient trading items still exist.	

Table 2: Similar project insights

Based on the analysis of similar projects, The team found that environmental protection has been a topic of concern recently, but when searching for the keyword "environmental health", **there were no prior documents or projects**. Which is similar. Thereby, The team realized that The team needed to do a communication campaign for environmental health because "Environmental Health" is human health.

6. SUMMARY

FPT education model is an experiential school, a unique culture of FPT Edu. The spirit of experience has become the thinking characteristic of FPT University students, we experiment to deeply understand problems and find solutions, while maintaining special interest in social and environmental issues. **FPT University students significantly prefer practical experiences through offline channels**. Therefore, The team focuses on implementing offline communications with the main purpose of building and strengthening brand recognition in the FPT University student community. In parallel, online platforms and other forms such as WOM, KOL, CSR and Earned Media will launch and work together to increase communication effectiveness.

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1. OVERVIEW

Section C focuses on project planning. This phase provides a comprehensive overview of the key elements involved in the planning process, ensuring that the project progresses smoothly and achieves its objectives.

Based on the results of the research and ideation process carried out, the plan is to implement “Trái Đất Ơi” project! is determined. The series of events includes a media campaign, exhibitions, and seminars with the mission of building and raising awareness on the topic of Environmental Health. The message “Trái Đất Ơi! Bạn khỏe không?” demonstrates the goal of building awareness on the close relationship between environmental health and human’s health. The above activities will be implemented to provide and confirm information about Environmental Health with the target audience being FPT University students.

The project takes place from August 26, 2023 to December 20, 2023 at FPT University Hanoi. Besides, the project aims to spread the image to FPT University's campuses in Da Nang, Quy Nhon, Can Tho, City Ho Chi Minh; Greenwich University Hanoi; Swinburne University Hanoi.

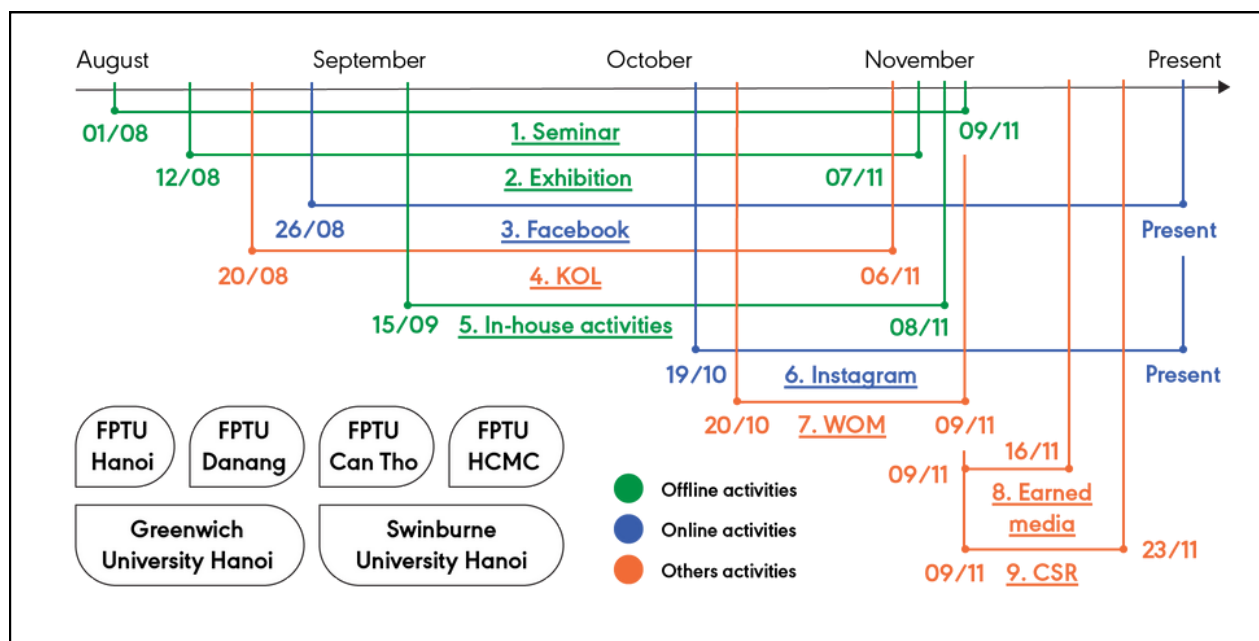


Figure 35: “Trái Đất Ơi” activity programme

2. PROJECT PLANNING

2.1. Goals & Objectives

Goals and objectives are two important aspects in the process of developing and implementing a plan or project. Purpose is the reason why a certain organization, project, or activity is undertaken, while goals are the specific and measurable results that the practitioner wants to achieve.



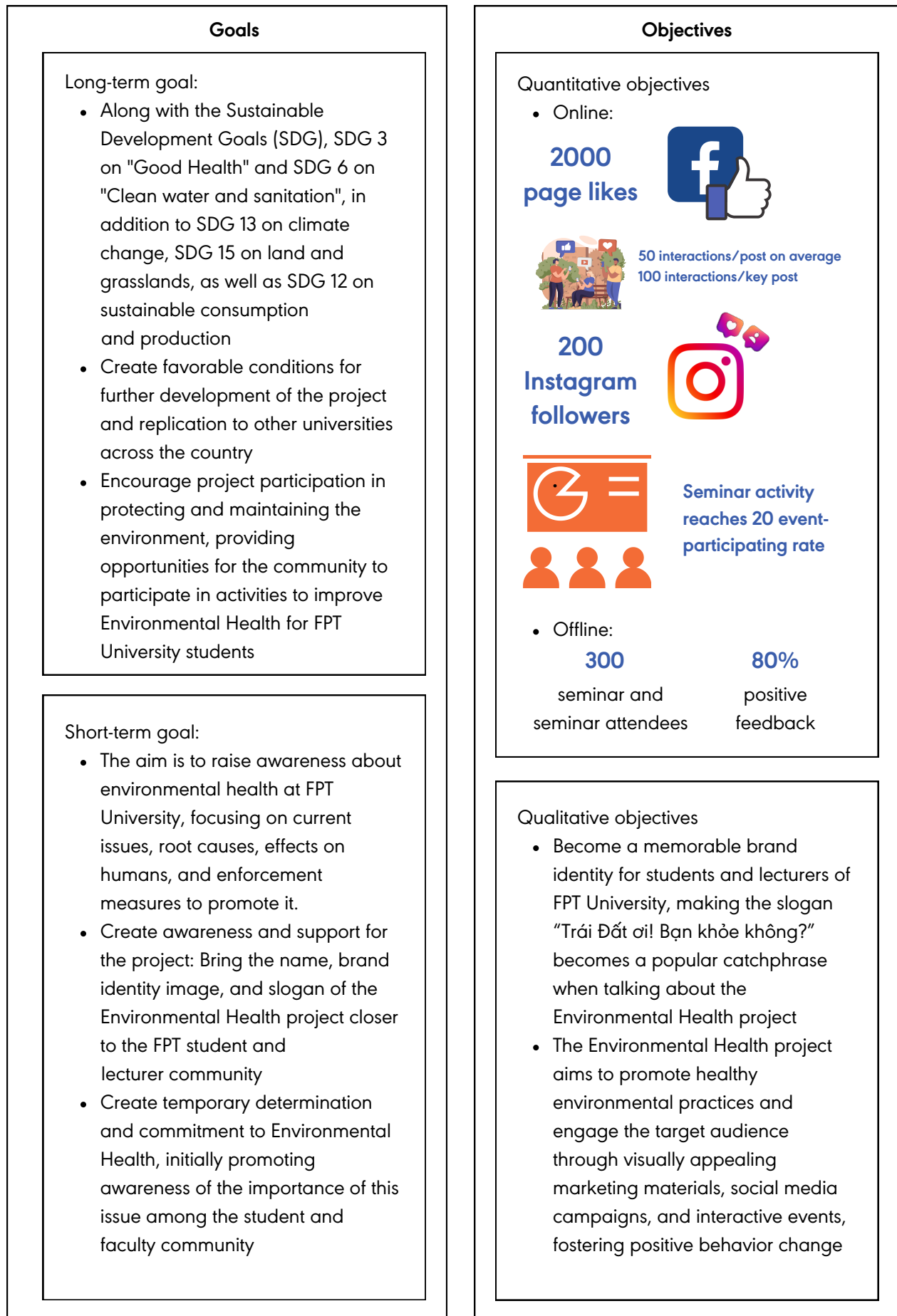


Figure 36: Goals & objectives of the project

2.3. Concept

Big idea: Trái Đất Ơi!	"Trái Đất Ơi" is a call to respect, care, and environmental awareness, fostering harmony between humans and the Earth as a living entity.
Key messages: "Trái đất Ơi! Bạn khỏe không?"	The project's message aims to connect environmental health with human health, addressing both the personified Earth subject and humans living on Earth, fostering a connection between the two.
Slogan: "Trái đất Ơi! Bạn khỏe không?"	The slogan aims to raise awareness about environmental health and encourage action to protect the Earth and human health, challenging individuals to understand their understanding and living a healthy lifestyle with the Earth.
Tagline: "Trái đất Ơi!"	The tagline changes with each post to match the topic and calls for people to work together to protect Environmental Health, creating a friendly impression of the project for readers.

2.2. Target audience

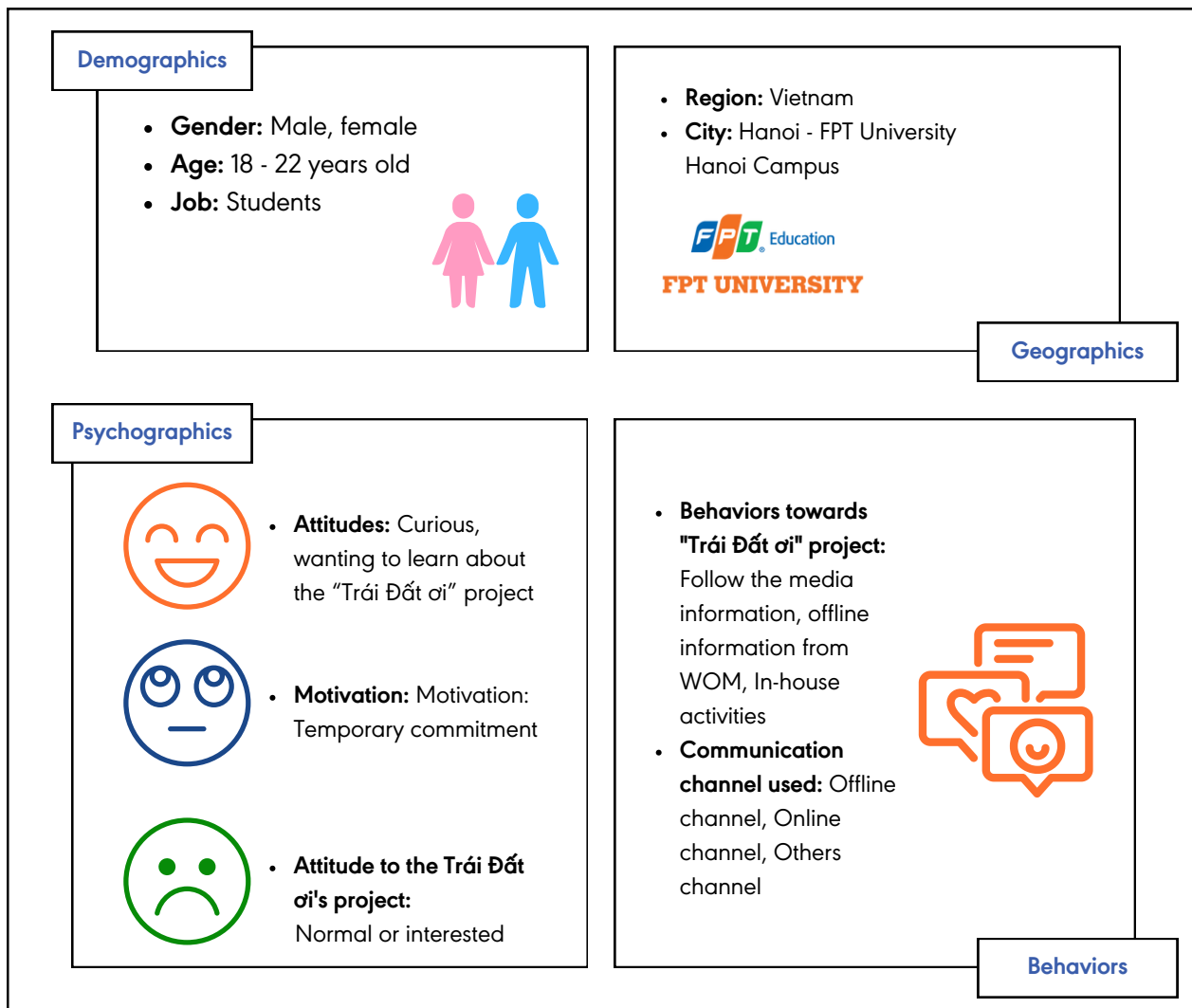


Figure 37: Target audience analysis of the project

Target audience's persona

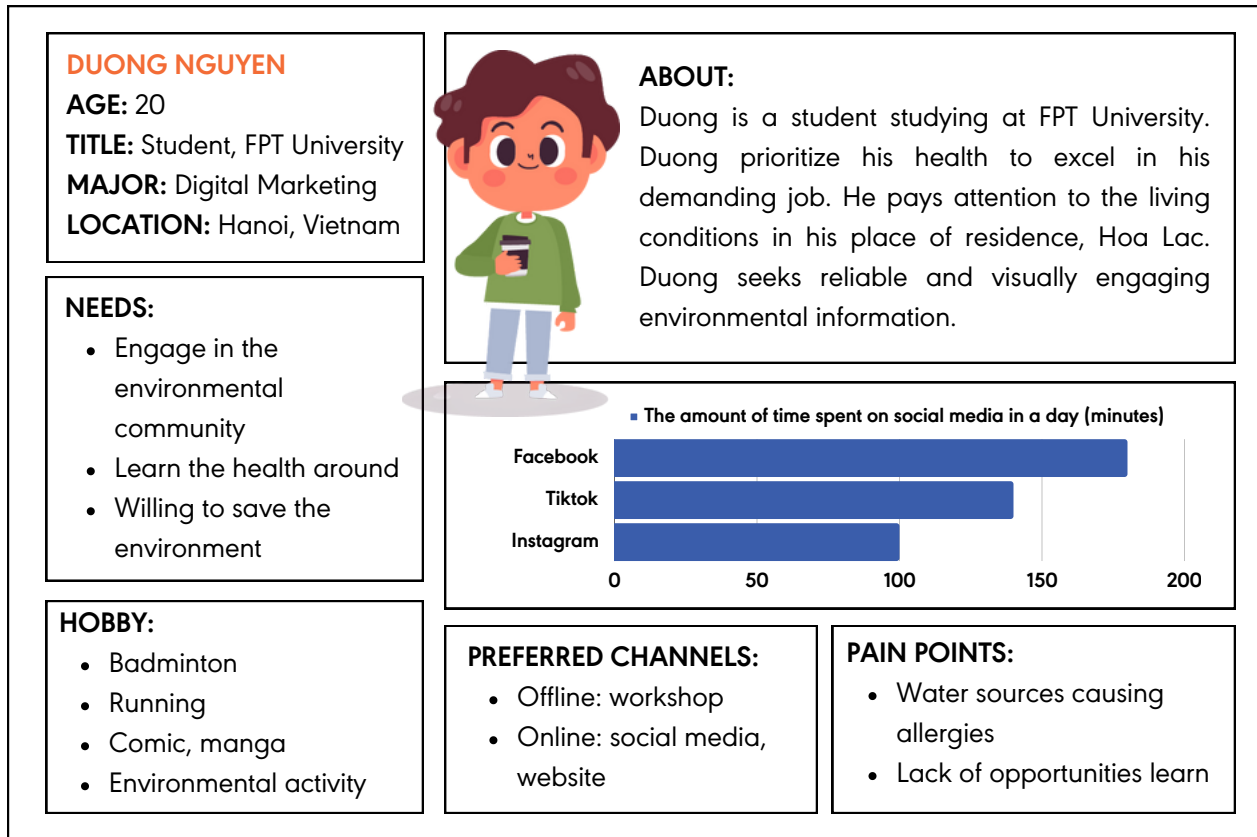


Figure 14: Persona 01

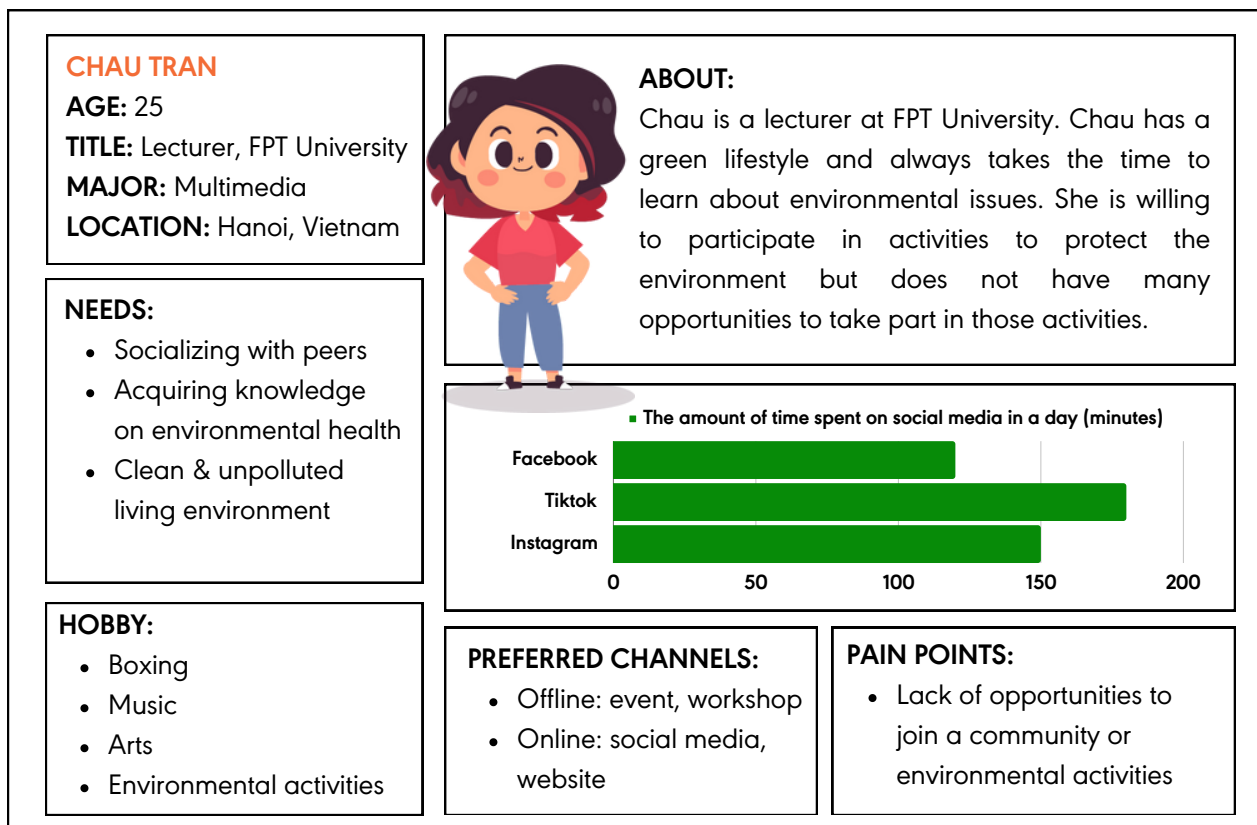


Figure 15: Persona 02

2.4. Strategies

Reasons for choosing a time to increase offline communication's effect, this is a period with many holidays and activities held:

- October 20 is Vietnamese women's day, students of all classes go to school more than usual, creating a kickoff effect with a new mascot character.
- October 20 - November 30 is when K19 students have just returned from the first military service and begin studying Vovinam, that's why during this offline activities the organizational environment.
- Along with the new class entering the school, October 20 - November 30 is the 6th week of the semester, there are a larger number of events for students such as Honor Ceremony, Halloween,... and professional events of the industries . The teams' final projects are more organized (offline communication desks for SSG, EXE, etc. subject projects).

