

GAMCIL

Green Action through Media, Mass Organization and Civil Society in Laos

Annual Green Media Products Competition for Lao Journalists

From 18 - 25 January 2025, the Lao Journalists' Association and CARE Laos organized the annual GAMCIL Green Media Products Competition in Vientiane under two themes: **“Biodiversity Conservation through Women & Girls Participation, Climate Change Adaptation through Women & Girls Participation,”** with journalists from all three project areas submitting a total of 36 articles, including 4 short video articles and 32 essays.

The purpose of this competition is to increase the knowledge of participants in submitting quality news on green development to participate in the competition, so that at least 10 articles were selected and published to raise awareness of green development in society through publications, magazines, websites, and social media platforms.

On February 27, 2025, the Lao Journalists' Association and CARE Laos organized an award ceremony for the winners of the competition to acknowledge the achievements of journalists who won awards from the green development writing contest under the GAMCIL project.



Annual Green Media Products Competition for Lao Journalists



## On Job Training for Lao Journalists in Thailand

From 10-21 February 2025, the Lao Journalists' Association and CARE Laos led six male and two female who won the Green Media Products Competition to an exchange and hands-on training in Bangkok, Thailand. The aim was to provide participants with an understanding of the importance and adaptability of digital reporting on green issues and to provide participants with insights into reporting from regional journalists. The activity was divided into 3 main parts: 2-day classroom training to measure the initial understanding of the participants, introduce production techniques and select environmental news topics to suit society. In the second part, the participants were divided into groups to work in real-life practice at 3 media outlets: the National Broadcasting Services of Thailand (NBT), the Thai Public Broadcasting Service (TBS), and channel 9MCOT. In the third part, they went on a study tour to see actual work at CP ALL Public Company Limited, SCG Cement Thailand Public Company Limited, PTT OR, the Thai Environment Institute, and Thailand Greenhouse Gas Management Organization (TGO) to learn about energy conservation, the use of environmentally friendly renewable energy, low-carbon reduction, forest restoration, the use of-



On Job Training for Lao Journalists in Thailand

environmentally friendly fuels, building design that meets green building standards, the installation of air pollution storage facilities, and the use of clean energy, solar energy, wind energy, and water energy, and the use of trains to reduce fuel consumption. After completing the training in Thailand, participants have a greater understanding of the importance of reporting on green issues at the regional level, are more skilled in using digital tools in news reporting and have been improved in their use of technology through testing modern equipment from the newsroom and writing news in Thailand.



## Seminar programs led by invited regional journalists

On February 25, 2025, the Lao Journalists' Association and CARE Laos organized a Regional Forum on the topic: **"Green Issues Reporting and Digital Literacy"** in Vientiane Capital, inviting journalists from Vietnam, Thailand, the Ministry of Technology and Communications, the Ministry of Natural Resources and Environment and the Ministry of Agriculture and Forestry to attend the conference to provide knowledge and exchange experiences to Lao media professionals. They also invited representatives of journalists who participated in the project to attend the conference in person and journalists from all over the country to participate online.

There were 74 face-to-face participants, 35 women, and 125 online participants, 83 women. The purpose of organizing this seminar was to share lessons learned with regional journalists so that Lao journalists can adapt to the new digital use to help report news more effectively and to provide them with an understanding of how to manage their media effectively. After completing the regional conference, journalists gained a greater understanding of green news production, environment, and the ability to better report on environmental issues.



Seminar programs led by invited regional journalists

They were also able to use digital tools to produce articles about the green development.



## Annual Meeting for Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL) in 2024 and Planning 2025

On February 27, 2025, the Lao Journalists' Association and CARE International in Lao PDR organized **the Annual Meeting for Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL) in 2024 and Planning 2025** in Vientiane, with a total of 47 participants, 15 females. In the meeting, there was a summary and report on the success of the project implementation in target areas in Luang Prabang Province, Vientiane and Champasak Province in 2024, discussions on the challenges in implementing activities in each target area, and together planning activities for 2025. In addition, there were awards given to 10 journalists who won the green competition, as well as demonstration a video of the success of the project activities and a video of the training trip to Thailand. After the meeting, the Lao Journalists' Association and CARE Laos prepared a summary report on the implementation of activities and the action plan for 2025 to report activities to the Ministry of Foreign Affairs, the Ministry of Information, Culture and Tourism, and the project steering committee. So that the project can be implemented according to the planned activities correctly and on time.



