PRESS RELEASE
Hanoi, 2nd June 2010

LAUNCH OF CAMPAIGN

“GREEN GENERATION JOINS ECO-HANDPRINTS”

The events to launch the “Green Generation joins Eco-Handprints” campaign will take place:

• Hanoi : 8a.m, on 06th June 2010 at Trade Union Hotel
  14 Tran Binh Trong
• Hai Phong : 8a.m, on 06th June 2010 at Nguyen Du park
• Ho Chi Minh : 6p.m, on 06th June 2010 at Education Cafe, 3rd floor of Co.op Mart Supermarket, Ly Thuong Kiet Street, District 10
• Da Nang : 2p.m, on 5th June 2010 at Da Nang University of Technology

The events are led by youths and for youths, with the facilitation of Live and Learn for Environment and Community in collaboration and partnership with the Centre for Environmental Training and Communication (under the Vietnam Environment Administration); Oxfam; British Council; and Mekong River Commission.

The events create an open space for Vietnamese youths to increase their Awareness of 2010 as the International Year of Biodiversity and in particular to start Action plans and commitments for the “Green Generation joins Eco-Handprints” campaign.

In Hanoi alone, there will be environmental activists and experts from the Vietnam Environment Administration, National University of Hanoi, NGOs and the representatives from voluntary clubs and programs, green change agents and Hanoi university students. The event will facilitate sharing and discussion between the invited guests and young people about the topic “Biodiversity is life. Biodiversity is our life”. There will also be environmental film screenings and dissemination of educational materials developed by Green Generation’s members and other organizations.

On this occasion, Vietnam Green Generation Network will launch the campaign “Green Generation joins Eco-Handprints” to welcome the upcoming joint celebration of the 1000 year anniversary of Thang Long-Hanoi and the 350.org International Day of Climate Action on 10/10/2010. Starting from 6th June to 12th December 2010, the campaign aims to mobilize practical green Action, to connect green change agents through workshops and forums in universities, regional and national youth summits; and join young people’s efforts and enthusiasm to build up a green generation.
Organization and Partnership


Green Generation welcomes organizations, individuals who wish to be our partners in the campaign.

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The He Xanh (Vietnam Green Generation Network): is a network of youth organizations and individuals who share concerns and are willing to learn and make a difference for a sustainable life. With motivation and enthusiasm, The He Xanh promotes youths and community to be Aware of and Act to address climate change.

The He Xanh is supported and coordinated by Live&Learn for Community and Environment in cooperation with Oxfam, British Council and like-minded organizations and individuals.

The Campaign “Green Generation joins Eco-handprints”: We do not only need to reduce our impact on the environment, but also need to engage in proactive actions towards sustainability. It means that apart from reducing our “eco-footprints”, we need to increase our “eco-handprints” at the same time. Eco-handprints are stronger and more powerful when joined together. The concept of “Eco - Footprint” and “Eco - Handprint” help to measure what we produce negative impacts and our proactive action on the Earth.