Channel strategies

	OFFLINE	ONLINE	OTHERS
OBJECTIVES	Interact directly, create excitement for the student community, create practical experience at FPT University	Reach target audiences, convey messages about environmental health in an understandable and attractive way	Enhance communication effectiveness and brand building "Trái Đất ơi"
CHANNEL	Seminar, exhibition, mascot activities, in-house communications, and school activities	Facebook, Instagram	KOL, WOM, CSR, Earned Media

Table 3: Channel strategies of the project

Content strategies

CONTENT	
OFFLINE	
SEMINAR	Organize a seminar with Environmental Health experts conveying information about common situations, thereby stating messages from the environment, constructing understanding and bringing the concept of Environmental Health closer to everyone
EXHIBITION	Representing Environmental Health issues: basic definitions, current situation, indicators, causes, solutions through shapes, infographics, information boards, so that participants can understand more about the state of Environmental Health
MASCOT ACTIVITIES	- Offline communication in classrooms- Organize small activities at school and participate in school activities and other clubs in FPT University Hanoi- Lead a delegation of FPT students on a VTV visitMake the "Trái Đất Ơi" mascot a friend of students, when the mascot appears many times with the earth and wears a satellite on its head, remembering the "Trái Đất Ơi" brand with the target audience
IN-HOUSE ACTIVITIES	Banners, standees, postersIncrease brand coverage, help target audiences remember the slogan and project name "Trái Đất Ơi" and know about "Environmental Health"
ONLINE	
FACEBOOK	Use the Short comic format with bright colors, short, easy-to-read content to convey the environmental message. The content revolves around entertainment stories, but incorporates basic information about Environmental Health, the stories revolve around 4 characters, using Storytelling form to make the audience feel like they are transformed into the story tell. The stories are nested together into chapters, and the chapters are combined to form the final book. Publish the story book online
INSTAGRAM	Used as a satellite channel with the main content being knowledge on Environmental Health that is broken down and posted periodically. Provides basic, short information and concepts about Environmental Health issues in image form
OTHERS	
KOL	Combining KOL - Beauty pageant winner, Miss Vietnam 2010 - Mrs. Ngọc Han to improve communication effectiveness, beauty queen Ngọc Han contributed ideas from the campaign's script with experiences from the "Green Living" MC.; Mr. Hoàng Nam Tiến, Đinh Tiến Dũng,..
WOM	Spreading information about the project "Trái Đất Ơi", slogan "Trái Đất Ơi, bạn khỏe không?" along with the series of events "Trái Đất Ơi"
CSR	Combine with recycling partners to have more products displayed at the project, providing communication opportunities for both parties, adding more activities to make the exhibition more attractive. Use sales revenue to donate to orphanages and disadvantaged children
EARNED MEDIA	Organize a series of media events with the participation of KOLs, using creative media images of the exhibition to attract media channels and the press

Table 4: Content strategies of the project

2.5. Tactics

OFFLINE	
SEMINAR	The nature of scientific seminars is dry, having the main cause of imparting knowledge, so when implementing, knowledge is shortened, instead sharing between speakers and guests is more, combining with KOLs to create highlights, accompanied by Gifts from Sponsors attract attendees
EXHIBITION	The exhibition uses visual objects like shapes, information boards, and colors to convey messages about environmental protection and recycling. It features paintings and models, and is organized into a series of journeys to educate students about environmental health. The virtual living space includes photography areas and lighting
MASCOT ACTIVITIES	"Trái Đất ơi" mascot was used in various programs and events, including a "Come hug me" program in Alpha building lobby, candy distribution to random students, and participation in Vietnam Television's "Who is a Millionaire" program. The mascot was also used in classrooms for mascot dances
IN-HOUSE ACTIVITIES	Hang banners and place standees in buildings with FPT students and cafeterias. Post creative posters about saving water and paper with 4 mascots in toilets to increase brand coverage, remember the slogan and project name "Trái Đất ơi" and promote environmental health
ONLINE	
FACEBOOK	Facebook accounts for environmental protection can be utilized to reach interested audiences, allowing users to create pages, comment, edit, and share stories. Interactive ads can be run on Facebook and Instagram, targeting FPT University's 18-40 audience. Two offline photo camps and a separate "Trái Đất ơi" event series can be established
INSTAGRAM	Use a common design framework and post 3 articles at a time to not break the design framework. Combined with Facebook to run ads appearing on both platforms in parallel
OTHERS CHANNEL	
KOL	Invite KOLs to advise the campaign and participate in the campaign through events: Seminars, exhibitions and activities to visit FPT University, ask KOLs to post about the campaign and attend events
WOM	WOM from a team of collaborators recruited in advance, combined with existing relationships at the school to spread information about "Trái Đất ơi" project at FPT University and the FPT University community team - FU HOA LAC, club, the departments, partners, sponsors,...
CSR	The company collaborated with recycling partners to organize a program promoting recycling of glass plastic bottles, offering a 30% discount on products, and donating sales revenue to Thien An Shelter and security guards
EARNED MEDIA	Send invitations via offline and online forms to departments, press parties, teachers, and friends at school to create effective earned media activities

Table 5: Tactics of the project

2.6. Communication Roadmap

PHASE	DETAILS	ACTIVITIES
1(4/2023 - 8/2023)	Learn and research environmental health knowledge, provide direction for communication campaigns	Research on environmental protection and environmental health - Come up with ideas, make preliminary plans and find sponsors for the campaign
2(9/2023 - 10/2023)	Deliver basic information about Environmental Health and promote "Trái Đất ơi" project on online channels, recruit collaborators for the project	Run online communication on Social channels Use Short comics with comics on Facebook Communicate basic knowledge about Environmental Health on Instagram - Combine with KOLs to increase project efficiency Recruit collaborators for the project
3(10/2023 - 12/2023)	Covering "Trái Đất ơi" project at FPT University Hanoi in an offline channel, organizing a series of "Trái Đất ơi" events	Run a series of "Trái Đất ơi" events including Seminars, Exhibitions, hanging banners, standees, electronic and physical posters, using mascots to participate in school events - Combine WOM, Earned Media and CSR forms in parallel

Table 6: Communication roadmap of the project

2.7. Budget allocation

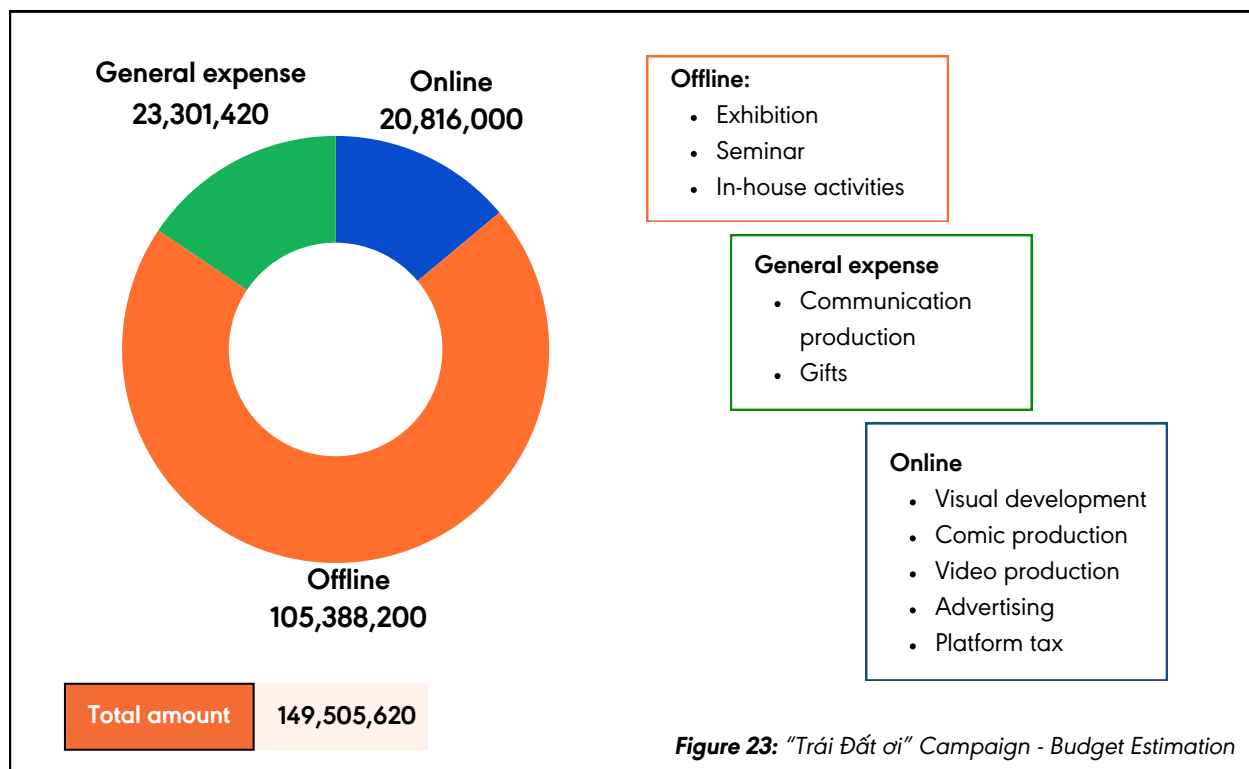


Figure 38: Budget allocation of the project

2.8. Sponsors



Figure 39: Sponsors allocation of the project

The team has planned to seek funding of 95,000,000VNĐ (with 20,000,000VNĐ coordinated by the Corporate Relations Department, 75,000,000VNĐ in the sponsorship proposal) from various entities and has sent the sponsorship proposal to over 30 collaborating organizations, including: Vietnam Environmental Protection Fund (vepf.vn), WWF, LG Foundation, Samsung, Hyundai Bac Ninh, French, Belgian, and British embassies, USAID, Au4skills, VN Gas Corporation, Eurowindows, Thousand Years Vietnamese Pottery, FPT Long Chau, Cong Caphe, FPT University Hanoi, Vietnam-Germany Friendship Association, Hoang Binh Giang Trading Co., RCEE - NIRAS Joint Stock Company, Hoa Linh Pharmaceutical Limited Company, Hoa Binh Construction Group, and CENRE.



2.9. Risks management allocation

STT	RISKS PREDICTION	DESCRIBE	RISKS SOLUTIONS
PHASE 1: PRE-LAUNCH			
Operational Risk			
1	Insufficient funding	Failing to apply for sponsorship or encountering disagreements when cooperating with sponsors	<ul style="list-style-type: none"> Project members use personal finances to contribute capital to develop and maintain the project. Find new sources of funding, ensuring that the project does not rely on just one source of funding Invest time and build good relationships with other potential sponsors Collaborate with relevant organizations, teams or individuals and share common goals to enhance your ability to apply for funding
2	Unable to clearly define goals	Team members are still vague about the goals and outcomes of the campaign	Team members meet to make specific plans for The team's direction, setting specific goals that The team needs to achieve

NO.	RISKS PREDICTION	DESCRIBE	RISKS SOLUTIONS
PHASE 2: EXECUTION			
Operational Risk			
3	Slow progress	Team members do not follow the work schedule and the project progress is slow	<ul style="list-style-type: none"> Before starting the project, discuss and clearly define the goals, plans and content that need to be approved with the project owner.- Determine specific work schedules and milestones during project implementation. Instead of just waiting for final approval, propose drafts, intermediate versions or ongoing work processes for the project owner to approve.- Research carefully and complete all content early to send back to the reviewer Work carefully to avoid disagreements and arguments to help improve the productivity and potential of the project
4	Bad product quality	The product has not been properly adjusted and received many negative comments when the post was published	Members meet to find ways to improve the product, change the elements and drawings of the product
Reputational Risk			
5	Negative reaction from the public	Encountering opposition and negative reactions from some people or groups with traditional or prejudiced views on the subject	<ul style="list-style-type: none"> For objectionable comments, the admin will explain and discuss with each other. Delete comments that are not constructive, rude or advertising
Strategic Risk			
6	Readers cannot grasp the information conveyed	The content is rambling, the posts have no specific direction or plan for each stage	<ul style="list-style-type: none"> Explain and convey by responding to comments to readers who do not yet understand. Comment summarizes the main idea that the article wants to aim for
7	Exhibitions and seminars have not received much attention and have few participants	The number of participants did not reach the plan set by The team	<ul style="list-style-type: none"> Research and define target audience. Clearly identify the audience your talk show and seminar is aimed at Strongly promote, increase promotional and marketing activities to attract attention from the audience Use social media channels, email marketing, online and offline communications to announce talk shows and seminars Create engaging content, engaging images and videos, and share information on relevant forums, groups, and communities Consider offering attractive rewards or incentives to encourage participation
8	Low interactions rate	When posted, the article did not receive many interactions due to the content's limited readership and social network policies	<ul style="list-style-type: none"> Run ads Create engagement by asking for opinions, asking questions or creating polls Seeding through articles of pages with related content Use social networks and other communication channels to create interaction and attract readers Share links to the page's content on popular social networks, participate in relevant groups and communities to generate interest and engagement

Table 7: Risk management allocation of the project

3. OFFLINE COMMUNICATION CHANNEL ACTIVITIES PLANNING

3.1. Seminar

Overview

The seminar event serves as an event to convey key professional knowledge of the project, summarizing all project activities with the purpose of conveying knowledge and raising awareness. This is also the time to introduce and honor guests and project stakeholders after conducting the media campaign.

Objectives

- Convey key knowledge on the topic of Environmental Health
- Gain sympathy from the public and become the hallmark of the campaign
- Answer students' questions about the topic
- Affirm the messages given, raise awareness about the topic

Assessments

"Trái Đất Oi!" is a seminar program that conveys information and knowledge on the topic "Environmental Health", and at the same time updates the current state of the environment for FPT University students, helping to inspire students to care and seek understand, aiming to raise awareness of the close relationship between environmental health and human health. The program has the participation of speakers with high reputation and expertise in the industry, especially with great enthusiasm and deep experience in the field of Environmental Health.

Target audience



FPT University
students and lecturers



Guests



Representatives of relevant
parties (stakeholders)

Venue: Gamma 5th floor

- Reason: The only hall is located on the 5th floor of the Gamma building, so the organizing team combined with the exhibition, creating a journey for participants to experience information: causes, current situation, solutions and ending with solutions at the Earth Conference.

Media & Communication plan

- Livestream the entire program on Fanpage "Trái Đất ơi"
 - Spread images of the project in general and the Workshop in particular
- => Attract the participation, live updates during the seminar and promote images of the project

Organizing committee

Team members have the role of developing ideas, designing exhibition items, finding exhibition space construction units, managing logistics stages and ensuring satisfaction when experiencing experience for the participants.

The Organizing Committee of the seminar event includes:

- Organizing team
- FPT University Hanoi Business Relations Department

The "Trái Đất Oi" seminar will be organized with the concept of a talkshow. The subject of environmental health will be introduced to the public for the first time. The speaker will share the expert's side of opinion on the issues while the guest share personal experience involving the field of environment. To summarize the subject, the speaker and the guest will share their points of view in a open dialogue to give the audience an objective and detailed view on the subject. The concept of the seminar is to provide an informative and engaging platform for knowledge-sharing and discussions on the subject. The seminar aims to bring together experts, researchers, and community members to explore the various aspects of environmental health, including pollution, climate change, and sustainable practices. Through keynote speeches, panel discussions, and interactive seminars, the seminar will delve into the challenges and solutions related to environmental health.

Figure 37: Seminar planning

Communication Plan

NO.	CONTENTS	FORMAT	CHANNEL	PIC
Pre-seminar (20/10 - 8/11)				
1	Send invitation letters with information about the exhibition to school BODs; teachers in the faculties of MC, BA, CF, GD	Invitation cards	Direct/Email	Đào Quốc Việt
2	Offline communication in classes, calling for participation in seminars - WOM	Direct	Direct	All
3	Post a post announcing guests about the seminar on the "Trái đất ơi" page	Facebook post	Page Facebook "Trái Đất Ơi"	Nguyễn Hương Huyền
4	Place signage, banners, posters announcing ongoing events	Direct	Gamma building	All
Seminar day (09/11)				
6	Set the project's flag, mascot to appear at International Day	Direct	Direct	All
7	Order project standees + gifts at Hebe Club's booth	Direct	Direct	All
Post seminar (10/11 - 20/11)				
8	Post a seminar recap article	Facebook post	Page Facebook "Trái Đất Ơi"	Nguyễn Hương Huyền
9	Post a seminar recap video	Facebook post	Page Facebook "Trái Đất Ơi"	Nguyễn Hương Huyền
10	Send thanks to guests and representatives of relevant parties	Direct/Email	Direct/Online	All

Table 8: Communication plan of the seminar

Risk management allocation

CATEGORY	DESCRIPTION	SOLUTION
MC changing	The MC had problems about health and couldn't attend	Find some backup MCs from Monstage, speed up script review time
Guests cannot attend	Guests are busy and cannot attend	Confirm and notify guests of the schedule 1 week in advance, 3 days before the event, confirm with guests again, and notify the schedule 1 day before the event
Change the path	Because of the International Day event, the 30m route is blocked	Provide specific directions for all guests and instruct security guards to arrive at the time of guests' arrival and give directions
Q&A is not interactive	The topic is dry so it receives few questions	Ask questions in advance for attendees
Few people attended	In the last week of the semester, students often stay in class to review lessons or give final presentations	In the morning and afternoon, use offline communication under the International day event and go to classes to invite more students to attend
Network connection is not guaranteed	Network connection is not stable for livestreaming	Contact the technical department to connect the lan network to carefully prepare for the livestream
Uneffective logistics, affecting the program	The logistics of the stage running and mic running event were slow, affecting the program timeline	Allow logistics to pre-drill with the venue so the event can run smoothly, increasing the number of logistics to keep up with the event timeline

Table 9: Risk management allocation of the seminar

Participants

NO.	PARTICIPANTS	GUEST
1	Conference delegates	Mrs. Trịnh Minh Trang, Mr. Phạm Bình Chương & Mrs. Phạm Hoàng Kim, Mrs. Nghiêm Hằng Giang and Nguyễn Thành Việt
2	Business Relations Department	Mr. Nguyễn Trường An và Ms. Khuất Chi Linh
3	Administrative offices	Mrs. Nguyễn Thuý Châm và Ms. Lê Thị Huyền Trang
4	MC Faculty's lecturers	Mrs. Vũ Việt Nga - Mrs. Vũ Thị Tuyết Nhung - Ms. Nguyễn Thị Minh Ngọc - Mr. Chu Đức Trung, Mrs. Lê Lan Phương- Mrs. Kiều Thị Yến
5	Guest	Mrs. Phạm Thanh Hương & Mrs. Phạm Thanh Hằng
6	Student	200 FPTU students

*Table 10: Participants of the seminar***3.2. Exhibition****Overview**

Based on the following factors: organizing venue; Group's resources; Due to the formal nature of the seminar, the exhibition event will be a suitable complementary form. Artistic and popular exhibitions will be the necessary balance for the series of events to take place according to the direction set by The team. The exhibition rebalances the tone & voice of the event series according to the original orientation of being suitable for the student community.

Objectives

- Convey key knowledge on the topic of Environmental Health
- Gain sympathy from the public and become the hallmark of the campaign
- Affirm the messages and campaigns that have been launched, raising awareness about the topic
- Attract attention to the Workshop

Target audience

FPT University students and lecturers



Guests



Representatives of relevant parties (stakeholders)

Assessments

The exhibition on Environmental Health is an event with the purpose of increasing awareness and sharing knowledge about the importance of the environment to human health. This exhibition focuses on presenting scientific information, research and solutions that promote balance between people and the living environment. Through displays, experiments and interactive activities, the exhibition offers a comprehensive look at the effects of environmental pollution and how we can protect our health and the planet. At the same time, the exhibition is also a place for experts, researchers and technology companies to meet, exchange ideas and build cooperative relationships to come up with innovative and sustainable solutions for protection. environment and public health. These works do not directly address the topic of Environmental Health but implicitly carry a message calling for attention to Environmental Health, thereby protecting human health. Combined with recycled models, display objects (photographs of the current state of the environment) as well as handicraft products made from recycled materials. The main subject of the exhibition is Environmental Health

Media & Communication plan

- Livestream the entire program on Fanpage "Trái Đất ơi"
 - Spread images of the project in general and the Workshop in particular
- => Attract the participation, live updates during the seminar and promote images of the project

Organizing committee

Group members have the role of developing ideas, designing exhibition items and participants' experience itineraries, finding exhibition space construction units, and sending invitations to speakers and guests invite, manage logistics and ensure a satisfying experience for participants.

The Organizing Committee of the Exhibition event includes:

- Organizing group
- FPT University Hanoi Business Relations Department

Communication plan

NO.	CONTENTS	FORMAT	CHANNEL	PIC
Pre-exhibition (30 /10 - 6/11)				
1	Send invitations with information about the exhibition to teachers	Invitation	Direct/ Email	Đào Quốc Việt
2	Offline communication at classes, calling for exhibition participation	Direct	Direct	All
3	WOM	Direct	Direct	All
4	Post an announcement about the exhibition on "Trái Đất ơi" Fanpage	Facebook post	Page Facebook "Trái Đất Ơi"	Nguyễn Hương Huyền
Exhibition period (07/11-09/11)				
5	Set the project's flag + mascot to appear at International Day	Direct	Direct	All
6	Order project standees + gifts at Hebe Club's booth	Direct	Direct	All
Post exhibition (10/11-20/11)				
7	Post an article summarizing the exhibition	Facebook post	Fanpage Facebook "Trái Đất Ơi"	Nguyễn Hương Huyền

Table 11: Exhibition plan

Exhibition risk

NO.	RISK	DETAILS	SOLUTIONS
1	Unable to find contractors	Lengthened working procedures, affecting construction time	Enhance the implementation of arising tasks including finding contractors, comparing prices, etc. supporting the Administration department to speed up progress and select contractors who have signed contracts with the school
2	Unable to borrow paintings	The team planned to borrow paintings and prices from the graphics industry but was not approved	Contact outside artists to lend paintings or rent outside painting prices
3	Insufficient funds to pay suppliers	Funds are insufficient to pay event vendors	Communicate clearly with suppliers about the costs of items. Carefully calculate the costs you need to pay and save to be able to pay for the items
4	Products displayed are not as expected	Product printing color is pale, printing quality is not good	Print additional fomex text and change the color of reprinted publications
5	The exhibition content is difficult to understand	Many visitors asked questions about the product	Divide take care into each area, carefully advise about the area's scenario, and guide visitors about the story
6	Not enough manpower	The team has 4 members so it's overloading with work	Get help from teachers, friends, collaborators and have clear headings for each personnel
7	Publication with incorrect content	The design is wrong with the content	Check the content carefully before sending it to the contractor, and handle it urgently if any problems arise
8	Remote location, difficult for visitors to get to	The location is on the 5th floor of the FSchool high school student building, so it is difficult for students to visit	Actively thanks to the support of various forms of media, after the exhibition moved to the Alpha building, students studied and continued to display and archive their works

Table 12: Exhibition risk

Exhibition layout

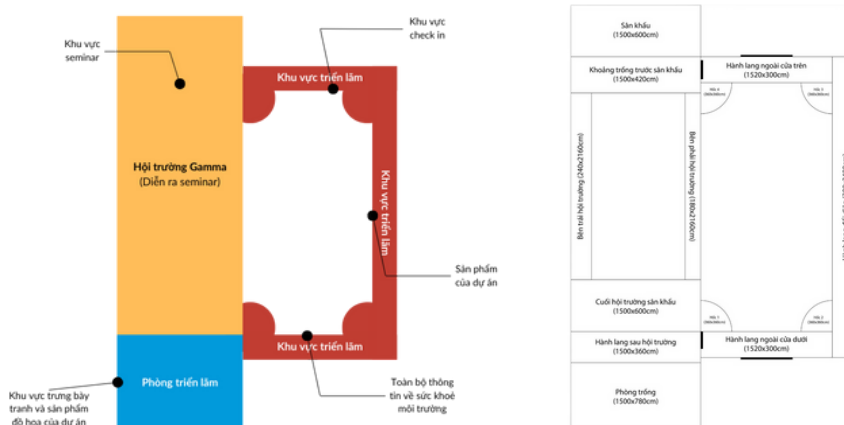


Figure 41 : Exhibition layout

Configuration of each floor

NO.	CATEGORY	DETAILS	QUANTITY	AREA	DESCRIPTION	DEMO
1	Character formex	Earth character formex	1	1st floor stair	Formex	
2		Water character formex	1	2nd floor stair		
3		Wind character formex	1	3rd floor stair		
4		ECoz character formex	1	4th floor stair		
5	Stair hall poster	Environmental message poster	3	1st floor stair	Cellophane	
6	Check in zone	3 piece wall infographic	1	5th floor hall	Formex fortified with wood	
7	Information box	Information box sets of 3	3	5th floor corridor	3 formex boxes	
8	Infographic board	Wall infographic	1	Backdoor corridor	Formex fortified with wood	
9	Vertical banner	Vertical banner	4	5th floor pillars	Hiflex canvas	
11	CTA boxes	Formex boxes with message sign	3	Front door corridor	Box + formex	
12	Jigsaw board	Jigsaw board, forming a whole picture of environmental message	1	Front door corridor	Formex	
13	Banners hang on floors	Vertical banner	8	Wall gaps	Hiflex canvas	
14	Big comic	Large printed story pages create the shape of a book 2m2 high x 1m7 wide	1	Small space on the 5th floor facing the venue	Formex + Hard paper	
15	Ảnh treo	The photo hangs high, with a tassel hanging down box: 30x30x30 wire: 2m	1	Small space on the 5th floor facing the venue	Jute rope and photo paper	

Table 13: Exhibition configurator

3.3. In-house activities

Overview

For in-house communication activities including building banners; standees; poster, the team designs, prints and constructs at the proposed locations: hangs banners at Alpha, Beta, Delta, Gamma buildings; Place standees at Sao Viet restaurant and lobby of Alpha, Beta and Delta buildings.

