

# GAMCIL

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

### 16 Days of Elimination of Violence Against Women and Girls

In contribution to the 16th International Day for the Elimination of Violence against Women and Girls (EVAW), the GAMCIL project organized activities with journalists in Vientiane, Xayaboury, Oudomxay, Luang Prabang, and Champasak provinces.

These participants facilitated outreach to young people and the general public, utilizing radio, television, and online digital platforms to disseminate nationwide content focused on the prevention of violence against women and girls.





## Conducting on the job training for journalist in Vietnam

From December 7–20, 2025, the Lao Journalists’ Association (LJA) and CARE International in Lao PDR led a delegation of 10 Lao media representatives—winners of the GAMCIL Green Media Competition—to participate in an exchange and training program in Vietnam. The mission aimed to enhance skills in environmental reporting frameworks and the use of modern digital tools to produce concise and engaging content. The study tour included visits to the following key locations:

- The Voice of Vietnam (VOV): To study modern news reporting and advanced information management systems designed for rapid delivery and universal audience accessibility.
- The Vietnam Television (VTV): To observe the management of large-scale national broadcasts and exchange techniques for producing environmental documentaries to international standards.
- The VietnamPlus Online Newspaper: To exchange lessons with Mr. Tran Chien Xuan and Mr. Vo Manh regarding multimedia production and effective content management strategies for digital platforms.



- Microplastics Laboratory at the University of Science and Technology of Hanoi (USTH): To learn about the threats posed by microplastics to human health and ecosystems, and the process of filtering microplastic waste from rivers.
- The Deep C Blue Wastewater Treatment Plant: To experience innovative wastewater treatment technologies and the use of clean energy from wind turbines for responsible environmental management.
- Green Tourism at Ha Long Bay: To witness marine conservation-based tourism firsthand while cruising the bay, focusing on balancing environmental protection with the preservation of World Heritage historical values.

This journey provided a comprehensive perspective, combining digital journalism skills, scientific knowledge, and sustainable tourism lessons. These insights will enable Lao media professionals to develop high-value "Green Issue" content that creates a positive and lasting impact on Lao society.



## Regional Forum on Green Issues Reporting in Digital Literacy

On February 5, 2026, the Lao Journalists' Association (LJA) and CARE International in Lao PDR organized a regional forum on "Green Issues Reporting in the Digital Literacy" under the GAMCIL Project. The event was presided over by Mr. Sakhone Phommaly, Deputy Head of the Propaganda and Training of Party Central Committee; Mr. Savankhone Razmounry, President of the LJA; Mrs. Veerle Smet, the Head of Cooperation, delegation of the European Union to Lao PDR; and Ms. Keoamphone Souvannaphoum, Country Director of CARE International in Lao PDR. The conference was attended by more than 100 media representatives from across the country, including over 50 women.

The conference served as a vibrant platform for exchanging knowledge and experiences, featuring expert speakers from Thailand, Vietnam, and Laos who engaged with Lao media professionals. The discussions focused on six strategic areas:

1. Regional Environmental & Climate Trends, Environmental Policy, Governance, and Accountability: Deep-diving into regional environmental changes affecting Laos, alongside an understanding of legal frameworks and stakeholders' responsibilities to ensure accurate reporting.
2. Best Practices in Green & Environmental Reporting: Exchanging best practices in environmental and green journalism from experienced professionals to adapt them to the specific context and challenges of Lao society.
3. Reporting on Green Development & Sustainable Solutions: Shifting from reporting only "problems" to highlighting green development and sustainable solutions to inspire hope and drive actionable change.
4. Storytelling Techniques for Environmental Impact: Mastering the art of powerful storytelling that connects emotionally with audiences and effectively motivates real behavioral change toward environmental protection.
5. Media Innovation and Digital Tools: Utilizing modern technology to transform complex environmental data into content that is easy to understand, engaging, and efficient.
6. Gender, Youth, and Community Perspectives: Prioritizing the voices of women, youth, and local communities, who are key drivers in the sustainable management of natural resources.



This conference marks a significant step in building a strong network of "Green Journalists" who are ready to leverage both skills and technology to drive environmental work in Laos forward sustainably.



