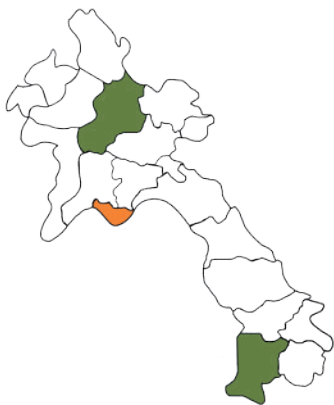


Green Action through Media, Mass Organization and Civil Society in Laos (GAMCIL)



Reporting and planning
on climate change adaptation.

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)

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 Champasack provinces

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

FUNDED BY

The European Union

EXPECTED OUTCOMES

- **State-owned and private media outlets (including women journalists) have improved professional skills including use of digital and new technologies, enabling quality information be provided to the public through responsible and professional reporting on green development issues.**
 - Activity 1: Assessment of the journalists' capacities and design of the training program
 - Activity 2: Development of Green Quality Journalism Standards
 - Activity 3: Implementation of annual two-week journalist trainings
 - Activity 4: Accomplishment of seminar programs led by invited regional journalists
 - Activity 5: Conducting on the job training for Lao journalists in Thailand and Vietnam
 - Activity 6: Establishment of Lao Journalist Association website
 - Activity 7: Organizing study tours equipping journalists with understanding on gendered community perspectives on critical green issues
 - Activity 8: Organizing annual green media products competition for Lao Journalists
- **Lao Civil Society Organizations and citizen-journalists, filmmakers and Youtubers have enhanced knowledge and capacity enabling them to contribute constructively to policy-making, monitoring, and advocacy on "green development issues" impacting communities, including through the use of digital and new technologies.**
 - Activity 1: Provision of trainings on green issues, digital literacy and media governance to civil society media actors
 - Activity 2: Design and promotion of a digital self-study course on green issues reporting, digital literacy and media governance for youth in target provinces
 - Activity 3: Provision of trainings on green issues, digital literacy and media governance to civil society organizations
 - Activity 4: Design of green issues media competition targeting civil society actors and youth
 - Activity 5: Organization of annual green issues media competition targeting civil society actors and youth

IMPACTS

- **Lao public and private sector journalists have increased expertise in qualitative, digital and green publishing (content creation) through international technical exchange.**
- **Lao public and private sector journalists produce influential, quality media products on green issues that adhere to the LJA code of ethic.**
- **Civil society actors and youth have increased awareness of Green Issues and have improved digital literacy.**
- **Civil society actors and youth produce influential media products on Green Issues informed by the LJA's Quality Green Journalism Standards (QJS) and Code of Ethics (CoE).**

Green development plan exchange between CARE, the government partners and the community.



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