- Construction time for items: From October 29 - October 30

Use mascot images

To be able to use Trái Đất ơi mascot effectively, The team uses a combination of support tools including handheld hashtags with the following contents: QR codes leading to the page, "Environmental Health"; "Trái Đất Ơi", "Hug me!"

- Time to carry out mascot use activities: October 25
- The team used containers bearing the project's brand image to interact with students, give candy, and take photos with them

Participate in University events

Suitable events taking place at FPT University between October 20 and November 7 to use the mascot and communicate the project's brand identity:

- October 25: Ceremony to honor SU23 semester
- October 26: Melody Club Showoff
- October 26: Interview day for Hebe Club recruitment
- October 31: Halloween Haunted Fes
- November 8: FSchool's First Tech Challenge

Comic

In addition to online publishing, The team also prints a number of hardcover comic books used for display purposes and to support offline communication activities

Hug the Mascot

The team used the hand-held hashtag "Hug me!" to call on students to interact with the mascot by hugging or other forms. In addition, The team encourages you to try on the mascot and take photos

Offline communication in class

To prepare for classroom activities to introduce projects and events in classrooms, the Team has prepared a list of classes by room in the Alpha and Delta buildings (appendix)

Lead a group of FPT students to visit VTV

On October 27, FPT University has a student delegation to attend the program Ai La Trieu Phu, the project will use mascots to lead the delegation at Vietnam Television

The concept of the in-house marketing strategy for the environmental health communication campaign is to utilize various visual mediums, such as banners, standees, posters, and other promotional materials, to effectively raise awareness about the subject. These marketing materials will be strategically placed within the organization's premises, including common areas, hallways, and entrances, to capture the attention of employees, visitors, and stakeholders.

The design and content of the marketing materials will be focused on conveying key messages about environmental health, emphasizing the importance of sustainable practices, and encouraging individual actions. Eye-catching visuals, informative infographics, and compelling taglines will be used to engage the target audience and motivate them to learn more and actively participate in the campaign. Through this in-house marketing strategy, the organization aims to create a visually impactful and cohesive brand presence that reinforces the message of environmental health and inspires positive change.

4. ONLINE COMMUNICATION CHANNEL ACTIVITIES PLANNING

4.1. Facebook

Overview

Facebook is The team's main communication channel, attracting a diverse target audience and providing targeted advertising features. Multimedia integration and use of Meta Business Suite provide optimal efficiency, helping the team achieve interactive efficiency and achieve promotional goals. Using Facebook to help link groups and interact with the school's page helps increase communication effectiveness.

Story drawing

Applying Transmedia Storyworld Storytelling theory, the comic content line creates 4 characters including the 3 elements Earth, Water, Wind and the environmental monitoring satellite ECoZ. The three elements selected are the three main elements that make up Environmental Health. Besides, protecting the surrounding environment is an object that is responsible for observing everything, including the environment and people above, acting as an architectural character and rewriting the story. The four characters along with the subject Earth will create a fantasy world where the elements live with humans and also have the same health problems as humans.

KPI

 **3** / week
posts

Total: 42 posts in 14 weeks

NO.	RISK	DESCRIPTION	MITIGATION
1	Unattractive content	Content is not in line with public demand. The dialogue is bland and does not engage viewers	Consider changing the content to meet the needs of readers. This can be done by conducting market research to understand reader demand, identifying the target audience of the content, using language that is appropriate for the target audience, and creating content that is engaging and captivating
2	Timeline of posting is not appropriate	The timeline of posting is too thin or too thick in a period of time, making it difficult for viewers to focus on the main content line	Develop a clear and concise content strategy. This involves determining the goals of the content strategy, identifying the main content lines, and building a posting schedule that is appropriate for each content line
3	The product schedule is not on schedule	The product takes longer to complete than the timeline of posting	Change the timeline of posting and speed up the product completion process. This can be done by reviewing the time required to complete the product, rearranging work schedules to speed up progress, or increasing manpower or outsourcing to complete the product
4	The product quality does not meet the needs of the audience	Product quality is poor and not polished	Immediately improve product quality and rebuild posting time to focus on improving product. This can be done by rechecking product quality, identifying and correcting errors, requesting employees to complete the product, or posting the product after it has been improved in quality

Table 14: Facebook channel risk management

Content route

NO.	CATEGORY	CONTENT
1	Comic	3 storylines divided into 3 chapters: Concepts, Impact of Environmental Health on Human Health, Environmental Protection Solutions. Each line is a unified storyline, forming a continuous comic book
2	Trái Đất ơi on FPT University	"Trái Đất ơi" offline communications for classes, visiting events, a day photo shoot at FPT University, etc.
3	"Trái Đất ơi" event series camp	Communication before, during, and after the event

*Table 15: Facebook content route channel***Advertising strategy**

Set target group 18-40 years old at FPT University with a radius of 5km. Set of 2 engagement camps Comic and "Trái Đất ơi" at FPTU with a group budget of 50,000 VND/post. Whichever post is interactive will be allocated a lot of money by Facebook and tracked for 2-3 days of interaction then turned off for Facebook to allocate more other articles. With the event series camp "Trái Đất ơi", set up a separate camp to attract event interest with a budget of 100,000 VND, turn off after the event.

4.2. Instagram**Overview**

With its focus on images, Instagram helps communicate powerfully about the state of the environment. The content of the Instagram post directly targets the impact of environmental health on human health and the current situation, aiming to strike at the fear of viewers, thereby also giving a positive message about health effective environmental health.

Story canvas

Link to Facebook with the built character set, use the characters as the subject image when giving information about the elements of Earth, Water, Air, optimize the communication of information on Instagram

KPI



2 / week
posts

Total: 28 posts in 14 weeks

NO.	RISK	DESCRIPTION	MITIGATION
1	Slow progress	Not meeting the posting schedule	Enlist the help of collaborators to support the Instagram platform with pre-designed designs
2	Poor layout	Poor image design, Instagram feed is not visually appealing	Simplify the design, design 3 templates and post them in a row, post 3 posts at a time

Table 16: Instagram channel risk management

Content route

NO.	PHASE	MAIN CONTENT	ENGLISH TRANSLATION
1	Concept	Concepts of Environmental Health	The concept of Environmental Health, its elements
2	Reality	Impacts on rivers, air, light, etc.	The impact of environmental pollution on rivers, air, light, etc.
3	Causes	Natural and human causes	Natural and human causes of environmental pollution
4	Indicators	Balanced and imbalanced indicators	Balanced and imbalanced indicators of environmental pollution
5	Impacts of environmental health on human health	Skin diseases, urinary diseases, respiratory diseases	The impact of environmental pollution on human health, such as skin diseases, urinary diseases, and respiratory diseases
6	Solutions	Tips for living green, enjoying nature	Tips for living green, enjoying nature
7	Possible measures	Possible measures	Possible measures to protect the environment

Table 17: Instagram content route channel

5. OTHER COMMUNICATION CHANNEL ACTIVITIES PLANNING

5.1. KOL

The team planned to invite Miss Ngoc Han as a guest speaker for the project. She is a respected individual with knowledge about society, business, and the environment. As the External Affairs Director of Dong Nai Plastic Joint Stock Company, she can enhance the project's credibility and act as a key opinion leader. Other KOLs: Mr. Hoàng Nam Tiến, Mr. Đinh Tiến Dũng

Taking advantage of the pre-existing relationship, staff member Dao Quoc Viet contacted via email to send detailed information about the project and an official cooperation proposal to Mrs. Ngoc Han. If the invitation is accepted, the Team will carry out the work of determining the time of the event, guest benefits, and sharing scripts and seminar scripts.

5.2. Earned Media

Official newspapers

The team plans to invite personnel from two mainstream, reputable and reputable electronic newspapers, VTV.vn and VOV.vn, to write articles and report on the Conference event on November 9

Other FPT University campuses

The project's media products may appear at other FPT University campuses, including Can Tho, Da Nang, Quy Nhon, and Ho Chi Minh City, as well as at Greenwich Hanoi and Swinburne Hanoi universities

5.3. WOM

Seeding club in groups

- Team member Ho Minh Quan will contact the Head of Communications of the Soleil Crew dance crew and send information about the post-introduction of the project. The club posts information about the project on its internal information channel and Fanpage.
- Team member Nguyen Huong Huyen will contact the Head of Communications of Hebe Dance Club to post information about the project in her Facebook group.

Friends and people post pictures/information about the project on Facebook/Instagram Story

The activity of introducing the project and calling for participation in the event in classrooms with the "Trái Đất Oi" mascot creates a word-of-mouth effect when students share images and information about the project with each other using the Facebook page.

Invitation posted

Some relatives and friends of the project posted invitations on their personal Facebook/Instagram stories. This creates discussion and discussion in the community.

5.4. CSR

Besides activities to raise awareness about environmental health and resource issues, the project also carries out social activities to build efficiency and create value for the community.

Lọ Lamp

Lo Lamp is a commercial project founded by FPT University student Cao Minh Ngoc, selling handicraft products such as table lamps, cups, plant pots,... made from glass bottles. The products are highly aesthetic, unique and meaningful. Combining the activity of exchanging plastic bottles for plant pots can reinforce the project's message calling for environmental health protection. At the same time, this is also a creative form for the project to carry out CSR work.

Thiên Ân Shelter

Thien An Shelter is a child protection facility operates under the patron of Phu Huu Parish, specializing in sheltering orphaned children. The facility operates based on the parish's charity fund and donations from benefactors. In the post-event phase of the project, The team plans to use mascots to visit and interact with children with special circumstances at Thien n shelter, Thach That, Hanoi. This activity is meant to build the brand and image of the project, while helping difficult situations and creating value for society.

D. PRE-PRODUCTION

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1. OVERVIEW

From the set plan, the team has prepared a brand identity, divided personnel in charge of each offline item such as applying for organizational licenses, invitations, working with third parties, etc. online in terms of design personnel, content and other forms such as working with KOLs, CSR organizations, contacting WOM coverage clubs and asking the press to publish articles from Earned Media to advertise the event.

2. BRAND IDENTITY

2.1. Key visual



Figure 42: Key visual of the project

Dominant Color: Use the Earth's colors to depict the event's visuals, which should be a harmonic blend of lush green and sea blue

Color Palette: The project's deliverables include a color palette derived from Earth's inherent elements, combined with lively hues to suggest a youthful and relatable environment, effectively engaging with the target audience, primarily the FPT University student population.

#15B259

Green represents life and vitality. It symbolizes the close relationship between the Earth's well-being and that of people.

#3A5DAB

Oceanic blue symbolizes Earth's protection of human life from environmental influences, emphasizing the importance of sustainable ecosystem preservation.

#F36C36

The project's satellite, symbolizing environmental awareness, is adorned with orange, a color commonly associated with FPT University students.

Concept: The idea is centered on a comic book story, which strongly aligns with the main premise throughout online communication across several mediums

Slogan: “Trái Đất ơi! Bạn khỏe không?”

Tone & mood: The tone is young, exuding relatability and warmth

2.2. Brand identity



Figure 43: Online brand identity

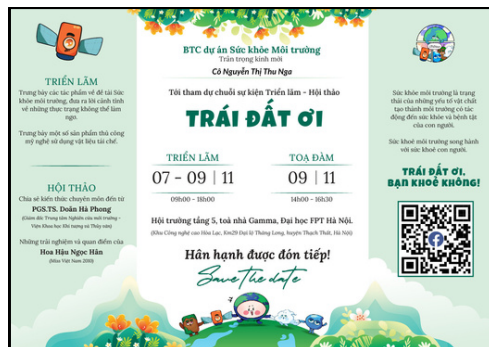


Figure 46: Online brand identity



Figure 44: Organizing committee uniform



Figure 45: Organization committee card



Figure 47: Project's flag



Figure 48: Comic book

3. SPONSORSHIP

Overview

The group planned to apply for a grant of 95,000,000 VND (with 20,000,000 VND coordinated by the Corporate Relations Department, 75,000,000 VND in the sponsorship application letter) from different units and send the sponsorship application to More than 30 collaborating units include: Vietnam Environmental Protection Fund (vepf.vn), WWF, LG Foundation, Samsung, Hyundai Bac Ninh, Embassies of France, Belgium, UK, USAID, Au4skills, Group Vietnam Oil and Gas, Eurowindows, Thousand Years of Vietnamese Ceramics, FPT Long Chau, Cong cafe, FPT University Hanoi, Duc Viet Friendship Association, Hoang Binh Giang Trading Company Limited, RCEE - NIRAS Joint Stock Company, company Hoa Linh Pharmaceutical Co., Ltd., Hoa Binh Group, Center for Environmental Research, Institute of Hydrometeorology and Climate Change., FPT University Hanoi, Duc Viet Friendship Association, Hoang Binh Giang Trading Company Limited, RCEE - NIRAS Joint Stock Company, company Hoa Linh Pharmaceutical Co., Ltd., Hoa Binh Group, Center for Environmental Research, Institute of Hydrometeorology and Climate Change.

The group has received support and help from FPT University Hanoi and collaborating units with a sponsorship of nearly 180,000,000 VND.

Overview

NO.	ORGANIZATION	DONATION LEVEL	DONATION	IN-KIND DONATION
1	FPT University Hanoi	Diamond	80,000,000 VND	Cash
2	Hoàng Binh Giang Trading Company Limited	Diamond	20,000,000 VND	Cash
3	Hoa Linh Pharmaceutical Company Limited	Gold	15,000,000 VND	Cash and artifacts
4	Environmental Research Center, Institute of Meteorology, Hydrology and Climate Change	Gold	10,000,000 VND	Cash
5	RCEE - NIRAS Joint Stock Company	Gold	5,000,000 VND	Cash
6	Vietnam-Germany Friendship Association	Gold	5,000,000 VND	Cash
7	Hoà Binh Group	Gold	5,000,000 VND	25 sets of ceramic cups
8	Voice of Vietnam	Gold	Media support	
9	Vietnam Television	Gold	Media support	
10	Instructors and family members of project members	Gold	Project support	

Table 18: Sponsorship list

4. OFFLINE COMMUNICATION CHANNEL ACTIVITIES PRE-PRODUCTION

4.1. Seminar pre-production

Document task-list

NO.	CATEGORY	TIME	PIC
1	Write an open letter proposing to organize a seminar	07/10/2023	Nguyễn Hương Huyền
2	Write a letter asking the Alumni department to support the organization	07/10/2023	Nguyễn Hương Huyền
3	Conference event planning	10/10/2023	Đào Quốc Việt
4	Receive feedback and adjust seminar plan proposals	11/10/2023	Nguyễn Hương Huyền, Phạm Nguyễn Lê Huy, Hồ Minh Quân
5	Get feedback from the QA department and adjust the exhibition proposal	01/11/2023	Nguyễn Hương Huyền
6	Change and adjust seminar items as suggested by the supplier	01/11/2023	Hồ Minh Quân
7	Explain the exhibition's pricing quotations and budget estimations	03/11/2023	Hồ Minh Quân, Nguyễn Hương Huyền
8	Prepare seminar press releases	09/11/2023	Nguyễn Hương Huyền

Table 19: Seminar's document task list

Human resource

NO.	CATEGORY	ACTIVITIES	PIC
Before Event			
1	Design	Poster launching/Theme design	Đỗ Phương Linh Chi Hồ Minh Quân
		Online media publications	
		Led screen (Standby led screen/Q&A led screen)	
2	Technical	Order sound, mic...	Hồ Minh Quân
		Prepare ringback music before and after the show ends (gently...)	
		LED screen testing	
3	Communications	Email departments for communication assistance and to upload media stories	Business Relations Department
		Sending email to students	Business Relations Department
		Daily communication articles based on the communication plan	Nguyễn Hương Huyền
		Photography books	QHDN
4	Contents	MC contacting	QHDN
		Make a script for MC	Hồ Minh Quân
		Test the script with MC and Technician	Hồ Minh Quân

NO.	CATEGORY	ACTIVITIES	PIC
5	Logistics	Print the script	Đào Quốc Việt
		Book the hall area	Business Relations Department
		Book contractor schedule (sound, lighting)	Business Relations Department
		Stage setup (400 seats)	Phạm Nguyễn Lê Huy
		Buy flowers for the speaker	Đào Quốc Việt
		Setup backdrop check in area 3.5*2m/QR Code	Hồ Minh Quân
		Welcoming and taking care of speakers and guests	Nguyễn Hương Huyền Đào Quốc Việt
During Event			
1	Technical	Turn on ringback music/standby screen LED	Hồ Minh Quân
2	Communications	Upload event photos, seed groups	Nguyễn Hương Huyền
		Seeding group	
		Take screenshots, camera angles of speakers and students	
3	Logistics	Stage coordination, stage mic operation, support MC, Speaker	Phạm Nguyễn Lê Huy
		Coordinate the audience, run the audience mic, and hand out student gifts	Đào Quốc Việt
After Event			
1	Designing	Design publications after the program ends	Hồ Minh Quân
2	Communications	Post a summary of the program	Nguyễn Hương Huyền
3	Logistics	Payment, Transfer of expenses, making contracts for speakers	Business Relations Department
		Statistics on the number of students participating in the program	Phạm Nguyễn Lê Huy
		Send thank you emails and feedback	Đào Quốc Việt

Table 20: Seminar’s human resource

Work with third parties

NO.	ACTIVITY	CONTRACTOR	PIC
1	Audio contractor	Golden Time Events LLC	Business Relations Department
2	Welcoming performance	Soleil Crew	Hồ Minh Quân
3	MC	Nguyễn Oanh Oanh - Monstage Club	Hồ Minh Quân
4	Livestream service	SevenT LLC	Hồ Minh Quân
5	Media	DunDun Media	Business Relations Department

Table 21: Seminar's third parties

Guest invitation

NO.	GUEST	POSITION
1	Mr. Hoàng Nam Tiến	Vice President of FPT Education
2	Mr. Nguyễn Khắc Thành	FPT University Headmaster
3	Mr. Tạ Ngọc Cầu	FPT University Headmaster
4	Mrs. Nguyễn Kim Ánh	Vice Principal of FPT University
5	Mr. Phan Trường Lâm	Head of the Education Technology Department at FPT Education and also Head of the University Training Department at FPT University Hanoi
6	Mrs. Nguyễn Thu Nga	Head of HO PR Department - FPTU
7	Academic Administration Department	
8	FUG	
9	Programme Development Department	
10	IC-PDP	
11	Students Relation Organization	
12	Mr. Trịnh Trọng Hùng	Head of the BA Faculty
13	Mr. Bùi Ngọc Anh	Head of the CF Faculty
14	Mr. Đồng Mạnh Hùng	Chief Editor Assistant - VOV
15	Mrs. Nguyễn Thúy Hoa	Head of International Cooperation Department - VOV
16	Mr. Phạm Bình Dương	Head of MC Faculty
17	Mrs. Nguyễn Thị Huệ	MC lecturer
18	Mrs. Vũ Thị Tuyết Nhung	MC lecturer
19	Mr. Phạm Quốc Thắng	MC lecturer
20	Ms. Vũ Hoàng Oanh	MC lecturer
21	Mr. Đỗ Hoàng Anh	MC lecturer
22	Ms. Nguyễn Thị Minh Ngọc	MC lecturer
23	Mrs. Lê Lan Ngọc	MC lecturer
24	Mrs. Lê Lan Phương	MC lecturer
25	Mr. Chu Đức Trung	MC lecturer
26	Mrs. Trịnh Thị Hà	Programme Development Department Personnel
27	Mr. Nguyễn Phi Hùng	BA lecturer
28	Mrs. Đỗ Thị Thu Nga	CF lecturer
29	Mrs. Bùi Thị Thùy	CF lecturer
30	Mrs. Khuất Thị Hoa	SS Faculty lecturer
31	Mrs. Đặng Thị Vân	English Faculty lecturer
32	CF Faculty lecturers	CF Faculty and Administration Department FPT University Cần Thơ
33	SS Faculty lecturer	SS Faculty and Administration Department FPT University Cần Thơ
34	English Faculty lecturer	English Faculty FPT University HN

NO.	GUEST	POSITION
35	BA Faculty lecturer	BA Faculty FPT University HN
36	Greenwich University Hanoi lecturers	Greenwich University HN
37	Swinburne HN lecturers	Swinburne HN
38	FPTU HCM lecturers	MC Faculty and Administration Department FPT University HCM
39	FPTU Cần Thơ lecturers	MC Faculty and Administration Department FPT University Cần Thơ
40	Mr. Nguyễn Gia Trí Head of Education Deputy, FPT Quy Nhơn lecturers	BA Faculty and Administration Department FPT University Quy Nhơn
41	FPTU Đà Nẵng lecturers	BA Faculty and Administration Department FPT University
42	Mrs. Phạm Hoàng Kim	Cọ Xinh Arts Center President
43	Artist Phạm Bình Chương	Artist
44	PhD. Trịnh Minh Trang	Vietnam National Academy of Music lecturer

