

GAMCIL

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

Celebrating International Women's Day on March 8

The Journalists Association and CARE International in Lao PDR celebrated International Women's Day with an online campaign featuring participation from state journalists, citizen journalists, GAMCIL project staff, and the Lao Journalists Association, who contributed to inspiring and promoting the participation of women and men.



Civil Society Organization (CSO) Exhibition 2025

The Journalists Association and CARE International in Lao PDR participated in exhibiting the products of the GAMCIL project at the Civil Society Organization Exhibition 2025 in Vientiane





Green Journalists Exchange Lessons on Green News Reporting in Salavan Province

Salavan provincial media exchanged and drew upon lessons and experiences in reporting on Green Issues from past participants of the GAMCIL project. Held on April 22, the event was attended by a total of 11 provincial journalists, including 5 women.

Main Objectives:

- To produce news, articles, creative concepts, videos, and posters for wider dissemination across various media platforms.
- To transfer knowledge and lessons from past participants to journalists within the province regarding techniques for producing news content on environmental issues, such as waste problems, air and water pollution, and sustainable green development approaches.
- To raise public awareness and understanding of the importance of environmental protection and the need to reduce the destruction of forests, nature, and ecosystems, which is exacerbating the increasingly severe and frequent impacts of climate change today.





Training of Trainers on Green Issues Reporting

On April 27-30, 2026, an opening ceremony was held for the Training of Trainers course on the topic of "Green Issues Reporting". The main objective is to enhance the skills in content creation and environmental campaign planning to make them more prominent and engaging for project staff and members of the Lao Journalists Association.

Opening remarks were delivered by Mr. Thonglor Duangsavanh, Executive Board Member of the Lao Journalists Association, and Ms. Keopalina Vongphosy, Director of Administration and Finance at CARE International in Lao PDR.

After successfully completing the training of trainers, participants are able to create their own green news reporting curriculum to exchange with and teach their colleagues. They will know the techniques of being a good trainer and be capable of leading journalists and those interested in media work. Specifically, they can use this to train and exchange knowledge on environmental media with youth in their respective provinces to plan the production of content regarding environmental issues, collaboratively plan ways to cope with environmental problems, and raise environmental awareness through online social media





Training on Green Issues Reporting for Northern Journalists

2026 "Green Issues Reporting" Training in Luang Prabang.

From May 4-8, 2026, the GAMCIL project launched a training course on Green Issues Reporting to elevate the capacity of journalist representatives from 8 northern provinces in person, alongside representatives from the central and southern regions in an online format.

Northern participants: 26 (6 females), Central (online): 24 (16 females), and Southern (online): 24 (13 females).

Co-chaired by Mr. Savankhone Razmounry, President of the Lao Journalists Association; Mr. Bounlay Duangduean, Deputy Head of the Luang Prabang Provincial Propaganda and Training Board; and Mr. Bounpheng Thammavong, Senior Program Administration Manager at CARE International in Lao PDR Laos.

The main objective of the training is to practice skills in writing short news to make it appealing and engaging, to delve into fundamental information regarding the environment and green issues, and to learn how to utilize AI tools in news production for greater convenience and speed in the digital age.

After successfully completing the training, journalists have an understanding of the causes of environmental problems, are able to produce short and engaging news content, know how to use artificial intelligence to help structure news content to make it easier to understand, and can effectively produce news posters





Training on Green Issues Reporting for General Online Media Users

2026 "Green Issues Reporting" Training

May 11-15, 2026, Training on Green Issues Reporting for general online media administrators. Participants: 43 people, 29 females.

Honored to be co-chaired by Mr. Savankhone Razmounry, President of the Lao Journalists Association, and Mr. Somsak Sakounkham, Deputy Director General of the Mass Media Department, Central Propaganda and Training Committee.

Objective: To build capacity for general online media users in creating high-quality content on green issues, utilizing Artificial Intelligence (AI) in media work, as well as building an understanding of mass media management and firmly adhering to journalistic ethics as a core principle. Gender inclusion in environmental conservation and the creation of content production plans through a campaign format.

Through the training, participants are able to produce high-quality content regarding green issues, understand how to utilize artificial intelligence in media work to increase work efficiency, and acquire skills in creating content production plans in a campaign format for powerful communication and better reach to target audiences.





Training on Green Issues Reporting for General Online Media Users

On May 21-22, 2026, a training session was held on the topic: "Management of Self-Study Online Courses and Website Management of the Lao Journalists' Association". The training was attended by a total of 10 participants (including 4 women) from the GAMCIL Project, the Lao Journalists' Association, Lao National Radio, Lao National Television, and the Vientiane Times newspaper.