Annual Meeting for GAMCIL



## Provincial Coordination Meeting for Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL) in 2024 and Planning 2025

On February 27, 2025, the Lao Journalists' Association and CARE International in Laos organized a **Provincial Coordination Meeting of the GAMCIL project** in Vientiane with a total of 15 participants. In the meeting, participants shared lessons learned about coordination work, reporting on successes and challenges of implementing the project in target areas in Luang Prabang, Vientiane Capital and Champasak Province in the past. In addition, there was discussion and joint planning of activities for the next year, especially coordination, interaction with project participants and training in target areas to be able to implement the project more effectively.



Provincial Coordination Meeting for GAMCIL

The training in Thailand has helped me learn and develop myself a lot, including learning how to search for news, identifying news topics, finding news topics to write about, and planning news writing, environmental journalists' perspectives on news production, and the challenges and advantages of doing environmental news. These lessons can be applied to the work I am doing now, and I am confident that in the future, people will pay more attention to the environment, which means that environmental news must be detailed, accurate, written following the current situation, and able to disseminate information to a wide range of consumers.



**Ms. Philavan Phengsavath.**  
**Journalist, Department of Information, Culture and Tourism, Champasak**



**Mr. Sengkeo Pasertkuon,**  
**Journalist, Luang Prabang Radio and Tv Station.**

The GAMCIL project is very good. I have had the opportunity to learn new lessons and experiences that I have never had before. I have had to develop myself from not yet understanding green issues development and the environment to learning and understanding, especially in finding interesting news topics on environmental issues, presenting news in various platforms by using new media to report green news and being more up to date. I believe that the GAMCIL project will be another project that will help promote mass media, including Lao journalists, to have more knowledge and skills.



**Ms. Thidlany Khotyotha, Journalist, Salavan Provincial Newspaper.**

The use of media to promote green development is very important because people do not have enough information about the environment, which leads to continuous environmental destruction and impacts in many ways. Therefore, disseminating information about green development through television, radio, newspapers and new media to the public is very necessary to help them understand more. I will also apply the lessons learned from the GAMCIL project to practical work, especially in collecting news and writing more news on environmental issues, so that the people can be more aware of environmental issues and focus on solving problems together.

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



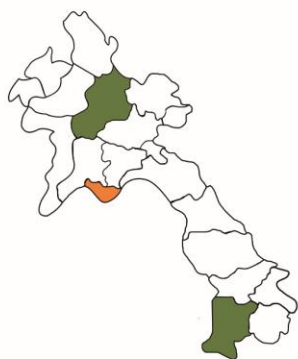
## BACKGROUND

GAMCIL works with state-owned and private media outlets to improve the professional skills of Lao Journalists by increasing their digital literacy and understanding of new technologies. This project is supported by the Team Europe Green Initiative with a focus on implementing policies in the areas of climate adaptation, mitigation, and sustainable socio-economic development.

This project extends beyond digital literacy and green initiatives to increase access to information on relevant development issues of gender, worker's rights, and community development – all issues closely related to sustainable green practices. GAMCIL will strengthen the engagement, visibility, and capacity of journalists with a strong focus on the use of mass media in promoting green growth practices in Lao PDR.

Through trainings, workshops, competitions, and events, Lao Civil Society Organizations, citizen-journalists, filmmakers, and Youtubers will have enhanced knowledge and capacity, enabling them to contribute constructively to policymaking, monitoring, and advocacy on 'green development issues' affecting the country.

## GLIMPSE



Location  
Vientiane Capital  
provinces  
Luang Prabang and  
Champasak

### TimeFrame

March 2023 - February 2027

### Beneficiaries

Direct - 6,155 men and women

Indirect - 10,000 men and women

### Partners

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

## OBJECTIVES

To address social media knowledge gaps, improve digital literacy, and reduce the risk of 'fake news' by strengthening the capacity of Lao journalists in Vientiane Capital, Luang Prabang, and Champasak provinces

Increase awareness of green issues and climate change in rural Laos.

## FUNDED BY

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