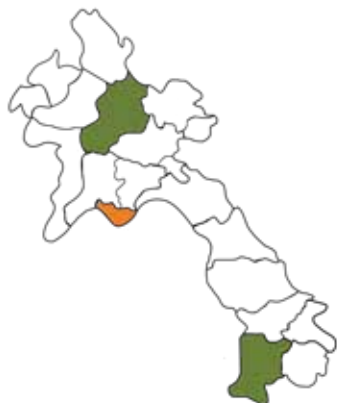


# Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL)



The public reporting and planning on climate change adaptation.

## GLIMPSE



Location  
Vientiane Capital  
province wide  
Luang Prabang and  
Champasack

### TimeFrame

March 2023 - February 2027

### Beneficiaries

Direct Male and Female 6,155 people

Indirect Male and Female 10,000 people

### Partners

Ministry of Information, Culture and Tourism, the Planning and Cooperation Department and Mass Media Department, Lao Journalists Association (LJA)



## BACKGROUND

Green Action through Mass Media, and Civil Society in Lao PDR (GAMCIL) is the first project that will be implemented in collaboration with the Ministry of Information, Culture, and Tourism (MICT), the Lao Journalists Association (LJA), and CARE International in Lao PDR. GAMCIL will involve working with state-owned and private media outlets to improve the professional skills of Lao journalists in usage of digital techniques and new technologies. The project will extend to increase knowledge on the complexities associated with green issues and climate change in rural Laos in particular, improve digital literacy to reduce the risk of “fake news, and improve the ability to utilize social media and other new technologies. The GAMCIL aims at strengthening the capacities of Lao journalists across the Lao PDR through three focal provincial areas: Vientiane Capital, Luang Prabang, and Champasack provinces.

The project is supported by the Team Europe Green Initiative with the focus on the implementation of policies in the area of climate adaptation and mitigation and sustainable socio-economic development. The project also extends beyond digital literacy and green initiative to increase access to information on relevant development issues of gender, workers’ rights and community development in Lao PDR that are attached closely to sustainable green practices. GAMCIL will also strengthen the engagement, visibility and capacities of both the journalists with the strong focus on use of mass media in promoting green growth practices within the population of the Lao PDR.

## OBJECTIVES

State-owned and private media outlets (including women journalists) have improved professional skills including use of digital and new technologies, enabling quality information be provided to the public through responsible and professional reporting on green development issues.

Lao Civil Society Organizations and citizen-journalists, filmmakers and Youtubers have enhanced knowledge and capacity enabling them to contribute constructively to policy-making, monitoring, and advocacy on ‘green development issues’ impacting communities, including through the use of digital and new technologies.

## FUNDED BY

The European Union



# EXPECTED OUTCOMES

- **State-owned and private media outlets (including women journalists) have improved professional skills including use of digital and new technologies, enabling quality information be provided to the public through responsible and professional reporting on green development issues.**

- Activity 1: Assessment of the journalists' capacities and design of the training program
- Activity 2: Development of Green Quality Journalism Standards
- Activity 3: Implementation of annual two-week journalist trainings
- Activity 4: Accomplishment of seminar programs led by invited regional journalists
- Activity 5: Conducting on the job training for Lao journalists in Thailand and Vietnam
- Activity 6: Establishment of Lao Journalist Association website
- Activity 7: Organizing study tours equipping journalists with understanding on gendered community perspectives on critical green issues
- Activity 8: Organizing annual green media products competition for Lao Journalists

- **Lao Civil Society Organizations and citizen-journalists, filmmakers and Youtubers have enhanced knowledge and capacity enabling them to contribute constructively to policy-making, monitoring, and advocacy on "green development issues" impacting communities, including through the use of digital and new technologies.**

- Activity 1: Provision of trainings on green issues, digital literacy and media governance to civil society media actors
- Activity 2: Design and promotion of a digital self-study course on green issues reporting, digital literacy and media governance for youth in target provinces
- Activity 3: Provision of trainings on green issues, digital literacy and media governance to civil society organizations
- Activity 4: Design of green issues media competition targeting civil society actors and youth
- Activity 5: Organization of annual green issues media competition targeting civil society actors and youth
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# IMPACTS

- Lao public and private sector journalists have increased expertise in qualitative, digital and green publishing (content creation) through international technical exchange.
- Lao public and private sector journalists produce influential, quality media products on green issues that adhere to the LJA code of ethic.
- Civil society actors and youth have increased awareness of Green Issues and have improved digital literacy.
- Civil society actors and youth produce influential media products on Green Issues informed by the LJA's Quality Green Journalism Standards (QJS) and Code of Ethics (CoE).



Green development plan exchange between CARE, the government partners and the community.

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