Hanoi, 17/9/2008 – Toyota Motor Vietnam (TMV) in collaboration with Education for Nature-Vietnam (ENV) have organized a 10-day training course (from 5-14 Sep, 2008) at ENV’s National Education Training Centre in Tam Dao National Park. The training program taught twelve representatives from six national parks and nature reserves across Vietnam about raising awareness and educating the community about environmental protection. This is the second training course of this type to be held this year. The first course was completed in August for ten representatives from five national parks and nature reserves.

This specialized training program will be held twice annually for the next three years at ENV’s National Education Training Centre in Tam Dao National Park as part of the joint ENV/TMV project ‘GO GREEN - for the Preservation of Nature’. This project is designed to increase environmental awareness in Vietnam’s protected areas through education and training. This is the first in the series of activities of the overall Go Green Program – a collaborative program with the Vietnam Environment Protection Administration (VEPA) and the Ministry of Education and Training (MOET) officially launched as the “Go Green – Hanh Trinh Xanh” environment protection program.

Through the ‘GO GREEN program – Nature Preservation’, TMV and ENV will train representatives from protected areas across the country with the aim of increasing the effectiveness of environmental education through a network of national parks, nature reserves and local citizens. The program will create a long term strategy to apply widely to national parks and nature reserves across Vietnam.

Trainees have benefited from ENV’s extensive experience training environmental educators. After the training course, trainees will return to their work places (national park or nature reserve) to implement the environmental education programs they have developed during the training.

“This training program has provided participants with practical skills and experience to develop and implement environmental educational activities in their national parks and nature reserves,” said ENV Co-Director Dang Minh Ha.

“Prior to the course, trainees were required to provide an outline of an environmental education activity they would like to carry out. During the course, ENV trainers helped the trainees develop these outlines into comprehensive environmental education programs,” Ha explained.

To encourage and facilitate effective implementation of the environmental education programs, the five to six most outstanding and creative proposals will be financially supported by TMV to implement in their national parks and nature reserves.

Mr. Nobuhiko Murakami – President of TMV said: “The objective of this cooperative program is to strengthen the awareness of Vietnamese citizens about the relationship between human activities and the natural environment and build an understanding that it is each and every person’s responsibility to use natural resources carefully. TMV, together with ENV will spread and apply this environmental education model to national parks and nature reserves across the whole country.”
In addition to training programs at Tam Dao National Park, TMV is cooperating with ENV on the publication of Green Forest - biannual student magazine, on the provision of additional environmental education and support for training on site in national parks and nature reserves, and support grants for Green Forest readers in the ‘Green Warriors’ program to implement their own environmental projects.

REFERENCE INFORMATION

1. **Toyota Motor Vietnam**

“Becoming a good citizen” is always the leading objective of TMV since the beginning of establishment. So far, TMV has contributed for the State budget more than US$800 million and for the society more than US$11 million in all fields such as education, safety traffic, culture, environment protection and sports with many programs: Toyota scholarship, Toyota Technical Education Program, Toyota Women’s Open Tennis Cup, Toyota Concert, Toyota Classics… Not only applying environment friendly technology in production and business such as Environment Management System ISO 14001, TMV also partly enhance the awareness for all TMV members and the community. Especially from 2008, TMV will specially enhance environment activities in its social contribution with the environment protection program named “Go Green”.

During more than 10 years of establishment and development, TMV has obtained many great achievements and rapid growth rate, accomplished its missions with customers, leading in all fields as well as contribute significantly for Vietnam’s society and auto industry. With great efforts, TMV has been the leader in the auto market since 1998 with the total accumulated sales 108,000 units. With its achievements and contributions for Vietnam society, TMV was honor granted the third level Labor Medal by Vietnamese Government, marked the milestone in the development of the company and considered as the most successful FDI enterprise in Vietnam.

2. **Education for Nature – Vietnam**

Education for Nature-Vietnam (ENV) was established in 2000 as Vietnam’s first non-governmental organization focused on conservation of nature and the environment. Our mission is to foster greater understanding amongst the Vietnamese public about environmental issues of local, national and global significance, ranging from protection of wildlife and natural ecosystems to climate change. We employ creative and innovative strategies to influence attitudes and behavior, not only highlighting the need to protect Vietnam’s rich natural heritage and the living world around us, but also encouraging greater public participation in achieving this important and challenging task.

3. **“Go Green – Hanh Trinh Xanh” program**

The “Go Green – Hanh Trinh Xanh” environment protection program is a program that Toyota Motor Vietnam (TMV) in collaboration with Vietnam Environment Protection Administration (VEPA) and Ministry of Education and Training (MOET) officially launched. It was initiated from an idea of creating a hub to promote closely and systematically cooperation between environment protection activities of TMV with other organizations, and dedicated environment volunteer groups in Vietnam. Budget for operation at the beginning stage is funded by TMV in
order to achieve 3 objectives: Raising awareness of the community towards environment protection and to ride on it to make people gradually change their behavior, directly implementing and supporting other environment activities to minimize and stop damages to the environment in Vietnam, supporting and helping individuals and organizations affected by environmental damages.

With the cooperation of the Vietnam National Union of Students, local agencies affiliated to VEPA and MOET, NGOs, and the community – together with awareness raising and education from mass media, the “Go Green” Program will be implemented via three modules: Practical activities to protect the environment, education and information campaigns to raise awareness of people towards environment protection, encouraging and supporting the sustainability of those activities run by community themselves.

With the support of Go Green – Hanh Trinh Xanh program, in July 2008, Go Green Club offline was established with the target of make a playing field and link the fervent hearts of the youth in all country to enhance the awareness of environment protection for Green Vietnam. Right after launching, the program will have a series of activities to well implement program’s target: Raising awareness of the community towards environment protection and to ride on it to make people gradually change their behavior in daily life.

Go Green will support Da Nang University to research and implement Bio-gas generator projects at 25 farms in the Middle, support to expand eco village model, support friendly school programs implemented in Quang Ninh province of MOET, build public eco-areas, establishment of “Green Company”, Go Green fashion, etc.

Produce and broadcast mini TV series in format of reality program – “Go Green” TV series captures environmental issues through different daily life scenarios of a group of youngsters who lead an attractive and fresh lifestyle. Through the films, necessary messages will be conveyed to the audience in a natural and light-hearted way. TMV hopes to create amongst the youth a new trend of a modern lifestyle of active and environment-friendly. Launch “Go Green” website to provide latest news and pictures of Go Green club activities in particular and of all Go Green Program in general. It is also a forum for “green online users” to discuss and exchange ideas on environment protection. The address is:  [http://www.gogreen.com.vn](http://www.gogreen.com.vn)

The first phase of the Program would endure for three years, from 2008 to 2011. Then, efforts would be made to review the Program’s performance and effects in order to form suitable projects.

For further information, please access to the company website at: [www.gogreen.com.vn](http://www.gogreen.com.vn) or contact:

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