Table 22: Seminar's Guest list

Guest invitation task list

NO	CATEGORIES	THỜI GIAN	PIC
1	Listing guest invitations	03/11/2023	Nguyễn Hương Huyền
2	Sending invitations to guests	04/11 - 06/11/2023	Đào Quốc Việt
3	Meet and send thank you gifts and send thank you letters to guests, partners, sponsors, and departments	10/11 - 20/11/2023	Nguyễn Hương Huyền

Table 23: Seminar's Guest invitation task list

Design & edit task list

STT	CATEGORIES	THỜI GIAN	PIC
1	Designing key visual	03/11/2023	Outsource (Nguyễn Phương Thảo)
2	Design invitation letters	03/11/2023	Outsource (Nguyễn Phương Thảo)
3	Designing event slide show	07/11/2023	Đỗ Phương Linh Chi
4	Event recap video editing	10/11/2023	Hồ Minh Quân
5	Post-event photo editing	10/11 - 13/11/2023	Outsource (Phạm Hồng Lương, Nguyễn Khánh Linh)

Table 24: Seminar's Guest invitation task list

4.2. Exhibition pre-production

Document task-list

NO.	CATEGORY	TIME	PIC
1	Write an open letter proposing to organize an exhibition	09/10/2023	Nguyễn Hương Huyền
2	Write a letter asking the QA department to support the venue	25/10/2023	Nguyễn Hương Huyền
3	Send a letter to reserve facilities for the exhibition	25/10 - 9/11/2023	Nguyễn Hương Huyền
4	Getting quotations from suppliers	31/10/2023	Nguyễn Hương Huyền, Phạm Nguyễn Lê Huy, Hồ Minh Quân
5	Getting feedback from the QA department and adjust the exhibition proposal	01/11/2023	Nguyễn Hương Huyền
6	Change and adjust exhibition items as suggested by suppliers	01/11/2023	Hồ Minh Quân
7	Change the design and size of exhibition items as suggested by the supplier	01/11/2023	Hồ Minh Quân
8	Compare quotations between suppliers	03/11/2023	Nguyễn Hương Huyền, Hồ Minh Quân
9	Find the exhibition location on the 4th floor of Alpha building	03/11/2023	Hồ Minh Quân
10	Explain price quotes and budget estimates for the exhibition	03/11/2023	Hồ Minh Quân, Nguyễn Hương Huyền
11	Prepare press releases for the exhibition	09/11/2023	Nguyễn Hương Huyền

Table 25: Exhibition's document task list

Human resource

NO.	CATEGORIES	THỜI GIAN	PIC
1	Coordinate personnel to get materials for the exhibition	01/11/2023	Hồ Minh Quân
2	Supervision of exhibition construction	06/11/2023	Hồ Minh Quân
3	Arrange the location of construction items	06/11/2023	Nguyễn Hương Huyền
4	Arrange the position of the works	06/11/2023	Nguyễn Hương Huyền
5	Moving works for exhibition	06/11/2023	Phạm Nguyễn Lê Huy, Đào Quốc Việt
6	Media images for the exhibition	07/11 - 09/11/2023	Nguyễn Hương Huyền
7	Supervision and security for the exhibition	07/11 - 09/11/2023	All
8	Return facilities to the school after completing the event	10/11/2023	All
9	Supervise exhibition construction after changing exhibition location	13/11/2023	Hồ Minh Quân

Table 26: Exhibition's human resource

Logistics

NO.	CATEGORY	TIME	PIC
1	Prepare media publications (standees, banners, posters)	23/10 - 03/11/2023	Đào Quốc Việt
2	Check out the event facilities	15/09 - 25/10/2023	Hồ Minh Quân
3	Create a portfolio for the event	24/10/2023	Hồ Minh Quân
4	Contact suppliers for exhibition items	03/11 - 04/11/2023	Hồ Minh Quân
5	Prepare and execute exhibition event items	06/11/2023	Hồ Minh Quân
6	Construction supervision	06/11/2023	Hồ Minh Quân
7	Move exhibition items to Alpha building	10/11/2023	Hồ Minh Quân
8	Supervise construction after moving the exhibition location	10/11 - 13/11/2023	Hồ Minh Quân

*Table 27: Exhibition's logistic***Work with contractor**

NO.	CATEGORY	TIME	SUPPLIERS	PIC
1	Contact supplier	31/10 - 03/11/2023	Advertising and Trading Joint Stock Company Thái Bình Dương	Nguyễn Hương Huyền, Phạm Nguyễn Lê Huy, Hồ Minh Quân
2	Supplier choosing	04/11/2023		Nguyễn Hương Huyền
3	Review, edit, and change plans to suit the exhibition items	04/11/2023		Hồ Minh Quân
4	Finalize the exhibition plan and budget estimate	04/11/2023		Hồ Minh Quân
5	Prepare and execute exhibition event items	06/11/2023		Hồ Minh Quân
6	Construction supervision	06/11/2023		Hồ Minh Quân
7	Contact to rent paintings stand	6/11/2023	Industrial arts College	QA

*Table 28: Exhibition's contractor work list***Work with stakeholder**

NO.	CATEGORY	TIME	PIC
1	Prepare media publications (standees, banners, posters)	07/11/2023	Đào Quốc Việt
2	Table booking support from the school	07/11/2023	Nguyễn Hương Huyền
3	Support for borrowing power cords from the school	07/11/2023	Phạm Nguyễn Lê Huy
4	Support during the exhibition	07/11 - 09/11/2023	Đào Quốc Việt

Table 29: Exhibition's stakeholder work list

Design task list

NO.	CATEGORY	TIME	PIC
1	Create a key visual set for the event	25/10 - 03/11/2023	Nguyễn Hương Huyền
2	Design an open letter and invitation for event cooperation	10/10/2023	Nguyễn Hương Huyền
3	Design invitations for events	01/11/2023	Đào Quốc Việt
4	Designing media publications	24/10 - 06/10/2023	Nguyễn Hương Huyền
5	Designing media publications	30/10 - 06/11/2023	Hồ Minh Quân
6	Design exhibition items	28/10/2023	Outsource (Nguyễn Phương Thảo)

*Table 30: Exhibition's design task list***4.3. In-house activities pre-production****Document task-list**

NO.	CATEGORY	TIME	PIC
1	Ask for permission to conduct media activities at events at FPT University Hanoi	14/10 - 09/11/2023	Nguyễn Hương Huyền
2	Ask for permission to lead the delegator to "Who's the Millionaire"	25/10/2023	Đào Quốc Việt
3	Ask for permission from establishments within the FPT education system for media activities	30/10 - 17/11/2023	Nguyễn Hương Huyền
4	Ask for permission to post posters in the restrooms at FPT University Hanoi	28/10/2024	Nguyễn Hương Huyền
5	Ask for permission to place banners on buildings	30/10/2023	Nguyễn Hương Huyền
6	Ask for permission to do offline communication at classrooms of Đại học FPT Hà Nội	30/10 - 06/11/2023	Nguyễn Hương Huyền
7	Ask for permission for facility using on Miss Ngọc Hân's visit	08/11/2023	Nguyễn Hương Huyền

Table 31: In-house's document task list

Human resources

NO.	CATEGORY	TIME	PIC
1	Collecting printings	24/10 - 7/11/2023	Đào Quốc Việt
2	Collecting the mascot	24/10/2023	Nguyễn Hương Huyền, Đào Quốc Việt
3	Arrange personnel to post posters in the restrooms	30/10/2023	Nguyễn Hương Huyền
4	Arrange personnel to hang banners at FPT University buildings	06/11/2023	Nguyễn Hương Huyền
5	Personnel go on offline communications to FPT University classes	06/11/2023	All
6	Communications personnel at other schools in the FPT education system	07/11 - 09/11/2023	Nguyễn Hương Huyền
7	Arrange personnel to make media products off Earth	07/11 - 09/11/2023	All
8	Return facilities to the school after completing the event	10/11/2023	Nguyễn Hương Huyền, Hồ Minh Quân

*Table 32: In-house's human resource task list***Logistics**

NO.	CATEGORY	TIME	PIC
1	Prepare media publications (standees, banners, posters)	23/10 - 03/11/2023	Đào Quốc Việt
2	Offline communication personnel	20/10 - 07/11/2023	Hồ Minh Quân
3	Transporting mascots to facilities in the FPT education system for communication	26/10 - 03/11/2023	Hồ Minh Quân

*Table 33: In-house's logistic***Design task list**

NO.	CATEGORY	TIME	PIC
1	Design mascot	16/10/2023	Đỗ Phương Linh Chi
2	Design handheld hashtag	23/10/2023	Hồ Minh Quân
3	Building banner designing	01/11/2023	Outsource (Nguyễn Phương Thảo)
4	WC poster designing	01/11/2023	Outsource (Nguyễn Phương Thảo)

Table 34: In-house's design task list

Work with alliances

NO.	CATEGORY	TIME	PIC
1	Ask for permission to place electronic banners at FPTU Can Tho campus	31/10/2023	Nguyễn Hương Huyền
2	Ask for permission to place electronic banners at FPTU Da Nang campus	30/10/2023	Nguyễn Hương Huyền
4	Ask for permission to place electronic banners at FPTU Ho Chi Minh campus	30/10/2024	Nguyễn Hương Huyền
5	Ask for permission to place electronic banners at FPTU Quy Nhon campus	03/11/2023	Nguyễn Hương Huyền
6	Ask for permission to place standee at Swinburne University Vietnam Hanoi campus	03/11/2023	Nguyễn Hương Huyền
7	Ask for permission to place standee at Greenwich University Vietnam Hanoi campus	17/11/2023	Nguyễn Hương Huyền
1	Ask for permission to place electronic banners at FPTU Can Tho campus	31/10/2023	Nguyễn Hương Huyền
2	Ask for permission to place electronic banners at FPTU Da Nang campus	30/10/2023	Nguyễn Hương Huyền

Table 35: In-house's human resource task list

5. ONLINE COMMUNICATION CHANNEL ACTIVITIES PRE-PRODUCTION**5.1. Content task list****Facebook content task list**

NO.	POST	TIME	FORMAT	PIC
1	1st kick-off post	26/08/2023	Facebook Avatar + Cover	Nguyễn Hương Huyền
2	2nd kick-off post	17/09/2023	Avatar + Cover Facebook	Nguyễn Hương Huyền
3	Character development	20/09/2023	Comic	Nguyễn Hương Huyền
4	Environmental health definition	23/09/2023	Comic	Đào Quốc Việt
5	Fundamentals of environmental health	24/09/2023	Comic	Đào Quốc Việt
6	Intertaction between environmental health and human's health	27/09/2023	Comic	Đào Quốc Việt
7	Mid-Autumn festival	29/09/2023	Comic	Đào Quốc Việt
8	3rd kickoff post	14/10/2023	Facebook Avatar + Cover	Nguyễn Hương Huyền
9	Causes affecting the soil pollution Environmental Health	15/10/2023	Comic	Đào Quốc Việt
10	Causes affecting the Water pollution in Environmental Health	18/10/2023	Comic	Đào Quốc Việt

NO.	POST	TIME	FORMAT	PIC
11	Vietnam Woman's Day	20/10/2023	Media publications	Nguyễn Hương Huyền
12	Causes affecting the Air pollution in Environmental Health	24/10/2023	Comic	Đào Quốc Việt
13	Reel: "Trái Đất Ơi" is coming to FPT University	25/10/2023	Reels	Nguyễn Hương Huyền
14	Trái Đất Ơi Present at FPT University's Summer23 Honor Ceremony	25/10/2023	Photo	Nguyễn Hương Huyền
15	Funpost	25/10/2023	Reels	Nguyễn Hương Huyền
16	Current state of environmental health	26/10/2023	Comic	Đào Quốc Việt
17	Trái Đất Ơi's journey at FPTU	26/10/2023	Photo	Nguyễn Hương Huyền
18	What does Trái Đất Ơi do at Melody's Show Off	26/10/2023	Reels	Nguyễn Hương Huyền
19	Trái Đất Ơi visited VTV	27/10/2023	Photo	Nguyễn Hương Huyền
20	Environmental health's affection on human's health	28/10/2023	Comic	Đào Quốc Việt
21	Photo of Trái Đất Ơi and Mr. Đinh Tiến Dũng	29/10/2023	Photo	Nguyễn Hương Huyền
22	Funpost	31/10/2023	Reels	Nguyễn Hương Huyền
23	What does Trái Đất Ơi do at Boardgame club's Haunted Fest	31/10/2023	Photo	Nguyễn Hương Huyền
24	Kick off: Event series "Trái Đất Ơi" at FPT University	31/10/2023	Media publications	Nguyễn Hương Huyền
25	Trái Đất Ơi's journey at FPTU part 2	01/11/2023	Photo	Nguyễn Hương Huyền
26	Environmental health's affection on human's health part 2	1/11/2023	Comic	Đào Quốc Việt
27	Funpost	1/11/2023	Reels	Nguyễn Hương Huyền
28	Trái Đất Ơi at HEBE club's	02/11/2023	Photo	Nguyễn Hương Huyền
29	Recap video: Trái Đất Ơi's activities at FPTU	02/11/2023	Video	Nguyễn Hương Huyền
30	Sneak peeking the guests at "Trái Đất Ơi" Conference	03/11/2023	Media publications	Nguyễn Hương Huyền
31	"Trái Đất Ơi" was present at Swinburne University Vietnam	03/11/2023	Photo	Nguyễn Hương Huyền
32	How to solve the problem of Environmental Health	03/11/2023	Comic	Đào Quốc Việt
33	Tips and guidelines for living green	03/11/2023	Comic	Đào Quốc Việt
34	Reveal speakers and guests at the "Trái Đất Ơi" Conference	04/11/2023	Media publications	Nguyễn Hương Huyền

NO.	POST	TIME	FORMAT	PIC
35	Introducing the cooperation units	6/11/2023	Media publications	Nguyễn Hương Huyền
36	Suggestions for check-in backgrounds at the Exhibition "Trái Đất ơi"	07/11/2023	Photo	Phạm Nguyễn Lê Huy
37	"Trái Đất ơi" at First Tech Challenge event	07/11/2023	Photo	Nguyễn Hương Huyền
38	Instructions how to get to the event "Trái Đất ơi" venue	07/11/2023	Photo	Nguyễn Hương Huyền
39	Recap the first day's exhibition	07/11/2023	Photo	Nguyễn Hương Huyền
40	Exhibition event reminder	08/11/2023	Photo	Nguyễn Hương Huyền
41	"Trái Đất ơi" seminar livestream ngày 09/11	09/11/2023	Livestream	Nguyễn Hương Huyền
42	Photo recap of "Trái Đất ơi" seminar	10/11/2023	Photo	Nguyễn Hương Huyền
43	Funny moments of Trái Đất ơi and Miss Ngọc Hân	11/11/2023	Photo	Nguyễn Hương Huyền
44	Many memories of the "Trái Đất ơi" Exhibition for the participants	14/11/2023	Photo	Nguyễn Hương Huyền
45	How to be in harmony with nature	18/11/2023	Comic	Đào Quốc Việt
46	Trái Đất ơi is honored to accompany Miss Ngọc Hân to visit "Green Space"	22/11/2023	Photo	Nguyễn Hương Huyền
47	Recap video: Trái Đất ơi seminar	22/11/2023	Video	Nguyễn Hương Huyền
48	Trái Đất ơi tại các cơ sở khác của FPTU	27/11/2023	Ảnh	Nguyễn Hương Huyền
49	"Trái Đất ơi" tại Mái ấm Thiên Ân	28/11/2023	Ảnh	Nguyễn Hương Huyền
50	Một ngày chinh phục môn võ Vovinam cùng với Trái Đất ơi	07/12/2023	Ảnh	Phạm Nguyễn Lê Huy
51	Public truyện tranh bản online	15/12/2023	Media publication	Nguyễn Hương Huyền

Table 36: Facebook's content task list

Instagram content task list

NO.	POST	TIME	FORMAT	PIC
1	Cover picture splitted into 3 posts	19/10/2023	Design publications	Phạm Nguyễn Lê Huy
2	Cover picture splitted into 3 posts	19/10/2023	Design publications	Phạm Nguyễn Lê Huy
3	Cover picture splitted into 3 posts	19/10/2023	Design publications	Phạm Nguyễn Lê Huy
4	The definition of environmental health	20/10/2023	Design publications	Phạm Nguyễn Lê Huy

NO.	POST	TIME	FORMAT	PIC
5	The fundamentals of environment health	25/10/2023	Design publications	Phạm Nguyễn Lê Huy
6	The interaction between environmental health and human's health	25/10/2023	Design publications	Phạm Nguyễn Lê Huy
7	Current status of environmental health	30/10/2023	Design publications	Phạm Nguyễn Lê Huy
8	Alarming figures on environmental health	2/11/2023	Design publications	Phạm Nguyễn Lê Huy
9	Current status of environmental health in Vietnam	2/11/2023	Design publications	Phạm Nguyễn Lê Huy
10	The causes of Earth pollution	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
12	The causes of Water pollution	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
13	The causes of Air pollution	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
14	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
15	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
16	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
17	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
18	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
19	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
20	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
21	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
22	Project's logo splitted into 9 posts	6/11/2023	Design publications	Phạm Nguyễn Lê Huy
23	Water pollution assessment index	14/11/2023	Design publications	Phạm Nguyễn Lê Huy
24	Earth pollution assessment index	14/11/2023	Design publications	Phạm Nguyễn Lê Huy
25	Air pollution assessment index	14/11/2023	Design publications	Phạm Nguyễn Lê Huy

Table 37: Instagram's content task list

Satellite account

NO.	ACCOUNT	TIME	PIC
1	Facebook page: Là Nước	22/08 - present	Nguyễn Hương Huyền
2	Facebook page: Đi Vào Lòng Đất	14/09 - present	Hồ Minh Quân
3	Facebook page: Vệ tinh ECoz	14/09 - present	Đào Quốc Việt
3	Facebook page: Em Windy Vui Tính	16/09 - present	Phạm Nguyễn Lê Huy
5	Tiktok channel: Chúng mình làm đồ án	06/08 - present	Phạm Nguyễn Lê Huy

Table 38: Satellite account

5.2. Design task list

NO.	ACCOUNT	TIME	PIC
1	Facebook publications designing	20/08 - present	Hồ Minh Quân
2	Comic designing	15/09 - 18/11	Outsource (Nguyễn Trần Thùy Dương, Đặng Hà My)
3	Design media publications on Instagram	19/10 - present	Nguyễn Hương Huyền
4	Design media publications for the event	31/10 - present	Hồ Minh Quân
5	Video recording	26/10 - 13/11/2023	Outsource (Nguyễn Thế Dương)

Table 39: Online communication's design task list

6. OTHERS COMMUNICATION CHANNEL ACTIVITIES PRE-PRODUCTION**6.1. KOL****Document task list**

NO.	CATEGORIES	TIME	PIC
1	Send contact email to invite KOLs to participate in the event	14/10/2023	Đào Quốc Việt
2	Work with the Corporate Relations department to support KOLs before, during, and after the event	25/10/2023	Đào Quốc Việt
3	Ask for permission borrow an electric car to take KOLs to visit FPT University in Hanoi	08/11/2023	Nguyễn Hương Huyền
4	Send email asking for department support during Miss Ngoc Han's visit to FPT University Hanoi	08/11/2023	Nguyễn Hương Huyền
5	Ask the KOLs for permission to post an article with the KOL's image	09/11/2024	Đào Quốc Việt

Table 40: KOL's document task list

Human resources

NO.	ACCOUNT	TIME	PIC
1	Personnel take care KOLs	09/11/2023	Đào Quốc Việt
2	Guiding KOLs on visit at FPT University	09/11/2023	Đào Quốc Việt, Nguyễn Hương Huyền, Phạm Nguyễn Lê Huy
3	Giving gifts to KOLs	09/11/2023	Nguyễn Hương Huyền

Table 41: KOL's human resources

Logistic

NO.	ACCOUNT	TIME	PIC
1	Welcoming KOLs into the seminar hall	09/11/2023	Đào Quốc Việt
2	Take the car to pick up KOLs to visit the school	09/11/2023	Phạm Nguyễn Lê Huy
3	Send appreciation email	09/11/2023	Đào Quốc Việt

Table 42: KOL's logistic

6.2. CSR**Human resource**

NO.	ACCOUNT	TIME	PIC
1	Giving flowers to security guards at FPT University	09/11/2023	Nguyễn Hương Huyền, Đào Quốc Việt, Phạm Nguyễn Lê Huy
2	Visiting Thiên Ân shelter	26/11/2023	All
3	Wear the mascot to interact with children at Thiên Ân Shelter	26/11/2023	Hồ Minh Quân
4	Care taker	26/11/2023	All

Table 43: KOL's logistic

Logistics

NO.	CATEGORIES	TIME	PIC
1	Get the stone lotus	09/11/2023	Đào Quốc Việt
2	Transporting mascots	26/11/2023	Hồ Minh Quân
3	Buy gifts for children at Thiên Ân shelter	26/11/2023	Liên kết với tổ chức Royal Dance
4	Give gifts for children at Thiên Ân shelter	26/11/2023	All

Table 44: Earned media's document task list

6.3. Earned media

Document task list

NO.	CATEGORIES	TIME	PIC
1	Send an email to the press to post the article	09/11/2023	Nguyễn Hương Huyền (supported by mentor and lecturer Minh Ngọc)
2	Send emails to contact fanpages of FPT University departments	09/11/2023	Nguyễn Hương Huyền
3	Send emails to other facilities of the FPT University system for communication support	09/11/2023	Nguyễn Hương Huyền

Table 45: Earned media's document task list

Human resources

NO.	ACCOUNT	TIME	PIC
1	Submit articles, contact press agencies to publish articles	09/11/2023	Nguyễn Hương Huyền
2	Send articles to contact fanpages of FPT University departments to post articles	09/11/2023	Nguyễn Hương Huyền
3	Submit articles to other institutions of the FPT University system to post articles	09/11/2023	Nguyễn Hương Huyền

Table 46: Earned media's human resources

7. SUMMARY

Applications for papers, documents, and permission to organize events

After 2 months of planning and preparation, the team has completed the necessary records and documents to request support from units of FPT University Hanoi campus, as well as facilities and units of the FPT University Hanoi campus. FPT education system. The goal is to deploy the "Trái Đất ơi" event series.