## Provincial Coordination meeting

On January 27-30, 2026, the Lao Journalists' Association (LJA) and CARE International in Lao PDR held the provincial Coordination Meeting for the GAMCIL project with a total of 47 people, 18 women. The meeting was to review past collaborative achievements and discuss various challenges, while also consulting on strategic pathways to ensure the project remains effective and on schedule.

The meeting emphasized setting a clear direction to achieve all set goals within the remaining timeframe, aiming to expand project accessibility and the number of beneficiaries, while focusing on high-quality media production and streamlining communication mechanisms for greater efficiency across all levels of implementation."





## Annual Meeting for the Green Action through Media, Mass Organization and Civil Society in Laos in 2025 and Planning for 2026

The Lao Journalists' Association (LJA) and CARE International in Lao PDR recently held a Annual Meeting for the GAMCIL Project in Vientiane Capital. The meeting was co-chaired by Mr. Savankhone Razmounry, President of the LJA, and Ms. Phaivanh Channgakham, Program Director of CARE International in Lao PDR with a total of 35 representatives from relevant sectors and journalists attended the meeting, including 10 women.

The meeting focused on summarizing and reporting the project's implementation progress across its three target provinces: Vientiane Capital, Luang Prabang, and Champasak. During the session, participants particularly project beneficiaries shared their achievements and successes gained through project activities. They also discussed future plan to enhance green issues reporting. Furthermore, they provided strategic recommendations for the 2026-2027 annual work plan. These insights aim to ensure that upcoming activities are well-tailored, effectively implemented within the project's final year, and successfully meet all core objectives.





## THITIPAN PATTANAMONGKOL: AMPLIFYING ENVIRONMENTAL STORIES THROUGH JOURNALISM

Thitipan Pattanamongkol, a writer and editor at Sarakadee Magazine in Thailand, has more than 15 years of experience reporting on environmental issues. His work often highlights the impacts of environmental challenges on communities affected by pollution, deforestation, and large development projects.

Through the GAMCIL forum, Thitipan exchanged knowledge with journalists from across the region and learned new storytelling techniques to make environmental reporting more engaging and accessible to wider audiences. “Environmental issues often receive less attention than political or economic news, even though they directly affect people’s lives,” he said. The discussions also highlighted the importance of responsible journalism, particularly in identifying cases of greenwashing, where projects claim to be environmentally friendly but may not truly address environmental problems.

The forum also provided an opportunity to strengthen regional connections among journalists from Thailand, Laos, and other ASEAN countries. Sharing experiences and perspectives helped participants better understand how environmental issues and media landscapes differ across the region.

Looking ahead, Thitipan hopes to continue collaborating with journalists in neighboring countries and share environmental stories that raise awareness and support more informed public discussions on sustainable development.



## DR. BOUNUEA KHAMPHILAVANH: ADVANCING CARBON MARKET DEVELOPMENT IN LAOS

Dr. Bounuea Khamphilavanh, Deputy Head of Division at the Department of Environment, Ministry of Agriculture and Environment, plays an important role in supporting environmental policy and climate action in Lao PDR. His department serves as the national focal point for carbon credit mechanisms and is leading the preparation of a national decree on carbon credits to guide carbon project implementation across the country.

Although progress has been made in climate policy development, communicating complex topics such as Net Zero targets and climate change remains challenging. Many stakeholders and local communities still have limited understanding of these issues.

Through the GAMCIL-supported learning activities, Dr. Bounuea gained new insights into carbon markets, climate governance, and the importance of transparent systems for managing carbon projects.

“The carbon credit decree will be an important framework to guide and manage carbon project implementation across the country,” he explained.

The program also highlighted the importance of benefit sharing, ensuring that local communities receive fair benefits from climate initiatives. By strengthening knowledge, communication, and collaboration, Dr. Bounuea believes these efforts will support Laos’s transition toward a green and sustainable economy.

# 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

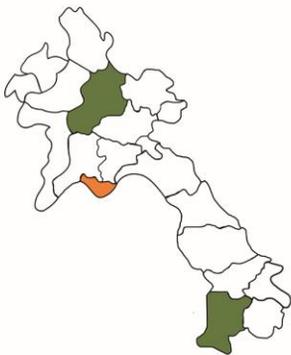
To address social media knowledge gaps, improve digital literacy, and reduce the risk of ‘fake news’ by strengthening the capacity of Lao journalists in Vientiane Capital, Luang Prabang, and Champasak provinces

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)