The main objective of the training is to review the creation of online learning courses on the website of the Lao Journalists Association, encourage regular activity in website administration, and approach the management of online self-learning courses to ensure that everyone can access and study them conveniently. After successfully completing the training, participants will be able to review the steps and methods for creating online learning courses on the Lao Journalists Association's website to ensure their completeness, manage and administer the website to keep it updated with regular news and information activity, and manage convenient online self-learning courses, ensuring that everyone (both journalists and interested individuals) can easily access and learn from the various courses.





FROM CONSUMER TO "GREEN VOICE": THE TRANSFORMATION OF CHANNY LAKHAMPHANG

In our fast-paced digital era, it is easy to forget how the media we consume and create impacts the physical world. For Channy Lakhamphang, a rigorous 5-day training program was a pivotal turning point, shifting his mindset from a passive "consumer" to a responsible, purpose-driven "creator."

A New Perspective: Starting Small

Channy realized that global environmental crises—such as pollution and widespread littering—are not distant problems, but immediate threats. "If we truly want to change our environment, we must start with ourselves and find the courage to be a voice for society," he noted. This philosophy anchors his content strategy, where he visually contrasts littered and clean communities to provoke critical thought among his audience.

Media in the Green Era: Ethics First

Navigating digital media requires immense mindfulness. Consumers must fact-check before sharing and embrace diverse perspectives. Creators, meanwhile, must anchor their production in ethics, prioritizing truth and vehemently avoiding fake news.

Overcoming Adversity: When Value Outweighs "Likes"

Despite technical limitations like an overheating and lagging smartphone, Channy adapts by utilizing AI tools and platforms like Canva. His perspective on digital metrics is remarkably mature: "'Likes' and popularity are not the ultimate barometers of good content. Some incredibly useful messages may not go viral, but they inherently hold immense value."

A Vision for the Future: A Safe Space for Every Voice

Channy redefines a "Content Creator" as anyone willing to share ideas and enact change. Once hesitant to speak up about the environment, he is now determined to be a surrogate voice for other youths who feel the same. His ultimate vision is to cultivate an online ecosystem that is a "safe and open space," built on a solid foundation of mutual respect between media creators and consumers.



FROM ENCOURAGER TO "VOICE OF ACTION": THE GROWTH OF SOUDALAD XAYXANAVONG

In the vast digital landscape, the right to express oneself is a powerful tool. For Soudalad Xayxanavong, this training empowered her personal development, shifting her role from someone who merely encouraged others to protect the environment to an active "voice" who leads by example and offers practical solutions to society.

A New Perspective: The Reality of Fast Fashion

Soudalad gained a profound understanding of global warming's root causes, specifically human-driven carbon emissions. She is incredibly proud of her group's project on "Fast Fashion," an eye-opening endeavor that revealed how everyday clothing consumption significantly contributes to a warming planet.

Modern Media: Powered by AI

One of her most confident takeaways is the integration of Artificial Intelligence. By successfully using Prompts to design posters, she is applying AI to enhance her communication strategies, effectively educating children and the wider community on critical environmental issues.

Challenges and Hope for Change

While mobilizing society to care for the environment remains a daunting challenge, Soudalad believes her content can spark behavioral shifts. She focuses on promoting practical, zero-cost actions that anyone can implement immediately without any financial investment.

A Vision for the Future: A Progressive Online Society

Soudalad envisions a progressive, modern Lao online space that stops ignoring overlooked issues. From everyday problems like littering to pressing systemic issues like industrial emissions, she is determined to use her media skills to awaken and mobilize society for the better.



FROM CHASING "LIKES" TO ENVIRONMENTAL STORYTELLER: THE EVOLUTION OF NAMWAN YANG

In a digital landscape often driven by the pursuit of popularity, Namwan Yang's recent training experience completely redefined her purpose. Transitioning from creating content solely for "likes" and views, she has evolved into a purpose-driven communicator. Namwan is now firmly grounded in the belief that true social change requires one to be a role model first before calling on others to change their ways.

The pivotal wake-up call for Namwan was the realization that climate change—manifesting as droughts, PM 2.5 pollution, and mounting waste—is no longer a distant threat or exclusively the burden of large corporations. It is an urgent, present-day reality deeply intertwined with our daily lives. She immediately translated this realization into personal action by reducing her food waste, cleaning local drainage areas, providing public trash bins outside her home, and switching to walking or cycling for short trips to cut down on toxic emissions.