The preparation of documents and papers started from the beginning of October and by the end of October, specifically from October 25, 2023, The team presented documents to school departments to ask for permission to organize a series of events. from November 7 to November 9, 2023.

Work with suppliers

Since October 31, the team has contacted suppliers to plan the construction of the exhibition, adjusting the design and size of items to fit the set budget. With the support of the Administrative Department of FPT University Hanoi, the Exhibition was constructed on the morning of November 6, 2023 and completed that day. And then on the morning of November 9, 2023, the stage and sound system for the seminar were also constructed and completed for the afternoon event.

Events and campaigns promotion

To promote the events effectively, besides posting information on the Facebook page of "Trái Đất Ơi", The team decided to use word of mouth communication (WOM), suitable for the FPT student community. The team also uses OOH methods, hanging banners and posters in school buildings to spread the image of "Trái Đất Ơi" and important messages to the FPT University student community.

E. PROJECT EXECUTION

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1. OVERVIEW

The project "Trái Đất Ơi" commenced in May 2023, initiating a communication campaign to enhance environmental health awareness from August 2023 to December 2023, targeting the students of FPT University Hanoi. The offline communication channels at FPT University were primarily implemented from October to December, featuring activities such as poster displays, standees, offline class communications, participation in school events, and the key highlight being the "Trái Đất Ơi" event series. These efforts were complemented by various online channels such as Facebook and Instagram, utilizing KOL (Key Opinion Leader) Miss Ngọc Hân, as well as word-of-mouth marketing through the university's Facebook pages, clubs, friends, and achieved significant results with earned media from departments, faculty members, friends, and project participants.

The project's total cost amounted to 176,321,400 VND, raised through sponsorship calls from various sources.

2. PROJECT ACTUAL TIMELINE

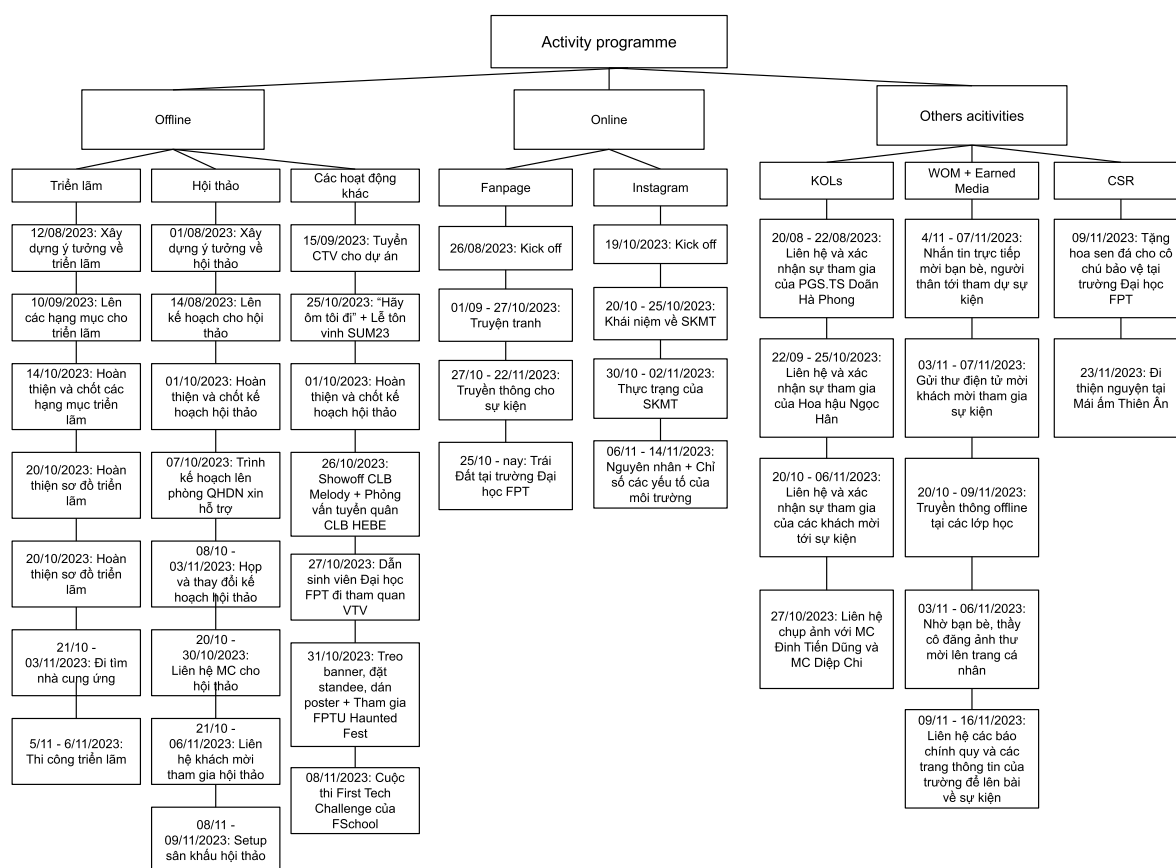


Figure 49: Actual timeline

3. OFFLINE COMMUNICATION CHANNEL ACTIVITIES EXECUTION

3.1. Seminar execution

Event timeline

NO.	TIME	CATEGORIES
1	14:45 – 15:00	Stabilize the audience - Solei Crew opens the dance
2	15:00 – 15:15	State the reason and introduce speakers + guests
3	15:15 - 15:27	Sharings from Associate Professor, PhD. Doãn Hà Phong <ul style="list-style-type: none"> • Opening seminar • Preliminary summary of the topic Environmental Health. • Show a video introducing the teacher • Show a video about teachers and environmental pollution • Show videos about pollution of Nhuệ and Tô Lịch rivers
4	15:25 - 15:30	Sharing of the Head of Organizing Committee about the project, advantages and difficulties when implementing the project
5	15h30-15:35	Miss Ngọc Hân shared the following content: <ul style="list-style-type: none"> • Opinion on Environmental Health from a personal perspective • Experiences while participating in environment protecting activities
6	15:45 - 16:00	The MC coordinated the discussion between two guests, exchanging views between a professional agency and an individual active in the field of environment.
7	16:00 - 16:45	Q&A <ul style="list-style-type: none"> • Artist Minh Trang shares her perspective on sound art with Environmental Health • Artist Phạm Bình Chương shares his artistic perspective on painting with Environmental Health • Chairman Phạm Hoàng Kim shares her perspective on the art of painting with Environmental Health • Phạm Thanh Hương's mother - Đào Quốc Việt's parent shares a parent's perspective on the topic of Environmental Health
8	16:45 - 17:00	Take photos with the speaker. Networking after the event

Table 47: Earned media's document task list

Participants

NO.	PARTICIPANT	NAME OF THE GUEST
1	Conference delegates	Mrs. Trịnh Minh Trang, Mr. Phạm Bình Chương, Mrs. Phạm Hoàng Kim, Mrs. Nghiêm Hằng Giang and Nguyễn Thành Việt
2	Business Relations Department	Mr. Nguyễn Trường An, Ms. Khuất Chi Linh
3	Administration department	Mrs. Nguyễn Thuý Châm, Ms. Lê Thị Huyền Trang
4	MC faculty lecturers	Mrs. Vũ Việt Nga, Mrs. Vũ Thị Tuyết Nhung, Ms. Nguyễn Thị Minh Ngọc, Mr. Chu Đức Trung, Mrs. Lê Lan Phương
5	Guests	Mrs. Phạm Thanh Hương, Mrs. Phạm Thanh Hằng
6	Students	200 FPT University students

Table 48: Earned media's document task list

Key moment

Sharing by delegates and parents: Initially, The team planned a sharing scenario between speakers and guests, then, delegates came to participate in large numbers and received positive feedback.

Implementation

Location: Gamma 5th Floor - FPT University Hanoi

Time: 14:00 - 17:00

Time and date		Activity
13:30	9/11	Welcoming speakers, guests, and delegates in the waiting room
14:00		Take distinguished guests to visit the exhibition and take check-in photos
14:30		Invite speakers, guests, and delegates to enter the hall
15:00		Start the event
17:00		Take guests to visit the exhibition and end the program, book a car to take guests home
17:10		Take KOLs to visit FPT University campus and lecture halls
18:00		Book transportation for KOLs

- Gifts: 25 sets of cups to celebrate the 35th anniversary of Hoà Bình Group, 60 boxes of Enertea milk tea, 60 boxes of bamboo fiber socks, 2 commemorative shirts of the "Trái Đất Ôi" event series, 2 gift kits including 2 commemorative shirt, 2 sets of Hoà Bình Group commemorative cups, 2 boxes of socks and 2 toad paintings
- Giving away gifts: 2 kits for speaker Mr. Doãn Hà Phong and Miss Ngọc Hân, 6 sets of Hoà Bình cups for delegates, 125 boxes of socks and Enertea milk tea for students staying until the end of the program

Table 49: Seminar Implementation

Cost

CATEGORY	DETAILS	QUANTITY	UNIT	PRICE	SUBTOTAL
Programme Coordinator					
MC	Nguyễn Oanh Oanh	1	Person	500.000	500.000
Guests	Miss Ngọc Hân	1	Person	20.000.000	20.000.000
Speaker	PhD. Doãn Hà Phong	1	Person	10.000.000	10.000.000
Welcoming performance	Soleil Crew	5	Person	300.000	1.500.000
Sub total (1)					32.000.000
Venue Coordinator					
Sound equipments		1	Package	3.000.000	3.000.000
Sub total (2)					3.000.000
Officials Coordinator					
Event photoshooting		4	Person	500.000	2.000.000
Designing event visuals		1	Package	2.000.000	2.000.000
Speakers' transportation		1		1.000.000	1.000.000
Sub total (3)					5.000.000

CATEGORY	DETAILS	QUANTITY	UNIT	PRICE	SUBTOTAL
Merchandising Coordinator					
Gift	Bamboo fiber socks	70	Packets	100.000	7.000.000
	Milk tea	60	Boxes	0	0
	Hòa Bình souvenir set	25	Sets	0	0
	Organization committee	2	Piece	135.000	270.000
	Lọ Lamp plant gift	3	Bottle	30.000	90.000
Bouquet for speakers		2	Bouquet	200.000	400.000
Hard cover comic book		3	Book	200.000	600.000
Teabreak	Fruits	1		400.000	400.000
Mascot wearing personnel renting		1		500.000	500.000
Sub total (4)					9.260.000
Print					
Printing	Guest nametag	10	Piece	3.000	30.000
Sub total (5)					30.000
Promotions Coordinator					
Livestream		1	Package	5.000.000	5.000.000
Sub total (6)					5.000.000
SEMINAR TOTAL COST = (1) + (2) + (3) + (4) + (5) + (6)					54.290.000

Table 50: Seminar total cost

Communication

NO.	DETAILS	TIME	CHANNEL	PIC
1	Kickoff	31/10	Facebook page "Trái Đất ơi"	Nguyễn Hương Huyền
2	Kickoff events on media associates channels	2/11	Fanpage "FPT University"; "FPTU Career Center"; "Phòng Công tác Sinh viên Đại học FPT"	Đào Quốc Việt (via Nguyễn Việt Thư - FPTU Career Center)
3	Seminar speakers introduction	4/11	Facebook page "Trái Đất ơi"	Nguyễn Hương Huyền
4	Seminar speakers introduction	5/11	Fanpage "FPTU Career Center"	Đào Quốc Việt (nhờ hỗ trợ qua Nguyễn Việt Thư)
5	Seminar livestream	9/11	Facebook page "Trái Đất ơi"	Nguyễn Hương Huyền

Table 51: Seminar communication execution



Figure 50: Seminar

Risk management

NO.	RISK	DETAILS	REMEDY RISK
Operational Risk			
1	The speaker is not scripted	The speaker coordinates the new scenario, adds sharing from organizers and guests, shortens the speaker's sharing	Coordinate with speakers and coordinate the program
2	MC changing	The MC had a problem and couldn't attend	Find MC backup urgently, speed up script approval time
3	There is a downtime on the stage	The speaker did not go on stage, but sat at the delegates' table	Direct the livestream and direct attention toward the speaker
4	Guests are late for the event	Miss Ngọc Hân had an emergency so she arrived 20 minutes late	Postpone the program 10 minutes, introduce the program and speaker Doãn Hà Phong first
5	Changed route	The event is held on the same day of the International Day, the main route to Gamma building is blocked	Provide specific directions for all guests and instruct security guards to arrive at the time of guests' arrival and give directions
6	Q&A is not interactive	The topic is dry so it receives few questions	Prepare questions and Q&A personnel in prior
7	Few students attended	The event is held on the last week of the semester, students often stay in class to review lessons or give final presentations	In the morning and afternoon, use offline communication under the International day event and go to classes to invite more students to attend
8	Logistics is slow, affecting the program	Stage and microphone coordinator is slow, affecting the program timeline	Allow logistics to pre-approve the stage so the event can run smoothly, increasing the number of logistics to keep up with the event timeline
9	Influence from events that took place before and after the program	Events in other departments may affect the program's facility setup	Work with departments on facilities, hall room reservations and hall setup times so that events do not overlap in event time

Table 52: Seminar risk management

3.2. Exhibition execution

Event timeline

NO.	TIME AND DATE	ACTIVITY
1	6/11	Set up the exhibition area, supervise construction, borrow paintings
2	7/11 - 9/11	<ul style="list-style-type: none"> Start the exhibition and welcome guests Introduce visitors to the exhibition Take photos of visitors
3	8/11	Book tables for sponsors and Lọ Lamp
4	10/11	<ul style="list-style-type: none"> Clean up and move the exhibition area to Alpha 4R Return borrowed paintings and works Thank and give gifts to painting lenders and exhibition partners
5	13/11	Completing the construction of the long-term exhibition Alpha 4R

Table 53: Exhibition timeline

Implementation

Location: 5th Floor Gamma building - FPT University Hanoi

Time: November 7 - November 9

- Number of works: 35 works including paintings and models
- Number of infographics: 3 columns and 1 large table
- Number of assessments: 8 banners; 01 formex comic book in the exhibition; 1 small storybook in at the exhibition door; 4 character banners; 4 character formex panels at the stairs; 1 puzzle board; photos hang from the ceiling; 200 corner cards; 50 organizing committee cards; zone check-in; Instagram-style check-in frame; 4 standees; 3 check-in CTA blocks
- Number of items: 1 story stand, 3 check-in spotlights, 5 administrative book tables, 5 administrative book tablecloths, 30 picture shelves, 2 FSchool electrical outlets

Exhibition assessments

No.	Category	Location	Deployment	PIC
1	Direction board	1st floor	At the entrance, there is a sign to help visitors identify the path of the exhibition journey	Hồ Minh Quân
2	Stair posters	1st floor stairs	On the stairs from the first floor to the second floor, there are 3 design photos about the importance of environmental health.	Hồ Minh Quân
3	Characters in formex	1st floor	From the stairs to the 4th floor to the 5th floor there will be a Earth character figure. Visitors will be given cards with the image of the wind mascot, and on the cards are sayings associated with the character's personality	Hồ Minh Quân
4		2nd floor	From the stairs to the 4th floor to the 5th floor there will be a Water character figure. Visitors will be given cards with the image of the wind mascot, and on the cards are sayings associated with the character's personality	Hồ Minh Quân
5		3rd	From the stairs to the 4th floor to the 5th floor there will be a Wind character figure. Visitors will be given cards with the image of the wind mascot, and on the cards are sayings associated with the character's personality	Hồ Minh Quân
6		4th floor	From the stairs to the 4th floor to the 5th floor there will be a ECoZ character figure. Visitors will be given cards with the image of the wind mascot, and on the cards are sayings associated with the character's personality	Hồ Minh Quân
7	Event check-in desk	5th floor hallway, opposite the hall entrance	Going up the stairs to the 5th floor is the exhibition's check-in desk, where products from the event's partner, Lo Lamp, are available. The exhibition's check-in hashtag is also located here.	Đào Quốc Việt
8	Check-in zone	Corner space	The check-in area includes 1 check-in background, black carpet, 1 check-in spotlight, and check-in CTA.	Hồ Minh Quân

No.	Category	Location	Deployment	PIC
9	Information box	3 corners area of the 5th floor	<ul style="list-style-type: none"> The box of the wind mascot includes air pollution information with information arranged in order: cause, current situation, solution Information box of the water mascot. The box of the water mascot includes information about water pollution with information arranged in order: cause, current situation, solution Box of earth mascots is placed at the entrance of the exhibition. The box of the soil mascot includes soil pollution information with information arranged in order: cause, current situation, solution. 	Hồ Minh Quân
10	Infographic board	Backdoor hallway	Information wall with abundant information about the environment around the world. The wall is placed right next to the exhibition area, both to provide useful information in a new way and to be a place where students and guests can take photos to check in	Hồ Minh Quân
11	Vertical banner	Gamma 5th floor pillars	The signs are hung on pillars on the 5th floor of the Gamma building, conveying extremely new messages to students and guests participating in the exhibition	Hồ Minh Quân
12	Message box	Front door hallway	Placed in the check-in area, containing CTA messages, conveying to students and guests the campaign's wishes for the environment	Hồ Minh Quân
13	Jigsaw board	Front door hallway	The puzzle board is a poster image of the project's environmental health message. Collected to resemble a famous puzzle game, this is an area that students love and take photos of	Hồ Minh Quân
14	Banner	5th floor corners area	There are 8 banners hanging on both sides of the exterior of the niches on the 2nd, 3rd, 4th, and 5th floors so that visitors can easily identify the floors with exhibitions	Đào Quốc Việt
15	Formex comic book figure	Small space on the 5th floor opposite the hall	Large format comics with new styles, colorful colors and messages conveyed in a fun and skillful way. This is a category that many students and guests especially pay attention to and prefer	Đỗ Phương Linh Chi
16	Photo-fountain	Exhibition venue	Photos on the topic of environmental health are hung from the ceiling, so that students and guests participating in the exhibition can feel the reality that the Earth is struggling with through real-life images	Đào Quốc Việt
17	Works from collaborating units	Exhibition venue	The exhibition includes the following items: 25 paintings on environmental topics and used with recycled materials; 7 engravings and models using recycled materials; Recycled works come from the Lo Lamp cooperation unit	Phạm Nguyễn Lê Huy

Table 54: Exhibition assessments

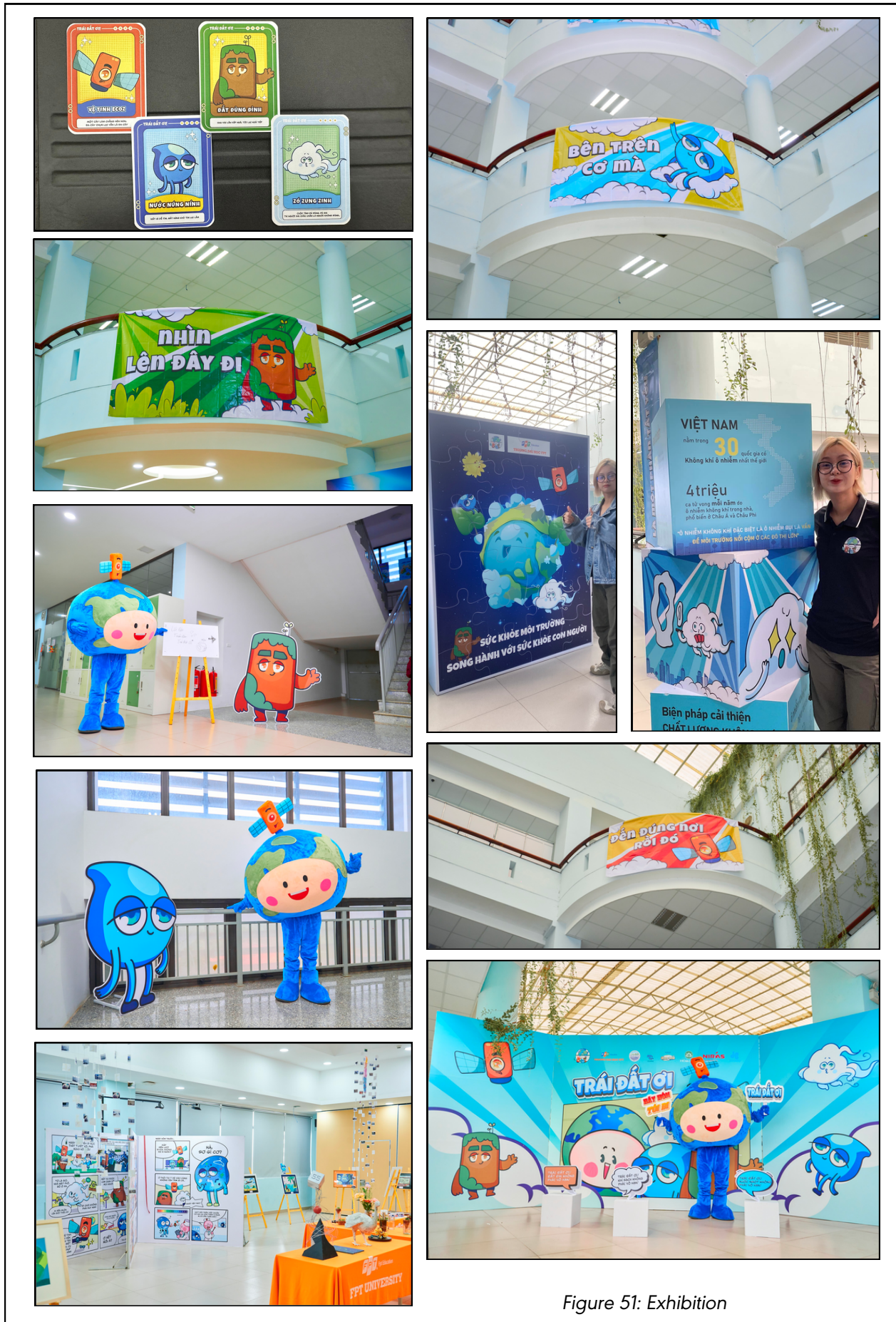


Figure 51: Exhibition

Cost

CATEGORY	DETAILS	QUANTITY	UNIT	PRICE	SUBTOTAL
Exhibition Categories (1)					
Character formex	Earth character formex1m4 *1m2	1	1st floor	820.000	820.000
	Water character formex1m4 *1m1	1	2nd floor	750.000	750.000
	Wind character formex1m *1m4	1	3rd floor	980.000	980.000
	ECoz character formex1m *1m5	1	4th floor	1.050.000	1.050.000
Poster stairs	Environmental message poster 50 x 80 cm	3	1st floor stairs	150.000	450.000
Check-in zone	Divide into 3 separate panels and join together like this: 2 panels on both sides of each size 1,5 x 2,5m; 3 x 2,5m	1	5th floor corner area	9.375.000	9.375.000
Information box	Formex box size 60 x 60 x 60 cm - decal on 4 sides - blank top and bottom - stacked - divided into 3 blocks - 3 boxes each block	9	5th corner areas	750.000	6.750.000
Information board	Including 2 parts: 2.5 x 5.5m; 2.5 x 1.5 m = 1 cái (cao X ngang)	1	Backdoor hallway	8.100.000	8.100.000
Vertical banner	Banners hang from columns on the 5th floor of Gamma250cm dọc x 60cm ngang	4	Gamma 5th floor pillars	90.000	360.000
Environmental message box	1 set includes Fomex box size 30 x 30 x 30 cm - brown painted to mount a message board size 30 x 40 cm	3	Front door hallway	300.000	900.000
Jigsaw board	Large board of pieces to form an image2m x 1.5m x 20cm	1	Front door hallway	3.500.000	3.500.000
Banners	3m x 1.6m	8	5th floor areas	290.000	2.320.000
Formex	Large printed story pages create the shape of a book2m2 high x 1m7 wide	4	Exhibition venue	2.500.000	10.000.000
Photo-fountain	Photos of the environmental state hangs from the ceiling	200	Exhibition venue	1.300.000	1.300.000
Formex 3D letter	5cm thick white fomex mounted on	1	Letter	2.000.000	2.000.000
Character card	Character card printed on C300 paper	200	Card	2.000	400.000
Check-in frame	5mm formex	1	Piece	300.000	300.000
Catalogue		1	Book	1.000.000	1.000.000
Tax				8%	4.028.400
Sub total (1)					54.383.400

