

GAMCIL

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

Training on Green Issues Reporting Training for Lao Journalists

On 23-27 June 2025, the Lao Journalists' Association and CARE International in Lao PDR continued to organize a series of training on Green Issues Reporting for Lao journalists under the Green Action through Media, Mass Organisations and Civil Society in Laos (GAMCIL) project in Vientiane Capital, with representatives from 20 journalists from Vientiane Capital, Vientiane Province, Bolikhamxay Province and Xaysomboun Province.

The objectives of the training were to increase the capacity of Lao journalists to report on environmental issues and climate change, increase environmental awareness to help them report on green development in detail, provide journalistic ethics, provide knowledge about gender roles and rights in the digital age, use digital tools in news production, and disseminate news online safely.





Study Visit for Lao Journalists

On June 27-29, 2025, the GAMCIL project took journalists from the central region on a study visit to Vangvieng District, Vientiane Province with the theme Eco Tourism. To put the lessons learned into practice, they collected data from the Ang Luang Cave and the Vieng Thala Educational Site, which journalists can use in this year's short story writing and short video contest.

In addition, to build solidarity among participants, the project conducted a solidarity-building activity and a garbage sorting simulation activity to raise awareness of the positive and negative impacts of waste on the participants.





Training on Green Issues Reporting for citizen journalists

On June 30 - July 4, 2025, the Lao Journalists' Association and CARE Laos organized a training for citizen journalist under the GAMCIL project. There was a total of 39 participants, 25 of whom were women, including 3 from Luang Prabang and 1 from Champasak, all women.

The purpose of the training was to help participants better understand emerging environmental issues, learn content creation and content production techniques through digital tools, and understand the importance of gender equality in climate change. Also, Creating a campaign production plan on green development was on the agenda. After completion, the content was produced in the form of posters and videos using what they learned to help with production.





Training of Trainer on Green Content Production and Training Plan Development

On 7-9 July 2025, GAMCIL project organized a Training of Trainer to impart lessons on Green Issue Reporting and training plan development to project staff and the Lao Journalists Association. There were 13 participants in total, 4 of whom were female. There were representatives from project participants from Luang Prabang and Champasak provinces.

The objective was to help participants to have good trainer skills, to help them use digital tools better, and to help them create their own training plans through hands-on practice. After completing the training, participants experimented with creating their own training plans and explained them to both fellow participants and trainers, incorporating suggestions for improvement and development into their lessons.





Training of Trainer on Gender Roles and Gender Equality

On 23-25 July 2025, CARE in collaboration with GAMCIL organized a Training of Trainer on Gender Roles and Gender Equality in Vang Vieng District, Vientiane Province with a total of 13 participants, 5 of whom were women.

The aim was to help participants understand gender roles better. Through discussions, participants were able to learn more about appropriate teaching methods through practical experiments and were able to create teaching plans to use in training.

As a result, they had their own lessons for teaching that they could share with project participants such as Mass Media Organizations and Civil Society Organizations.





Training on Green Issues Reporting for Lao civil society organizations

On July 28 - August 1, 2025, the Lao Journalists' Association and CARE Laos organized a training course on Green Issues Reporting for Lao civil society organizations under the GAMCIL project in Vientiane. There were 40 participants, 21 of whom were women, from Vientiane Capital, Bokeo, Attapeu, Xiang Khouang and Champasak provinces.

The aim was to increase knowledge in reporting on environmental issues to help create content on green development in detail, provide knowledge on journalistic ethics, the importance of gender roles and rights in the digital age, use of digital tools in content production and safe dissemination of content through online platforms.

As a result, the participants were able to produce content such as posters and videos related to green issues, using digital tools to present the article effectively and concisely.





Data collection for the mid-term evaluation of the GAMCIL project

On July 29 to August 13, 2025, the Lao Journalists' Association, CARE Laos, and data collection experts conducted data collection in the project target areas in Luang Prabang province with 21 participants, 8 women, in Champasak province with 16 participants, 10 women, and Vientiane capital with 28 participants, 18 women.

In addition, an online questionnaire link was created to send to participants in other provinces so that everyone could participate in the mid-term evaluation of the project.

After completing the data collection, the data collection experts will prepare a report and summarize the results of the mid-term evaluation of the project, which is expected to be completed in September 2025.





Celebrating the 75th Anniversary of Media and Publishing Day

On August 11-13, 2025, the GAMCIL project participated in the celebration of the 75th anniversary of Media and Publishing Day at the National Cultural Center.

The project supported the production of T-shirts to celebrate the day and invited the project coordinator and press representatives from the project's target areas to participate.

In addition, on August 16, 2025, a health walk was organized by the Media Department, the Party Central Committee's Propaganda and Training Committee, which started from That Luang Stupa square to Patuxay Monument and returned to That Luang. More than 100 people participated.





Training on Green Issues Reporting for Lao civil society organizations

On 18 to 22 August 2025, the Lao Journalists' Association and CARE Laos organized a training course on Green Issues Reporting for Lao civil society organizations under the GAMCIL project in Vientiane. There were 33 participants, 28 women from Vientiane Capital, two persons from Sekong, one person from Savannakhet, Luang Prabang, Champasack.

The aim was to increase knowledge in reporting on environmental issues to help them create content on green development in detail, journalistic ethics, the importance of gender roles and rights in the digital age, the use of digital tools in content production and the safe dissemination of content through online platforms.

As a result, the participants were able to produce content such as posters and videos related to green issues, using digital tools to present the article effectively and concisely



“This training gave me the motivation and confidence to take action. If we don’t start now, when will we?” Mr. Souliyo emphasized.

Grateful for the experience, he thanked CARE and the GAMCIL Project. “To young people, I want to say: we are the generation that must be aware and act. Environmental issues affect everyone. Let’s use media to educate, inspire, and make a difference—starting with ourselves.”



Mr. Souliyo Makesouvanh: inspiring youth to TAKE ACTION ON GREEN ISSUES



Ms. Namfonh Menvilay: turning passion into purpose through climate communication

“I joined because I have a passion for both art and AI. This training was a chance for me to explore both, while also learning something meaningful and impactful,” Namfonh shared.

Before the training, she had a general understanding of environmental issues and climate change but admitted that her knowledge wasn’t in-depth. “I knew about climate and weather but never really dug into the details. This training opened my eyes,” she said.



FROM TIKTOK TO CLIMATE TALK- LOYHANDLEE BECOMES A GREEN VOICE FOR YOUTH

Loyhandlee Sylakham, a 19-year-old student from Nongviengkham village in Vientiane Capital, is well-known online as “Teemodel,” where he creates engaging TikTok content on modeling and public speaking. But now, he’s using his platform for something even bigger—raising awareness about the environment.

“I used to hesitate because I didn’t know how to start,” he admitted. “But now I have the tools, the confidence, and a network of like-minded friends. I’m ready.”

Reflecting on his journey, Loyhandlee said, “This training changed me from the inside out. I’m more mindful in daily life, more confident in communication, and more passionate about becoming a positive force online.”

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



Reporting and planning
on climate change adaptation.

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.

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

The European Union

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)