As a content creator, Namwan is pioneering a fresh approach using "Short Storytelling" across TikTok and Facebook through her campaign, "If I don't litter, and you don't litter, it helps Laos a lot." Rather than relying on dry statistics or complex environmental jargon, she skillfully "translates" heavy concepts into engaging, accessible, and even "cool" narratives. Her work completely avoids judgment or force; instead, it offers practical alternatives that inspire her audience to embrace everyday environmental practices naturally.

Looking ahead, Namwan refuses to let environmental advocacy remain a fleeting online trend. She envisions the cultivation of a robust youth community—a dedicated digital space where the younger generation can collaborate, ask critical questions, and actively seek sustainable solutions. For Namwan, this continuous and passionate dialogue is the vital driving force needed to keep Laos beautiful, clean, and firmly on the path to sustainable development.



FROM ONE-WAY INSTRUCTOR TO ASPIRING GREEN MEDIA "TRAINER": THE EVOLUTION OF VILAYVONE SITTHIXAY

In the past, Vilayvone Sitthixay had experience teaching news writing and photography, but his instructional style was predominantly one-way. At the same time, reporting on "Green Issues" posed a challenge; he felt uncertain about the scope of environmental topics and how they interconnected. Participating in the Training of Trainers (ToT) program became a pivotal turning point, profoundly elevating his communication skills and preparing him to become an engaging, participatory trainer.

Vilayvone discovered a transformative technique for making complex environmental news engaging: shifting from rigid, formal reporting to compelling storytelling. By focusing on how environmental issues directly impact individuals, daily livelihoods, and the local economy, he learned how to draw readers emotionally into the narrative. Concurrently, he embraced participatory teaching methods, moving away from passive lectures to dynamic, hands-on activities that foster active dialogue and create a fun, memorable learning environment.

The crucial turning point where he felt the shift from "learner" to "trainer" occurred when he developed his own lesson plans and conducted practice teaching sessions during the training. Learning to set clear goals, structure content logically, and integrate ice-breaking activities helped him break free from the traditional "talking head" model. He gained a profound understanding that a successful trainer must manage time efficiently and maximize participant involvement in the learning process.

Today, Vilayvone is highly confident and ready to pass on his expertise in green reporting to district-level journalists under the provincial propaganda department's initiatives. He firmly believes that the support from the EU, CARE International in Lao PDR, and the Lao Journalists Association does more than just improve individual skills. It lays a robust foundation for local media nationwide, empowering them to report on environmental issues with professionalism and modernity, ultimately creating a genuine, positive impact on society and nature.



FROM JOURNALIST TO GREEN MEDIA "TRAINER": THE EVOLUTION OF SENGSADETH PHOMMASACK

Environmental issues are often laden with complex data. For Sengsadeth Phommasack, effectively communicating topics like climate change and pollution to the public was once a daunting challenge. While confident in his writing skills, he lacked the assurance to stand up as a trainer, feeling he lacked the necessary communication and room management techniques. Participating in the Training of Trainers (ToT) program became a pivotal turning point, unlocking his potential and filling him with confidence.

Sengsadeth discovered the power of storytelling. He learned to break down dense technical information into localized, relatable news angles, enhanced by the strategic use of photos and videos. More importantly, he shifted his educational approach from one-way lectures to participatory learning, creating an inclusive space where learners are encouraged to practice and confidently share their opinions.

Developing his own lesson plan taught Sengsadeth that successful training requires systematic preparation and careful time management. The true turning point arrived during his practice teaching session. Despite initial nerves and pressure, actively listening to participants and fostering an open atmosphere transformed his anxiety into profound confidence. He truly felt the shift from "learner" to "facilitator" when he successfully guided a group discussion, helping everyone open up and share their perspectives.

Today, Sengsadeth is fully prepared to pass on his knowledge. He has concrete plans to conduct workshops for local youth, specifically targeting the "One Bag a Day" project and the "Open Heart, Open Wave" program in Champasak province. He firmly believes that the support from the EU, CARE International in Lao PDR, and the Lao Journalists Association is instrumental in building a robust environmental journalism network, which will ultimately raise profound green awareness across Lao society for years to come.

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.

GLIMPSE



Location
Vientiane Capital
provinces
Luang Prabang and
Champasack

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 Champassak provinces

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

FUNDED BY

The European Union