CATEGORY	DETAILS	QUANTITY	UNIT	PRICE	SUBTOTAL
Officials Coordinator (2)					
Designing	Exhibition design	1	Package	5.000.000	5.000.000
Sub total (2)					5.000.000
Equipment Coordination (3)					
Lamp		2	Lamp	500.000	1.000.000
Painting rack		30	Rack	90.000	2.700.000
Transporting to Alpha building		1	Package	7.000.000	7.000.000
Sub total (3)					10.700.000
EXHIBITION TOTAL COST = (1) + (2) + (3)					70.083.400

Table 55: Exhibition total cost

Communication				
NO.	CHANNEL	DETAIL	CHANNEL	PIC
1	Direct mail	Send information about exhibition and seminar via emails to distinguished guests	25/10 - 09/11/2023	Nguyễn Hương Huyền
2	Digital invitation	To departments, teachers and close friends (paperless)	03/11 - 06/11/2023	Đào Quốc Việt
3	Online communication	Request communication support before and during the exhibition at FPT University and Business Relations Fanpage	25/10 - 07/11/2023	Nguyễn Hương Huyền
4	Seeding	Thanks to the support from those who attended the exhibition and the collaborators seeding about the exhibition on Facebook	18/09 - 22/11/2023	Nguyễn Hương Huyền
5	Offline communication	Come to communicate at classrooms about the exhibition before and on the day of the organization	20/10 - 03/11/2023	Đào Quốc Việt

Table 56: Exhibition communication execution

Risk management			
NO.	RISK	DETAILS	REMEDY RISK
Strategic Risk			
1	The exhibition differs from the actual layout	The space between products is too much	Set up the picture to leave empty spaces between

NO.	RISK	DETAILS	REMEDY RISK
Compliance Risk			
2	Other events crowded the exhibition area	There are parallel events that require the exhibition area to be reduced or displayed elsewhere	Communicate clearly with other event managers, because the email has already booked with the administrator for that position
Financial Risk			
3	Insufficient funds to pay suppliers	Funds are insufficient to pay event vendors	Communicate clearly with suppliers about the costs of items. Carefully calculate the costs you need to pay and save to be able to pay for the items
Operational Risk			
4	Products displayed are not as expected	The color of the contractor's printing is light, the printing quality is not good	Print additional fomex text and change the color of urgently reprinted publications
5	The displayed paintings do not have product details	The author's name, description, and content of the painting are unknown	Print a detailed description, divide the painting area with an introduction and standee
6	The artist's name is unknown on the displayed paintings	It is difficult to determine the original artist of paintings borrowed from various sources	Ask the person in charge to borrow the painting and mark the work. When returning, ask the author to check with you
7	Implicit route	There are 2 stairs, no clear route to the exhibition	Place signage and characters at stairs. Add standee and banners to identify them. Display media articles
8	Confusing exhibition	Many visitors asked questions about the product	Arrange take care into each area, carefully advise about the area's scenario, and guide visitors
9	Few personnel in charge	The team has 4 members so it's overloaded with work	Get help from teachers, friends, collaborators and have clear headings for each of you
10	Broken or lost display products	During the display process, product damage or loss may occur	Attach damaged parts with tape and glue. Reinstall after moving to Alpha. Apologize and compensate for lost products
11	Publication with incorrect content	The board replaced Hoàng Sa and Trường Sa with a boat, confusing viewers into thinking they don't exist on the map	Quickly cut a 5-pointed star and stick it on the boat, then print the two large Hoàng Sa and Trường Sa archipelagos and fix the mistaken position
12	Remote location, difficult for visitors to get to	The location is on the 5th floor of the FSchool high school student building, so it is difficult for students to visit	With media support, students continued to display and archive their works after moving to the Alpha building
13	Members have no experience in organizing	Members are inexperienced, causing the organization to be sketchy, affecting aesthetics and visitors	Experienced organizers teach well. Be polite with visitors and help them understand by introducing items and information in the exhibition
Reputational Risk			
14	Zone check in	The brick background is yellow so the photo quality is bad	Borrow a black carpet from school, spread it under the check-in zone, and rent spotlight
15	The extensive image caused many opinions	Using printing products brings many negative opinions about wasting resources and using too much paper	Find and work with paper and canvas recycling service providers to avoid waste. Introduce recycling options to create sympathy with the public

Table 57: Exhibition risk management

3.3. In-house activities execution

Hang banners, place standees, put up posters

Timeline: November 2, 2023

Poster:

Location: Restrooms of Alpha, Beta, Delta buildings, trash cans around FPT University campus

Number of stickers: 3 patterns, alternating patterns of rooms and handwashing stations

Total number of stickers: 400 posters

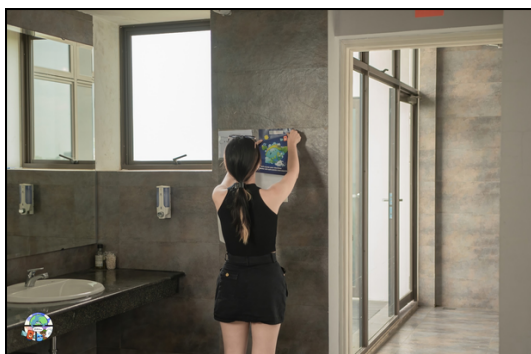


Figure 52: Put up poster in the restrooms



Figure 53: Standee Trái Đất Oi at Sao Viet



Figure 54: Hanging banner at FPTU buildings

Assessment

NO.	CATEGORY	PIC
1	Post posters in the bathrooms of Alpha, Beta, Delta buildings	All + Nguyễn Thế Dương, Bùi Nghĩa Dương
2	Hanging the Trái Đất Oi banner at Alpha building	All + Nguyễn Thế Dương, Bùi Nghĩa Dương
3	Hanging the Trái Đất Oi banner at the Beta building	All + Nguyễn Thế Dương, Bùi Nghĩa Dương
4	Hanging the Trái Đất Oi banner at Delta building	Đào Quốc Việt, Hồ Minh Quân, Nguyễn Thế Dương, Bùi Nghĩa Dương
5	Setting Trái Đất Oi standee at Alpha, Beta, Delta buildings	All

Table 58: In-house activities assessment

Banner:

Hoa Lac Campus

Location: 7th floor Alpha outside, 3rd floor Beta indoors, 3rd floor Delta indoors



Figure 55: Hanging banner at FPTU buildings

Comic

Timeline + Implementation

NO.	TIME	CONTENT	DETAIL	PIC	PLATFORM
1	20/9/2023	Character introduction	Introducing 4 main characters including: Ecoz, Earth, Water and Wind	Phạm Nguyễn Lê Huy	Facebook

NO.	TIME	CONTENT	DETAIL	PIC	PLATFORM
2	23/9/2023	Definition of Environmental Health	Introducing a completely new concept called "environmental health"	Hồ Minh Quân	Facebook
3	23/9/2023	<ul style="list-style-type: none"> Definition of Environmental Health 2 Factors in Environmental Health 	More details on the concept of "environmental health" and the elements included in it	Nguyễn Hương Huyền	Facebook
4	27/9/2023	Environmental Health goes hand in hand with human health	Identify the effects of "environmental health" on humans	Phạm Nguyễn Lê Huy	Facebook
5	27/9/2023	Happy Mid-Autumn Festival	Funny little story during the Mid-Autumn Festival of the 4 main characters	Đào Quốc Việt	Facebook
6	15/10/2023	Causes affecting the Earth element in Environmental Health	Specific factors that negatively affect the earth element	Nguyễn Hương Huyền	Facebook
7	18/10/2023	Causes affecting the Water factor in Environmental Health	Specific indicators and causes affecting the water element	Nguyễn Hương Huyền	Facebook
8	24/10/2023	Causes of Air Factors in Environmental Health	Specific indicators and causes affecting the earth element	Đào Quốc Việt	Facebook
9	26/10/2023	Current State of Environmental Health	Provide illustrations and mention the current state of lip health in the country	Hồ Minh Quân	Facebook
10	28/10/2023	Effects of Environmental Health on human health 1	Pathologies that people may encounter when environmental health deteriorates	Phạm Nguyễn Lê Huy	Facebook
11	1/11/2023	Impact of Environmental Health on human health 2	Pathologies that people may encounter when environmental health deteriorates	Đào Quốc Việt	Facebook
12	03/11/2023	How to solve the problem of Environmental Health	Provide solutions and solutions for each person to improve the surrounding living environment	Phạm Nguyễn Lê Huy	Facebook
13	18/11/2023	How to enjoy nature with the Earth	Helps motivate, raise readers' spirit and awareness	Đào Quốc Việt	Facebook

Table 59: Comic plot and posting timeline

Participants

NO.	CATEGORIES	PIC
1	Design comic book	Outsource (Đỗ Phương Linh Chi)
2	Designing online comic book	Nguyễn Hương Huyền
3	Come up with story ideas	All
4	Drawing stories	Nguyễn Trần Thùy Dương, Đặng Hà My

Table 60: Comic book participants

Online comic book: <https://heyzine.com/flip-book/0ca231d136.html>

*Figure 56: The project's comic book*

4. ONLINE COMMUNICATION CHANNEL ACTIVITIES EXECUTION

4.1. Facebook

Facebook post route

NO.	POST	TIME	ACTUAL TIMELINE
1	1st kick-off post	26/08/2023	26/08/2023
2	2nd kick-off post	17/09/2023	17/09/2023
3	Character development	20/09/2023	20/09/2023
4	Environmental health definition	23/09/2023	23/09/2023
5	Fundamentals of environmental health	24/09/2023	24/09/2023
6	Intertaction between environmental health and human's health	27/09/2023	27/09/2023
7	Mid-Autumn festival	29/09/2023	29/09/2023
8	3rd kickoff post	14/10/2023	14/10/2023
9	Causes affecting the earth pollution Environmental Health	15/10/2023	15/10/2023
10	Causes affecting the Water pollution in Environmental Health	18/10/2023	18/10/2023
11	Vietnam Woman's Day	20/10/2023	20/10/2023
12	Causes affecting the Air pollution in Environmental Health	24/10/2023	24/10/2023
13	Reel: Trái Đất ơi is coming to FPT University	25/10/2023	25/10/2023
14	Trái Đất ơi Present at FPT University's Summer23 Honor Ceremony	25/10/2023	25/10/2023
15	Funpost	25/10/2023	25/10/2023
16	Current state of environmental health	26/10/2023	26/10/2023
17	Trái Đất ơi's journey at FPTU	26/10/2023	26/10/2023
18	What does Trái Đất ơi do at Melody's Show Off	26/10/2023	26/10/2023
19	Trái Đất ơi visited VTV	27/10/2023	27/10/2023
20	Environmental health's affection on human's health	28/10/2023	28/10/2023
21	Photo of Trái Đất ơi and Mr. Đinh Tiến Dũng	29/10/2023	29/10/2023
22	Funpost	31/10/2023	31/10/2023
23	What does Trái Đất ơi do at Boardgame club's Haunted Fest	31/10/2023	31/10/2023
24	Kick off: Event series "Trái Đất Oi" at FPT University	31/10/2023	31/10/2023
25	Trái Đất ơi's journey at FPTU part 2	01/11/2023	01/11/2023
26	Environmental health's affection on human's health part 2	1/11/2023	1/11/2023

NO.	POST	TIME	ACTUAL TIMELINE
27	Funpost	1/11/2023	1/11/2023
28	Trái Đất ơi at HEBE club's	02/11/2023	02/11/2023
29	Recap video: Trái Đất ơi's activities at FPTU	02/11/2023	02/11/2023
30	Sneak peeking the guests at the "Trái Đất ơi" Conference	03/11/2023	03/11/2023
31	"Trái Đất ơi" was present at Swinburne University Vietnam	03/11/2023	03/11/2023
32	How to solve the problem of Environmental Health	03/11/2023	03/11/2023
33	Tips and guidelines for living green	03/11/2023	03/11/2023
34	Reveal speakers and guests at the "Trái Đất Ơi" Conference	04/11/2023	04/11/2023
35	Introducing the cooperation units	6/11/2023	6/11/2023
36	Suggestions for check-in backgrounds at the Exhibition "Trái Đất Ơi"	07/11/2023	07/11/2023
37	"Trái Đất Ơi" at First Tech Challenge event	07/11/2023	07/11/2023
38	Instructions how to get to the event "Trái Đất Ơi" venue	07/11/2023	07/11/2023
39	Recap the first day's exhibition	07/11/2023	07/11/2023
40	Exhibition event reminder	08/11/2023	08/11/2023
41	"Trái Đất Ơi" seminar livestream ngày 09/11	09/11/2023	09/11/2023
42	Photo recap of "Trái Đất Ơi" seminar	10/11/2023	10/11/2023
43	Funny moments of Trái Đất Ơi and Miss Ngọc Hân	11/11/2023	11/11/2023
44	Many memories of the "Trái Đất Ơi" Exhibition for the participants	14/11/2023	14/11/2023
45	How to be in harmony with nature	18/11/2023	18/11/2023
46	"Trái Đất Ơi" is honored to accompany Miss Ngọc Hân to visit "Green Space"	22/11/2023	22/11/2023
47	Recap video: Trái Đất Ơi seminar	20/11/2023	22/11/2023
48	"Trái Đất Ơi" is present at FPT University's campuses	27/11/2023	27/11/2023
49	"Trái Đất Ơi" with Thiên Ân Shelter	28/11/2023	28/11/2023
50	One day conquering Vovinam at FPT University	8/12/2023	8/12/2023
51	Go learn martial arts with Earth	11/12/2023	11/12/2023
52	Public comic online version	13/12/2023	13/12/2023

Table 61: Facebook post route

Implementation

Posts are divided into 3 categories



Figure 56: Comic post



Figure 57: Event post



Figure 58: University interaction post

How articles are divided into article categories, optimizing the reader interface

Article categorization is an important aspect of content organization and presentation. It involves grouping articles based on their subject matter, tone, and intended audience. By doing so, readers can easily navigate through the content and find what they are looking for.

Optimizing the reader interface is also crucial in article categorization. This involves designing the website or app interface in a way that is visually appealing, intuitive, and easy to use. For instance, a website may use color coding, icons, or drop-down menus to help readers quickly locate the category they are interested in.

Satellite channels: The team has deployed satellite channels with the names of characters, interacting around the page "Trái Đất ơi", mainly with concept articles to bring knowledge closer to the target audience.

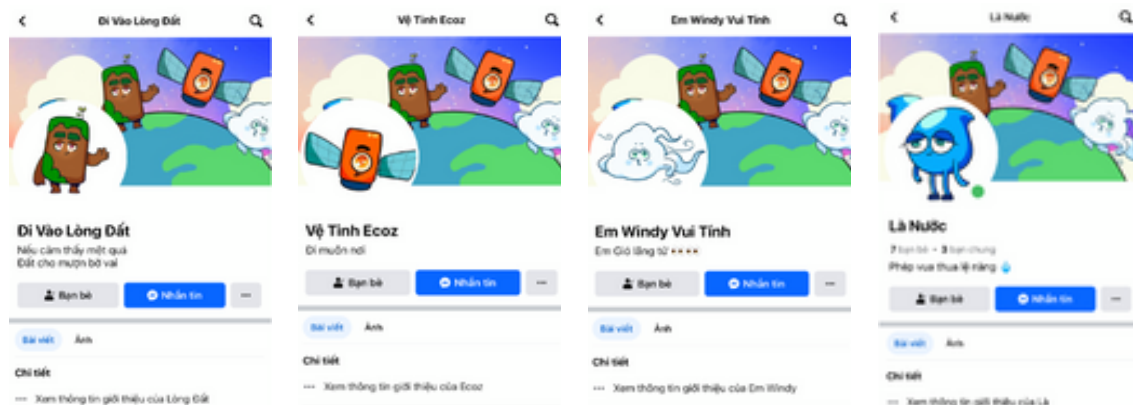


Figure 59: Satellite channels

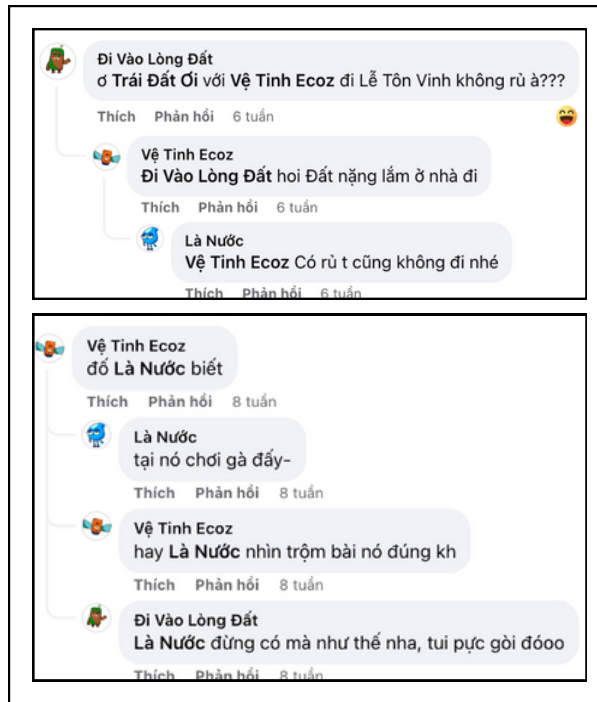


Figure 60: Interaction between satellite accounts

Route posts in the "Events" section, while taking care of target audiences that are unknown to the page and already interested in the "interested, will participate" section.



Figure 61: Post in event section

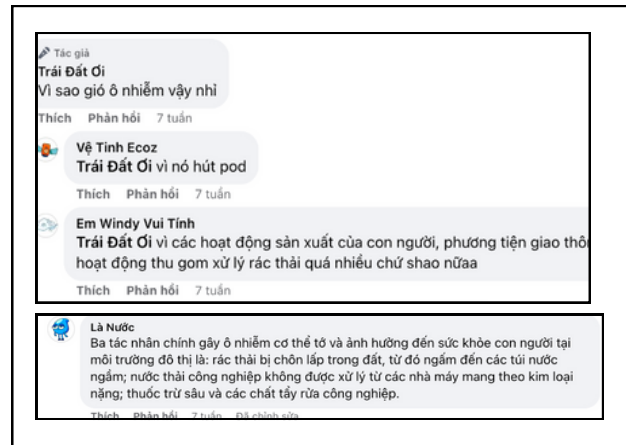


Figure 62: Satellite accounts talk about their problems and causes of pollution

The ads run in the campaign are set according to the proposed plan, adjusted 50,000 VND/day for story camp and photo camp, 100,000 VND/day for event camp. Ads are set to be allocated according to The team's budget. For articles with high interaction, Facebook will allocate more budget. The team will monitor and turn off posts that have a lot of interaction after 2-3 days to distribute interaction throughout The team. Posts.

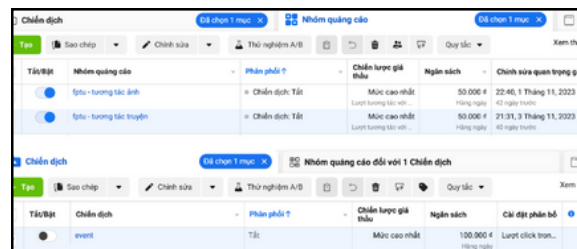


Figure 63: Facebook ads run during the campaign

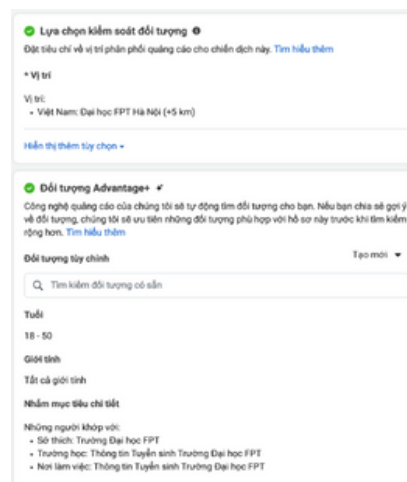


Figure 64: Target audiences are set at advertising

4.2. Instagram

Instagram post route

NO.	POST	TIME	PIC
1	Cover picture splitted into 3 posts	19/10/2023	19/10/2023
2	Cover picture splitted into 3 posts	19/10/2023	19/10/2023
3	Cover picture splitted into 3 posts	19/10/2023	19/10/2023
4	The definition of environmental health	20/10/2023	20/10/2023
5	The fundamentals of environment health	25/10/2023	25/10/2023
6	The interaction between environmental health and human's health	25/10/2023	25/10/2023
7	Current status of environmental health	30/10/2023	30/10/2023
8	Alarming figures on environmental health	2/11/2023	2/11/2023
9	Current status of environmental health in Vietnam	2/11/2023	2/11/2023
10	The causes of Earth pollution	6/11/2023	6/11/2023
11	The causes of Water pollution	6/11/2023	6/11/2023
12	The causes of Air pollution	6/11/2023	6/11/2023
13	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
14	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
15	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
16	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
17	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
18	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
19	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
20	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
21	Project's logo splitted into 9 posts	6/11/2023	6/11/2023
22	Water pollution assessment index	14/11/2023	14/11/2023
23	Earth pollution assessment index	14/11/2023	14/11/2023
24	Air pollution assessment index	14/11/2023	14/11/2023
25	Specific index of air pollution	14/11/2023	14/11/2023
26	Solutions to improve the soil environment	13/12/2023	13/12/2023
27	Solutions to improve the air environment	13/12/2023	13/12/2023
28	Solutions to improve water environment	13/12/2023	13/12/2023
29	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
30	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023

NO.	POST	TIME	PIC
31	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
32	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
33	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
34	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
35	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
36	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023
37	Trái Đất ơi, bạn khoẻ không?	13/12/2023	13/12/2023

Table 62: Instagram content calendar

The posts follow the plan with the content sections: Concepts, causes, effects of Environmental Health on human health, indicators, solutions.

