Press Release

TOYOTA AND ENV CONTINUE TO BUILD A NETWORK OF ENVIRONMENTAL EDUCATORS

Hanoi, June 2nd, 2009- Eight staff from protected areas across Vietnam recently converged on ENV’s National Environmental Education Training Center in Tam Dao National Park to perfect their environmental education skills and join the effort to promote environmental awareness across Vietnam.

The eight staff, from five protected areas, participated in a ten-day training course (12-21 May 2009) run by Education for Nature - Vietnam (ENV) in cooperation with Toyota Motor Vietnam (TMV). This is the third environmental education training course that has been conducted as part of the ENV/TMV joint project “Go Green - Nature Conservation”. Under this three-year project, which commenced in 2008, ENV/TMV will annually conduct two of these specialized training programs. The next 2009 training program will be held in August.

“Go Green - Nature Conservation” is a component of the overall Go Green Program, which is collaborative project between of TMV, Vietnam Environment Protection Administration (VEPA) and the Ministry of Education and Training (MOET). Through ‘Go Green-Nature Conservation’ TMV and ENV are training representatives from national parks and nature reserves with the aim of building a network of effective environmental education programs in protected areas across the country.

“The trainees in this program learnt the essential skills to deliver effective environmental education activities in their national parks and nature reserves. The ENV trainers worked with the participants to develop plans for programs of activities to implement in and around the protected areas where they work.” said ENV Director Dang Minh Ha.

The most outstanding and creative plans for environmental education programs will be supported by ‘Green Grants’ from TMV. In 2008, after two Go Green training courses for 22 representatives from 11 national parks and nature reserves, grants (totaling 156 million VND) were awarded to seven protected areas. Last year’s grant recipients included Cat Ba National Park, Ba Vi National Park, Chu Yang Sin National Park, Phong Nha-Ke Bang National Park, Bidoup-Nui Ba National Park, Bu Gia Map National Park and Pu Huong Nature Reserve.

“Thanks to the grants from TMV, we could put the skills we learnt into practice. We implemented environment education activities for students and adults in the buffer zone of Ba Vi National Park. We hope these activities have helped increase the understanding in the local community about the national park, and the need for their active participation in protecting it” said Do Huu The from Ba Vi National Park.

Mr Akito Tachibana - General Manager of TMV said: “We are very happy with the results of the training courses. TMV and ENV continue to build a long-term strategy, which is helping to spread the environment education model and put it into practice in protected areas across Vietnam.

“The aim of the TMV-ENV cooperative program is to raise the awareness of Vietnamese citizens about the critical relationship between human activities and the natural environment. We are also aiming to build a community understanding that it is every individual person’s responsibility to help ensure the sustainable-use and protection of Vietnam’s natural resources,” said Mr Tachibana.

In addition to the training programs in Tam Dao National Park and providing the grants to implement the environment education, TMV and ENV are cooperating on the publication of “Green Forest” magazine-ENV’s biannual student magazine, and on the provision of additional environmental education resources and technical support to implement environmental education programs in protected areas.
Since 2000, ENV has carried out nearly 60 environmental education training courses for community leaders, teachers, forest rangers, and protected area staff at 37 national parks and nature reserves and 16 universities. ENV coordinates a national network of environmental educators comprising former graduates of ENV training courses and other practitioners working to raise awareness about the need to protect nature and the environment in Vietnam. Through this network, ENV distributes news and resources, and provides ongoing support, training, and technical assistance to network members.

ENV wishes to thank our ‘Go Green’ partner, TMV for supporting this important program to help increase environmental awareness across Vietnam.

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
The program 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

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 or contact:

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