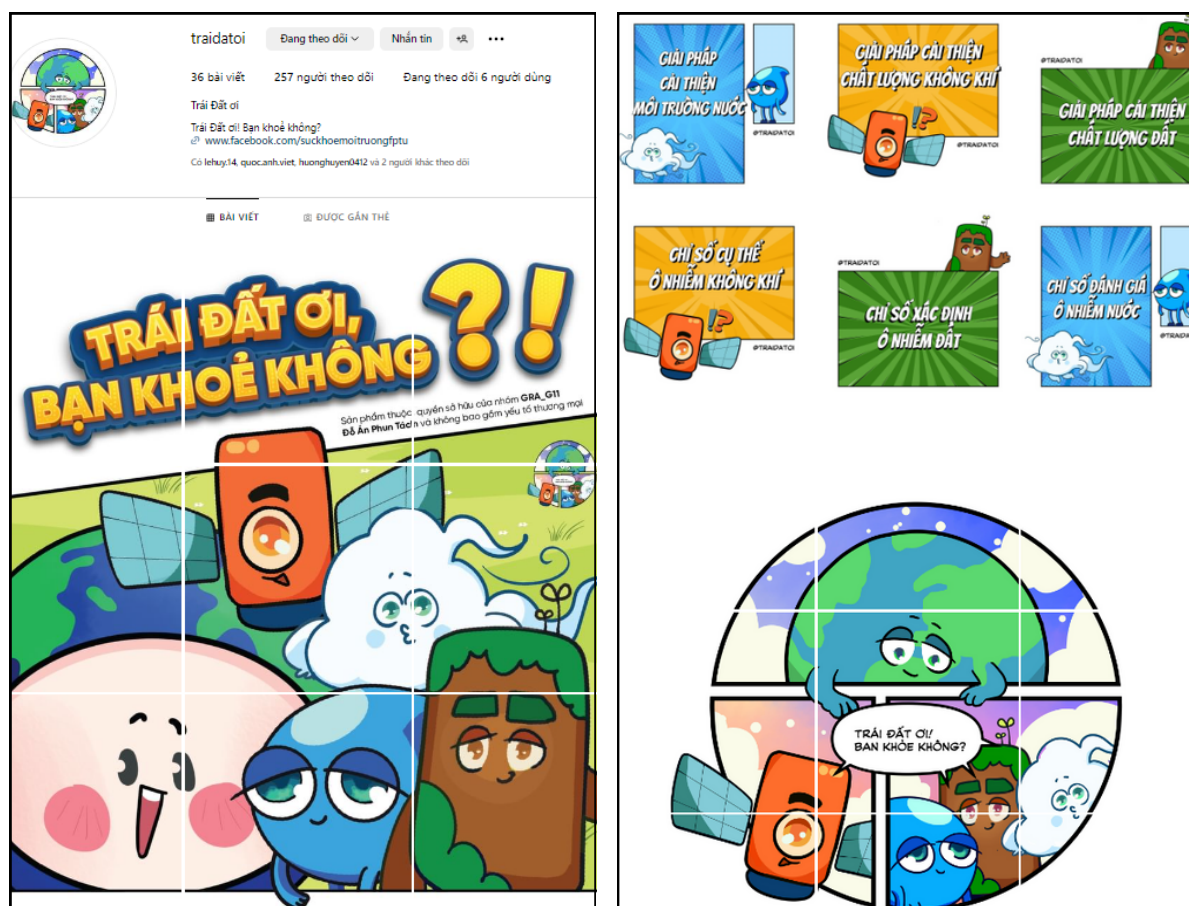


Figure 65: Instagram posts

Cost

CATEGORY	DETAILS	QUANTITY	UNIT	PRICE	SUBTOTAL
1. Communication product					
Media publication design	Character demo	1	Package	3.000.000	3.000.000
Media publications	Facebook publication designing	24	Product	300.000	7.200.000
	Instagram publications designing	16	Product	0	0
	Flycam recap video	1	Video	5.000.000	5.000.000
	Additional offline communication product	1	Product	0	0
	Production of seminar communication materials	1	Product	0	0
	Production of exhibition media materials	1	Product	0	0
Sub total (1)					15.200.000
2. Advertising					
Facebook + Instagram Ads	Like Page: Increase the like Facebook page	2000	Like Page	100	200.000
	Engagement: Boost audience's engagement	500	Per interaction	1.000	5.000.000
Management costs + Platform taxes	Platform tax		Package	8%	416.000
Sub total (2)					5.616.000
ONLINE TOTAL COST = (1) + (2)					20.816.000

Table 63: Online communication channel activities total cost

5. OTHERS COMMUNICATION CHANNEL ACTIVITIES EXECUTION

5.1. KOL

Timeline + Implementation

MISS NGỌC HÂN			
No.	Date	Category	Details
1	22/9/2023 - 25/10/2023	Contacting	Team member propose to invite to participate in the project
2	25/10/2023	Participating confirmation	Miss Ngọc Hân sent an email confirming her participation
3	20/10/2023 - 25/10/2023	Script consulting	The team asked Miss Ngọc Hân to give her feedback on the program script
4	25/10/2023	Script confirmation	Miss Ngọc Hân agreed on the program's script
5	9/11/2023	Joining into the seminar	Mrs Hân came to the seminar "Trái Đất ơi" as the speaker
6		Join the school tour	The Team invited Ms. Han to visit FPT University
TEACHER ĐOÀN HÀ PHONG			
No.	Date	Category	Details
1	20/8/2023 - 22/8/2023	Contacting	The team contacted Mr. Phong via Zalo proposing invitation to participate as seminar speaker
2	22/8/2023	Confirm participation	Mr. Phong sent an email confirming his participation
3	20/10/2023 - 25/10/2023	Script consulting	The team asked Mr. Phong for his comments on the program script
4	25/10/2023	Script confirmation	Mr. Phong agreed on the program's script
5	9/11/2023	Seminar participation	Mr. Phong came to the seminar as a speaker
PHD. TRỊNH MINH TRANG, ARTIST PHẠM BÌNH CHƯƠNG, MRS PHẠM HOÀNG KIM			
No.	Date	Category	Details
1	20/10/2023	Contacting	The Team contacted Mrs. Trang, Mrs. Kim, and Mr. Chương via Zalo
2	22/10/2023	Confirm participation	Ms. Trang, Ms. Kim, and Mr. Chương sent emails confirming participation
3	9/11/2023	Joining into the seminar	Ms. Trang, Ms. Kim, and Mr. Chương came to the seminar as delegates
MR. HOÀNG NAM TIẾN			
No.	Date	Category	Details
1	20/10/2023	Contacting	The Team contacted Mr. Tiến via email

MR. ĐÌNH TIẾN DŨNG			
STT	Date	Category	Details
1	27/10/2023	Contacting	The team asked Mr. Đình Tiến Dũng to take a photo with the mascot
2	27/10/2023	Photoshooting	The team took a photo of Đình Tiến Dũng with the mascot
VTV MC DIỆP CHI			
STT	Date	Category	Details
1	26/10/2023	Contacting	The team asked MC Diệp Chi to take a photo with the mascot
2	27/10/2023	Photoshooting	The team took a photo of MC Diệp Chi with the mascot
VTV JOURNALIST VŨ QUỲNH HƯƠNG			
STT	Date	Category	Details
1	27/10/2023	Photoshooting	The team took a photo of journalist Vũ Quỳnh Hương with a mascot
VTV EDITORIAL PHƯƠNG ANH			
STT	Date	Category	Details
1	27/10/2023	Photoshooting	The team took a photo of journalist Editor Phương Anh with the mascot

Table 64: KOL implementation and timeline of each activities



Figure 66: Miss Ngọc Hân at the "Trái Đất ơi" seminar



Figure 67: Associate Professor, PhD. Doãn Hà Phong



Figure 68: Mr. Hoàng Nam Tiến sharing an article on the Trái Đất Ơi Facebook page



Figure 69: Mascot took a photo with Đinh Tiến Dũng at VTV Television Station



Figure 70: MC Diệp Chi took photos with the Earth mascot



Figure 71: Artist Trịnh Minh Trang, artist Phạm Bình Chương and Mrs. Phạm Hoàng Kim - President of Cọ Xinh Fine Arts Center at the "Trái Đất ơi" exhibition

F. POST-LAUNCH EVALUATION & REFLECTION

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1. OVERVIEW

Part F, we present the project's results in offline, online and others forms. The team creates a survey after the series of events to provide a quantitative assessment of the campaign and survey reviews from students, lecturers, guests and BOD, etc. The team also has an individual and group assessment after the campaign to propose improvement measures and orientations for the plan in the near future.

2. RESULTS

2.1. Project results

Event Participation:

Actual number of participants compared to plan

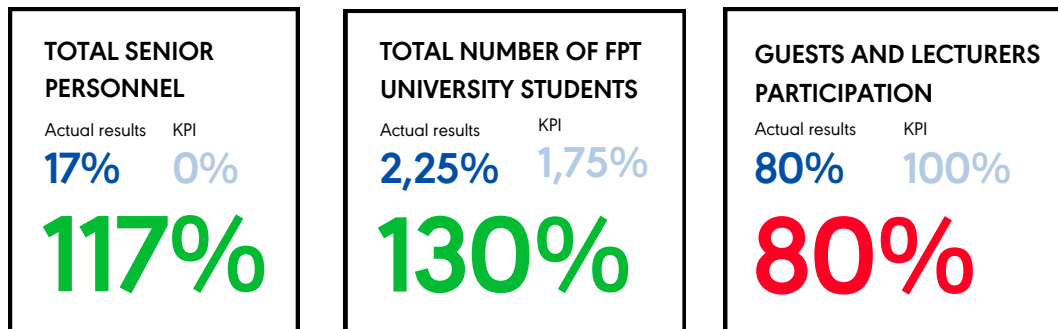


Figure 17: Evaluate event participation

Communication:

Feedback from participants

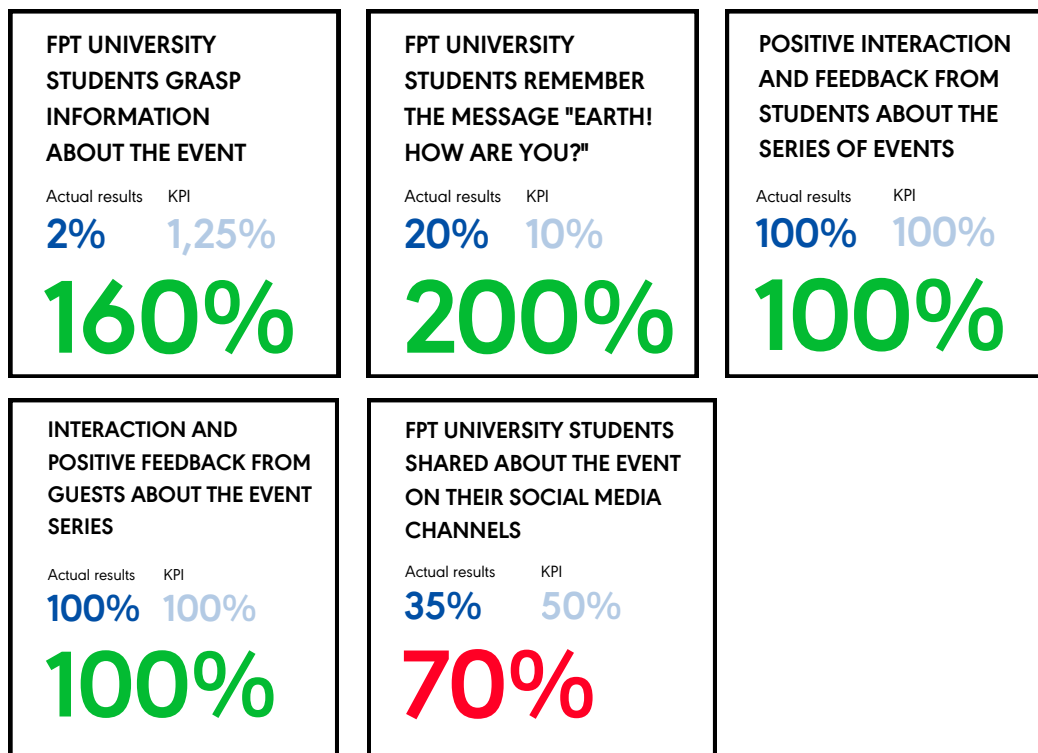


Figure 72: Evaluate communication result

2.1. Each activities results

THE SEMINAR	THE EXHIBITION	THE IN-HOUSE ACTIVITIES
60 people NUMBER OF PEOPLE INTERESTED IN THE WORKSHOP Target: 20 300%	450 people ACTUAL NUMBER OF VISITORS Target: 350 130%	About 12,000 people NUMBER OF PEOPLE WHO KNOW ABOUT THE "TRÁI ĐẤT ƠI" PROJECT Target: 6,000 200%
198 people NUMBER OF PEOPLE REGISTERED TO PARTICIPATE IN THE CONFERENCE Target: 150 132%	23 people NUMBER OF GUESTS VISITING Target: 39 60%	About 4,000 people NUMBER OF PEOPLE WHO LOVE THE "TRÁI ĐẤT ƠI" MASCOT Target: 1,000 400%
150 people NUMBER OF SEMINAR PARTICIPANTS Target: 150 100%	100% PERCENTAGE OF PARTICIPANTS WHO ARE SYMPATHETIC TO THE EVENT Target: 100% 100%	60 people NUMBER OF PARTICIPANTS IN THE PROGRAM "HUG ME" Target: 60 100%

Figure 73: Offline activities result

SOCIAL MEDIA PLATFORM FACEBOOK	SOCIAL MEDIA PLATFORM INSTAGRAM
49 posts 2.1k likes 2.1k followers NUMBER OF POSTS, LIKES AND FOLLOWERS	37 posts 260 followers NUMBER OF POSTS AND FOLLOWERS
80 reactions AVERAGE NUMBER OF POST REACTIONS PER POST Target: 50 160%	25 reactions AVERAGE NUMBER OF POST REACTIONS PER POST Target: 30 83%
106,5k reaches FACEBOOK PAGE REACH Target: 70k 147%	160 reaches AVERAGE REACH BY POSTS Target: 100 160%
NUMBER OF ARTICLES ACHIEVING KPI: 84% NUMBER OF ARTICLES NOT MEETING KPI: 16%	

Figure 74: Online activities result

3. PROJECT EFFECTIVENESS

3.1. Qualitative evaluation

For Mentor



For the Implementation Team's media campaign, the students learned to apply specialized knowledge learned at school to practice, such as: creating and designing vivid media content in the form of stories, using mascots, and deploying vivid forms of direct and online communication to raise consciousness and awareness for the student community of FPT University Hanoi. The "Trái Đất ơi" event series with exhibitions and seminars has successfully attracted the attention of participants and mainstream press such as VTV and VOV.

On the other hand, we see the development qualities of the Student Group, the ability to create and apply theory very well into practice. We acknowledge and appreciate those results.

We hope that the generations of students majoring in Multimedia Communications that the School trains in the future will be a source of quality human resources for agencies and businesses that are and require recruitment.

Associate Professor, Ph.D. Doãn Hà Phong
Director of CENRE, IMHEN



Regarding the environmental health communication campaign for students of FPT University Hanoi: the team has excellently implemented the environmental health campaign exceeding the set goals with new forms of communication such as short comics and construction experience by a diverse ecosystem suitable for the target audience of FPT University - school students. The team has chosen the main communication platform to be direct with many diverse activities from using mascots to posting posters and banners on buildings, and the highlight is the series of Earth Events. Besides, there are other forms of communication such as online (Facebook, Instagram series of pages) and other channels (such as KOL, WOM, Earned media, CSR). In particular, the team has also raised all the funds for the campaign (nearly 180 million VND) - this is also a great effort in the current difficult economic conditions.

PhD. Vũ Việt Nga
Mentor

For people in the Organizing Committee

Qualitative research was used to evaluate the views of FPT University Hanoi students on the events of Trái Đất ơi. We used different questions for the Organizing Committee and students who participated in these events.



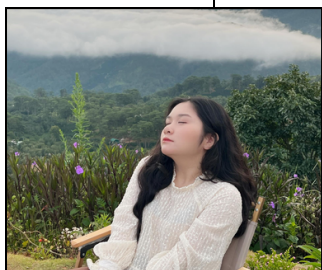
The main priority when organizing an event is to unite and complete tasks together to create a long-lasting impact. The goal is to raise awareness about Environmental Health issues and change people's behavior to protect the environment. The event "Trái Đất ơi" is expected to be a memorable one and repeated in the future at FPT University Hanoi.

Nguyễn Hương Huyền
Head of the Organizing committee



The event organization process, including collaboration with team members and suppliers, helped the author understand better future work methods. The key is to assign tasks appropriately, recognizing individual strengths and weaknesses, and fostering solidarity among members to ensure the success of the "Trái Đất ơi" event series.

Hồ Minh Quân
Head of Logistics

For students attended the events:

Organizing environmental events is crucial to increase awareness and understanding among students who may not be interested in environmental issues. These events can help build a system of knowledge and action to protect the environment and promote environmental health.

Nguyen Khanh Van Huyen
FPTU's student majoring in Multimedia Communications



It's essential to promote environmental health. A person who wants to protect the environment hasn't had the chance to participate in activities at FPT University Hanoi. I see that this is a good opportunity to promote the environmental protection movement for students at FPT University Hanoi.

Đỗ Quang Minh
FPTU's student majoring in Digital Marketing

For speakers and guests



The conference and exhibition environment created opportunities for the exchange of knowledge, opinions, and experiences between experts, businesses, communities, and interested people. In this way, the project is not only an informational event but also an excellent forum to promote cooperation and creativity in the field of environmental protection.

Miss Đặng Thị Ngọc Hân
Miss Vietnam 2010



Using comics to educate people about Environmental Health is effective and engaging. It simplifies complex concepts and enhances the experience by using colors and images. The goal is to create content that not only educates but inspires people to take action towards a healthier environment.

Phạm Bình Chương
Artist

For FPT University staffs and lecturers

Ms. Nguyễn Thị Minh Ngọc - MC lecturer: The students organized a meaningful event with an extremely creative and interesting message. You have also applied and deployed the knowledge that your teachers taught at the University for this campaign. Hopefully after the event ends, students who are still in school can learn from their previous experiences to build creative and meaningful campaigns for the future.

Ms. Phạm Thị Hương - Head of Training Department at FPTU: The project is so meaningful. Thank you students for creating such a meaningful project.

Ms. Nguyễn Kim Ánh - Vice Principal of FPT University: Congratulations to the group of lecturers and students majoring in Multimedia Communication Management for completing the series of events "Trái Đất Oi". Thank you for your efforts. Hope you will achieve great achievements in the future.

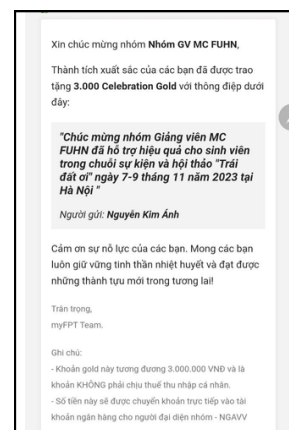
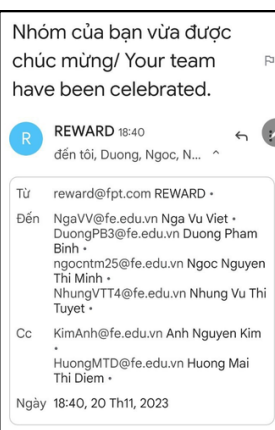
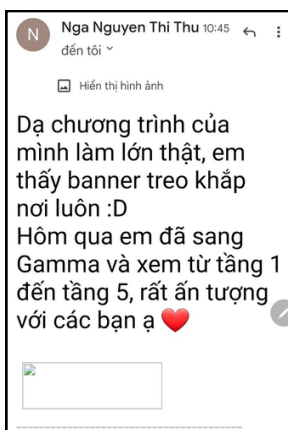


Figure 75: Comment about event "Trái Đất oi"

3.2. Quantitative research

After the series of events "Trái Đất Oi", we conducted a small survey with a limited scope to get opinions from the student community of FPT University Hanoi as well as staff and lecturers. Below are the general results recorded from the survey:

During the "Trái Đất Oi" communication campaign, how do you assess the level of awareness of the project?

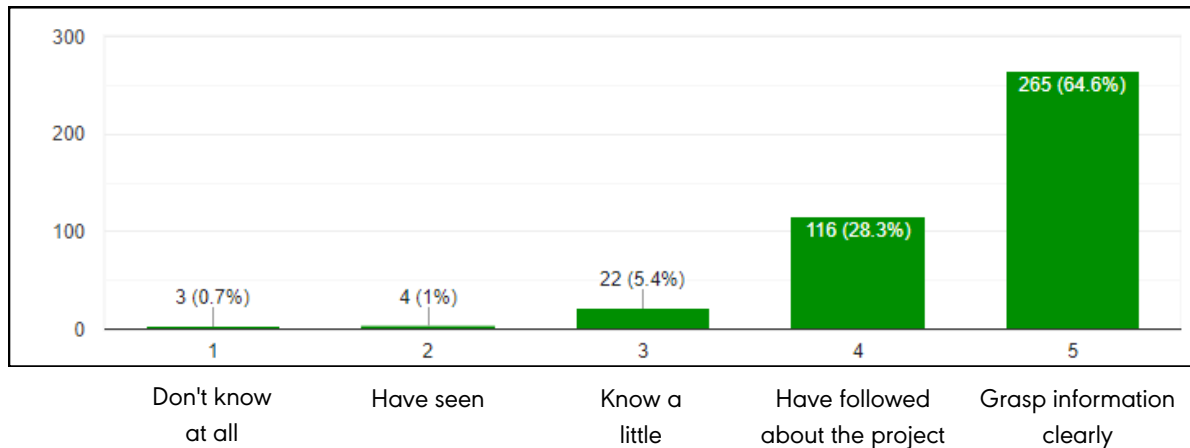


Figure 76: Awareness of the project

To what extent do you rate the project's effectiveness in raising awareness about Environmental Health?

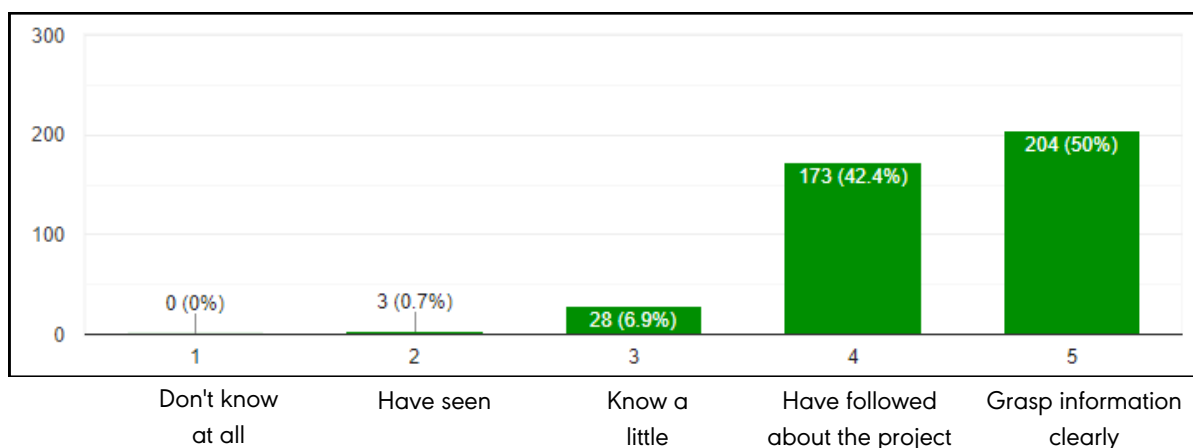


Figure 77: Raising awareness about Environmental Health

Before the "Trái Đất Oi" event series, how would you rate your understanding of Environmental Health?

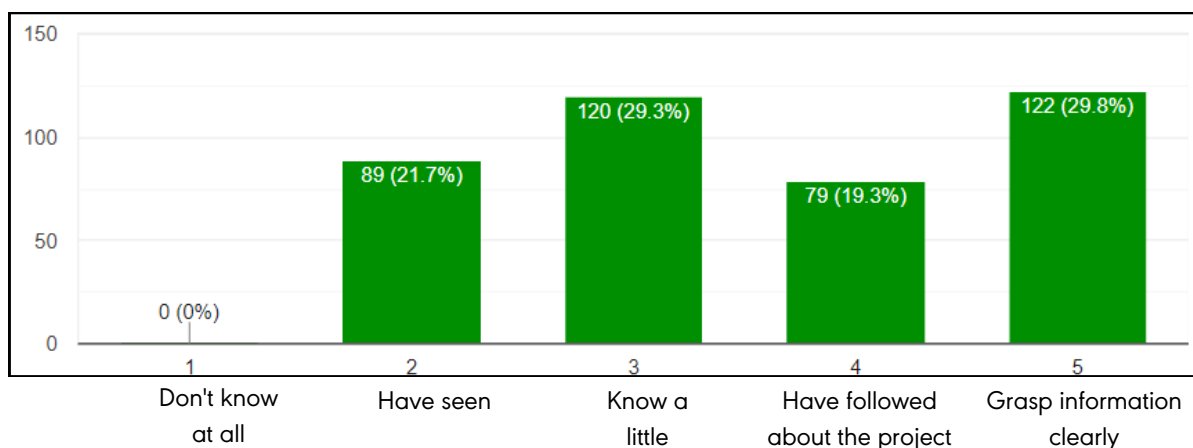


Figure 78: Effectiveness of the project's online and offline

After the “Trái Đất Ơi” event series, how would you rate your understanding of Environmental Health?

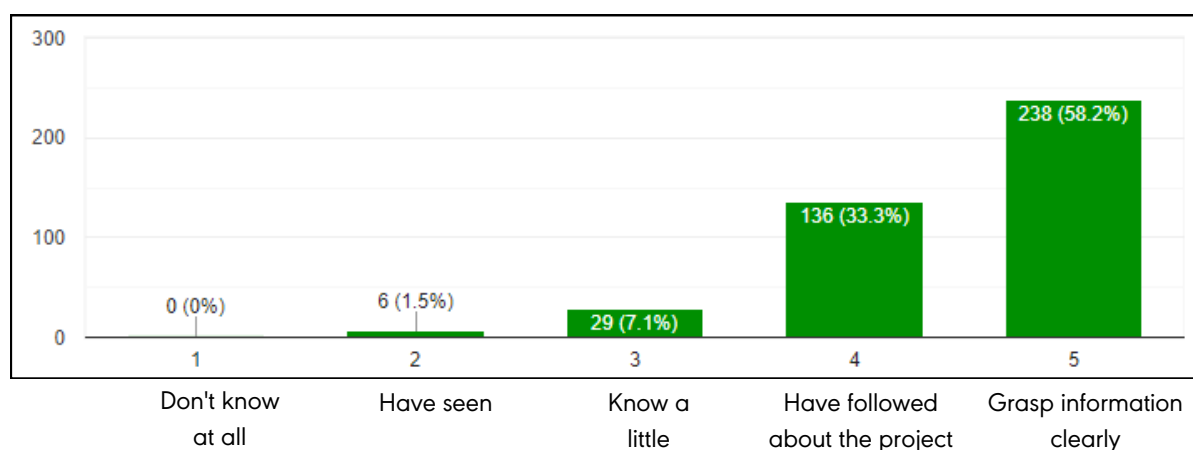


Figure 79: Understanding of Environmental Health

During “Trái Đất Ơi” communication campaign, how do you assess the level of awareness of the project

More than 400 people asked to evaluate “Trái Đất Ơi” event series all rated the event 4/5 stars. Therefore, we consider it an initial success for the event organizer.

The “Trái Đất Ơi” campaign received the highest ratings from employees, with more than 80% of survey participants rating them as "satisfied" with the events. However, the two events “Trái Đất Ơi” Exhibition and Conference need to be further improved in terms of organization because there are still many negative reviews from participants.

After the event, the organizing committee will further promote communication on platforms and communication tools to enhance the spirit of environmental health protection for students of FPT University Hanoi, along with promoting Strengthen communication with official news sites to enhance the reputation of the organization and campaign.

4. REFLECTION:

This is the team's subjective assessment from the following perspectives: assessment of content, implementation method, subject as well as the group itself.

4.1. Reflection about the environmental health

The topic "Environmental Health" is a difficult topic. When searching for definitions of concepts on Google, there is often no clear knowledge online, making it difficult for the team to learn. Furthermore, knowledge about "Environmental Health" is scientific and dry knowledge, the team will take time to learn and convert into the language of mass media.

However, the team realized that the project had great potential because the team was challenged to apply new communication methods to the Environmental Health communication campaign. After the team participated in the campaign, the team better understood the state of Environmental Health, became more concerned and "afraid" of Environmental pollution issues.

4.2. Reflection about the project

NO.	CAMPAIGN EVALUATION	EFFECTIVENESS	DIFFICULTIES
1	Selected channel	Initially, the team chose the main form of online communication. After implementing the channels, along with the members' accumulated experience and network at FPT University, the team turned to offline communication channels. With help from departments, teachers, friends, clubs and groups, we have prevailed in spreading the "Trái Đất Ơi" project to the FPT student community.	The members all live in the inner city of Hanoi. The distance to school is long and there are traffic jams, so they often travel early and stay up late at night, which affects their health a lot.
2	Communication channel	Form of communication: The idea of using short comics is a new idea of "Environmental Health" communication, highly accessible to students through characters, elements, and eye-catching colors from project, bringing excitement to the target audience.	Publication production time is long, content needs to be consistent to produce comics, so it takes time
3	Implemented content	The concept of "environmental health" and the project name "Trái Đất Ơi" are widely known	Knowledge about Environmental Health is new knowledge, must be understood clearly, takes a lot of time to learn, time to learn is in the summer, traveling a lot makes it difficult to commute
4	Implementation method	Exhibitions, seminars and comic series in new formats	High costs and insufficient human resources often lead to time crunches, additional outsource costs and night work costs

Table 65: Reflection about the project

4.3. Reflection about the Team

NO.	MEMBER EVALUATION	STRENGTH	WEAKNESS
1	Đào Quốc Việt	Enthusiastic, know how to listen	Enthusiastic, good listener. Progress is slow because if problems arise, he often find solutions himself
		Careful, thoughtful	Poor ability to concentrate, forgetful
		Responsible	Communication and conveying information is not good, leisurely, lack of sleep causes irritability
2	Hồ Minh Quân	Enthusiastic, hard-working, versatile	Easily influenced by emotions
		Good networking	Ability to communicate at length and in a roundabout manner
		Responsible	Often busy with work, unable to balance time so often overloaded
3	Phạm Nguyễn Lê Huy	Enthusiastic, proactive, straightforward	The tasks are not perfect or elaborate
		Good idea, confident	Not sure about the information, the information does not have depth
		Responsible, observant, attentive	Has not been sensible, easy to offend others
4	Nguyễn Hương Huyền	Covers all tasks, good observation skills	Not yet a perfectionist, the tasks do not meet the level of quality and high expectations
		Responsible, willing to learn	Poor reading skills so information is not deep
		Know how to connect and take advantage of relationships	Forgetful, somewhat gentle, highly secure, no breakthrough yet

Table 66: Reflection about members

NO.	THE TEAM EVALUATION	STRONG	WEAKNESS
1		Contribute creative and practical ideas	Expectations for the new team's work performance are at a completed level, not high
2		Listen and respect other people's opinions	Some tasks are sometimes still waiting to be urged and not proactive
3		Coordinate and cooperate with other members	Because the leader has preservative, the Team has not had a clear breakthrough
4		Implement group initiatives and actions when necessary	Not really dug deep and exploited information clearly
5		Participate in group meetings	Members have not yet had an overview of their work
6		Connect and communicate effectively with members	Poor writing skills

Table 67: Reflection about the team

After 8 months of group work, all members have had clear changes in their personal development. With the initial goal of implementing a thorough project with full participation in all roles, members have improved their responsibility towards the group and their way of looking at problems. The most obvious changes are that group members have learned how to share and support each other like a family.

5. RECOMMENDATIONS

5.1. Recommendations for the content

NO.	CATEGORY	CONTENT
1	Expand project scale with departments	Create more bridge points connecting 5 facilities: Hoà Lạc, Quy Nhơn, Cần Thơ, Đà Nẵng, Hồ Chí Minh to take over and develop the project
2		Recruit collaborators, coordinate with clubs to develop "Trái Đất ơi" project
3	Develop offline channels	Organize workshops on making recycled items
4		Reboot the "Tái Xanh" project - Incorporating environmental mascots
5		Turn the Alpha 4th floor exhibition area into a check-in point for students
6	Develop online channel	Develop satellite channels at establishments
7		Expanding the Tiktok platform
8		Add more funpost routes, be more creative with "Environmental Creativity" knowledge
9		Create more Minigames to increase interaction for channels
10		Combined with the School Affairs Department to organize a writing and photo contest about "Trái Đất ơi"

Table 68: Recommendations for the content

5.2. Recommend for the school, the faculty, and the juniors

Recommendation for school

NO.	CATEGORY	CONTENT	DETAIL
1	Infrastructure	Expanding the student hall on the 1st floor	Gamma's 5th floor hall is currently inconvenient for event organizing due to its distance and tight schedule, while expanding the 1st floor hall will enhance event frequency and communication efficiency.
2		Modern equipment	The school's screen, projector, and sound system need to be upgraded to serve learning presentations and organize more professional events.
3	Extracurricular activities	More opportunities to join the business	Not only FPT's partner businesses, internships from businesses early on help students learn more experience
4		Club development and student activities	Clubs should organize events, receive funding, and participate in management, professional, and soft skills courses to enhance student experience and learning opportunities.
5		Encourage events that involve both faculty and students	The project aims to foster a positive academic environment by encouraging lecturers to participate in extracurricular activities and implementing a praise and reward system.

NO.	CATEGORY	CONTENT	DETAILS
1	Subjects and instructors	Diversify teaching methods	Encourage instructors to use a variety of teaching methods, from face-to-face lectures to group discussions, online learning, and hands-on projects. Update new highly practical trends (advertising, booking KOLs,...)
2		Applying Technology in Teaching	Increase the use of educational technology to create interactive and engaging learning experiences. Online learning platforms, teaching software and smart devices can help students understand lessons more deeply
3		Create Opportunities for Self-Study and Research	Encourage students to carry out research projects, graduation projects and self-study activities.
4		Support facilities and resources so they can develop creativity and independence in learning.	Supporting Lecturers in the Process of Improving Teaching Quality. Organize training courses and workshops for lecturers to improve teaching skills and use technology in teaching. Support lecturers in applying modern and effective teaching methods
5	Study environment	Flexible Study Space	To create flexible learning spaces, schools can build open classrooms, optimizing interaction between students and lecturers. In this way, not only does it facilitate individual learning, but it also encourages team activities, interactions, and discussions.
6		Green Campus	Developing a green campus not only creates a relaxing space but also provides a healthy living environment for both mind and body. Taking care of the green landscape and maintaining cleanliness helps create a positive learning environment filled with positive energy.
7		Technology Integration	Using technology enhances the teaching and learning experience. Provides powerful WiFi, digital resources, and educational apps to support students in their acquisition of knowledge and skills

Table 69: Recommendations for school

Recommendation for Subject**Modernization technology in teaching**

The MC exhibition area is a creative and interactive space that proposes the use of modern equipment, such as large touch screens, to enhance the presentation process. This encourages artistic and creative development, promotes interaction and exchange, and adds value to the exhibition space. Displaying products on TV screens not only showcases the work but also highlights the story, research process, and idea behind it.

Modernization of MC Exhibition Area

To promote the use of MC exhibition space and follow the spirit of Paperless, Poster Less, displaying subject products on TV screens is necessary. This helps students express their creativity and provides greater understanding of the diversity of subjects and research projects.

For juniors

NO.	CATEGORIES	DETAILS
1	Expand Knowledge and Skills	For students interested in preparing to do graduation projects, learning more knowledge and skills is important. In particular, you should review CCO subjects; CCM; MKT; MPL; MCO; BRA; RMC; CSP; EVN to prepare well for the project period
2	Building Relationships at School	Creating positive relationships at school is a determining factor in the success of project work. Students should use methods such as attending tutorials, seeking support from teachers, and creating relationships with departments and classmates. Participating in school clubs and workshops is also a way to expand relationships
3	Choosing Groups and Members	The selection of the working team is important to ensure the effectiveness of the project. You need to consider the skills and contributions of each member, and choose a group that has a balance of abilities and personalities.
4	Member Choice	Choosing an instructor is an important issue. You should consider the suitability of the lecturer for the group and whether the proposed topic is suitable or not, then make a decision to choose a lecturer.
5	Important Notes During Project Making	During the project process, the most important thing is to maintain persistence and concentration. You need to pay attention to time management, control work progress and regularly evaluate to make timely adjustments, thereby ensuring the best possible performance during the research and implementation of the project.

*Table 70: Recommendations for juniors***for members**

NO.	MEMBER NAME	RECOMMENDATION
1	Mutual	Improve reading and writing skills for specialized reports
2	Đào Quốc Việt	Enhance concentration, speed, and endurance
3	Hồ Minh Quân	Enhance communication's effect
4	Phạm Nguyễn Lê Huy	Take the initiative to find out how to solve problems
5	Nguyễn Hương Huyền	Break out of your comfort zone, be more innovative

Table 71: Recommendations for members

5.4. Potential of the project

Tiktok

Currently, the project's satellite Tik Tok channel called "Chúng tôi làm đồ án" makes videos with content about the project making process of the team "'Trái Đất ơi'", receiving a lot of attention from young. This is great potential to develop "Trái Đất ơi" own TikTok channel in the future.

After the Tiktok video about "Trái Đất ơi" project became viral, other establishments recognized it and had positive reactions under the post, creating a premise for developing the project into establishments.

MC exhibition area

The project has been reused for display in the Alpha lobby on the 4th floor and has the potential to become an exhibition area for the Communications industry in the future. The implementation content has been supported by the School's leaders in FE's SDG program.

6. CONCLUSION

The campaign had higher measurable effectiveness with the set KPIs, creating a lot of discussion in the FPT student community both offline and online. The project was highly appreciated by speakers, guests, students and BOD. The project has a lot of development potential such as SDG, other facilities, other media channels.

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APPENDIX

A/ GENERAL RESEARCH ON ENVIRONMENTAL

Environmental health is the synthesis of the state of the physical factors that constitute the environment and their impact on human health and disease. Simultaneously, an important aspect of the topic is the study of the crucial interplay between Environmental Health and human health. Managing Environmental Health addresses all the physical, chemical, and biological factors outside the human body, as well as all the relevant factors impacting behavior. This includes the assessment and control of environmental factors that may affect health. This endeavor aims to prevent disease and create a health-supportive environment. This definition excludes behaviors unrelated to the environment, as well as behaviors related to social and cultural environments and genetics.

Managing environmental health requires understanding the impacts of the environment and the potential risks posed by human-created hazards, as well as isolating human health and environmental systems from these hazards. This involves examining and evaluating the effects of human-generated chemicals on human health or wildlife and how ecosystems influence the spread of diseases. It can encompass everything from managing pesticide use to the quality of gypsum used in construction.

The factors commonly mentioned in Environmental Health are the quality of physical/chemical/biological/social life and psychological elements in the environment.

Ecology	weather, climate, radiation, noise - when exceeding limits, they can have detrimental effects upon exposure.
Chemistry	existence of solids, liquids, gases - dust, naturally occurring from the environment, land, water, or human activities, lifestyles, and production.
Biology	existence in soil, water, air, food - can act as agents/intermediaries for disease transmission.
Social	socio-economic conditions - directly/indirectly influence pollution processes, human capacity to control pollution agents.

The factors used to assess the quality of Environmental Health include:

Daily air data (KG) (14 criteria): Latitude; Longitude; CO pollution; NO₂; Ozone; lead; PM_{2.5}; PM₁₀; SO₂; time; province; district; commune; data source.

Average air data (KG) (14 criteria): Latitude; Longitude; CO pollution; NO₂; Ozone; lead; PM_{2.5}; PM₁₀; SO₂; time; province; district; commune; data source.

Air quality statistics (PKG): Province; district; commune - CO pollution; NO₂; Ozone; lead; PM_{2.5}; PM₁₀; SO₂.

National Greenhouse Gas Inventory: measured and calculated according to coefficients provided by the DECC/DeFRA system.


Assessment of coastal areas and coastal health (PDF report).

Assessment results; source monitoring (19 criteria): Rivers/streams; canals; pipelines; water regions; coastlines; basins; hydrological units; assessment of maximum daily load (good; polluted; not assessed); current beach; former beach; Investigation of clean source demand; Wastewater discharge facilities; Registration services for facilities; Fish consumption advisories; fish data; water source monitoring; source projects.

Environmental Quality Index (EQI): Province; district; commune; year; 0-5 percentile; 5-20 percentile; 20-40 percentile; 60-80 percentile; 80-95 percentile; 95-100 percentile.

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B/ EVENT INVITATION LETTER



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BTC dự án Sức khỏe Môi trường
Trần trọng kính mời
Phòng Công tác Sinh viên - SRO
Tới tham dự chuỗi sự kiện Triển lãm - Hội thảo

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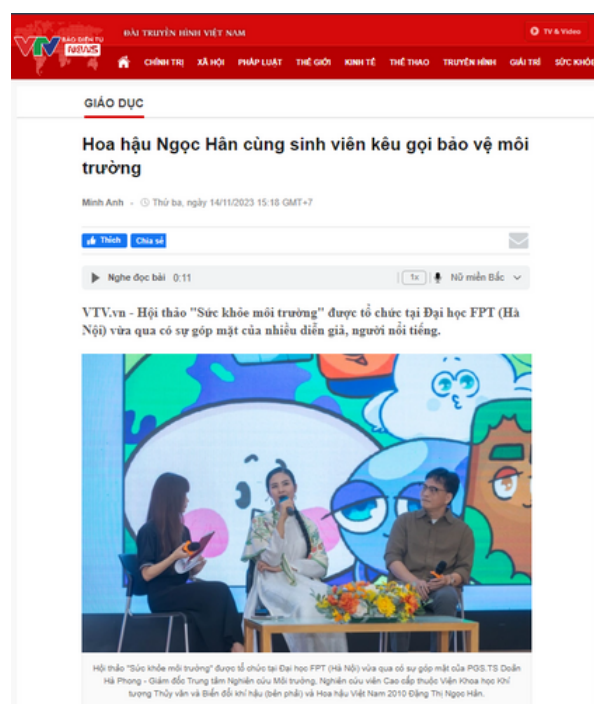
Những trải nghiệm và quan điểm của **Hoa Hậu Ngọc Hân** (Đầu Việt Nam 2019)

APPENDIX

C/ OFFICIAL PRESS PUBLICATIONS

1. <https://vtv.vn/giao-duc/hoa-hau-ngoc-han-cung-sinh-vien-keu-goi-bao-ve-moi-truong-20231114130636295.htm>

2. <https://vov.vn/van-hoa/hoa-hau-ngoc-han-tham-gia-cung-sinh-vien-keu-goi-gin-giu-moi-truong-post1058223.vov>



APPENDIX

D/ THANK YOU LETTERS



APPENDIX

D/ EARNED MEDIA

