

GAMCIL

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

Growing Together: Media and CSOs Unite for National Arbor Day



To celebrate International Children's Day and National Arbor Day on June 1st, the Lao Journalists Association (LJA) and CARE International in Lao PDR led a joint tree-planting initiative in Sangthong District, Vientiane Capital. The event successfully brought together media professionals, online influencers, and Civil Society Organizations (CSOs) for hands-on environmental action by planting more than 100 trees. Beyond simply expanding green spaces, this initiative forged a powerful new coalition between media, online influencers, and civil society. By breaking down silos, these groups are now collaborating to drive Lao PDR's Sustainable Development Goals (SDGs). Planting these trees represents a long-term commitment to environmental advocacy, ensuring a greener, safer, and more vibrant future for the next generation of Lao children.





Peer-to-Peer Training Environment Preservation, Waste Management and Gender Equality for Youth Volunteers.

The opening ceremony officially kicked off in the morning of June 07, 2026, for the "Peer-to-Peer" youth volunteer activity in Pakse City, Champasak Province. This 2-day event runs from June 07-08, 2026, and is honorably co-chaired by Dr. Vannala Soudthichack, Deputy Head of the Provincial Propaganda and Training Board of Champasak Province and Ms. Bouakham Douangpanya GAMCIL Project Manager, CARE International in Lao PDR.

This event brings together young volunteers from One Bag a Day and Open Heart Open Wave Radio Program in Pakse in total with 30 youths to learn, share, and exchange ideas to drive social change through 3 main topics:

- Environmental Protection: Learning proper and sustainable ways to protect nature
- Gender Roles: Promoting equality and empowering every gender to become leaders and contribute to society
- Waste Collection Drive: Tomorrow our volunteers will hit the ground running to clean up and sort waste within the local community.

Stay tuned and show your support for our young volunteers today and tomorrow to see their exciting on-site activities and updates!





GAMCIL Trainer Teams from Two Southern Provinces Pass on Knowledge on "Gender Equality in Climate Change"

Gender equality in climate change is everyone's business! Recently, the empowered trainer teams from the GAMCIL Project representing Champasak and Salavan provinces, who underwent rigorous capacity-building training, joined forces to organize a knowledge-sharing session for youth volunteers from One Bag a Day and Open Heart Open Wave Radio Program in Pakse in total with 30 youths under the theme: "Gender Equality in Climate Change."

The session aimed to demonstrate that individuals of all genders and ages play an indispensable role and serve as a vital force in environmental management and climate resilience. Most inspiring, this learning process clearly showcased a transformative shift, as all participants demonstrated high awareness, confidently expressed their ideas, and manifested their full potential and commitment to stepping up as "New Generation Leaders in Their Communities."

This is a significant milestone proving that our youth are fully ready to build upon this practical knowledge and experience, drive meaningful change, and work together to safeguard their local environment for true sustainability!





Waste Management for the GAMCIL Project in Pakse, Champasack Province

On June 08, 2026 – This morning, the uphill path and viewpoint area of Phou Salao in Pakse City were filled with young volunteers from the "One Day A Bag" Project and the "Open Heart Open Wave" Radio Program in total with 30 youths. They gathered with a shared goal: to clean up the area and restore the beauty of this sacred, iconic landmark.

Every single youth shared the same vision: "To see our hometown clean and orderly." Today's tireless teamwork regardless of gender, students, or working adults clearly demonstrates that no matter who we are, everyone plays a vital role in taking action to keep our community clean.

Social change doesn't rely on just one person; it begins with the power of unity and real action from all of us.

Big applause to all the young volunteers for being wonderful role models and driving forces to make our society a better place this morning!





Lao Journalists Participate in 2026 Regional Cultural Exchange in Vietnam

Delegates from the Lao Journalists Association, alongside GAMCIL project participants from Luang Prabang province, participated in the "2026 Cultural Exchange for Regional Journalists" in Hai Phong, Vietnam. Held from June 17–20, 2026, the event also served to celebrate the 101st anniversary of Vietnam Revolutionary Press Day.

This year, the Lao PDR proudly contributed to the cultural exchange with a musical performance of the song "Khao Niew Sieng Khaen" (Sticky Rice and the Sound of the Khaen), featuring a custom musical arrangement by journalists from Luang Prabang.

This participation fostered strong friendships and camaraderie between Lao journalists and their ASEAN peers, while simultaneously showcasing the beauty of Lao arts and culture to an international audience.

Crucially, the event provided a valuable platform for Lao journalists to enhance their professional knowledge, share lessons, and gain fresh experiences through exchanges with regional counterparts. These insights will help drive the GAMCIL project forward and strengthen the future of media production and journalism in Laos.

Watch the performance here: [Link Here](#)





Training on Green Issues Reporting for Journalists in Central Provinces

On June 22, 2026, the session focused on "Gender in the Digital Age" for comprehensive green reporting, diving deep into gender roles, GBV, and climate change impacts. This initiative highlighted the crucial role of digital tools and media in amplifying women's leadership linked to environmental degradation, and promoting gender equality in environmental.

In addition, participants delved deep into modern AI techniques and their comprehensive application in media workflow. The presentation was delivered by Mr. Thongsing Sivongxay, a lecturer from the Department of Computer Science, Faculty of Natural Sciences at the National University of Laos.

By focusing on reducing production time, enhancing accuracy, and filtering information more rapidly, creating natural, professional, and diverse voiceovers, transforming complex news content into easy-to-understand and engaging animations, learning data protection and working on social media safely and confidently.





Study Tour Equipping Journalists for central provinces in Vang Vieng, Vientiane Province

From June 24 - 27, 2026, the GAMCIL project led representatives of journalists from four central provinces and citizen journalists in total 32 people 18 women conducted a field study trip to Angel Cave. The purpose was to gain hands-on experience in eco-friendly business practices, with a strong emphasis on community participation in nature conservation. The team gathered valuable insights into systematic waste management and visited an organic durian farm that offers both delicious and safe produce. Beyond the field visits, we participated in brainstorming sessions, teamwork planning, and collective decision-making. Everyone actively engaged in reflecting on lessons learned and sharing candid feedback. This experience successfully built a powerful network of media professionals who are ready to drive a green society together.





Training on Green Issues Reporting for Citizen Journalists

On June 29, 2026, the GAMCIL project officially conducted training on Green Issues Reporting for Citizen Journalists in Vientiane. The opening ceremony was honorably attended by Mr. Savankhone Razmounry, President of the Lao Journalists Association; Ms. Hanna Bartels, Programme Director of CARE International in Germany; and Mr. Paul Weber, Head of Programme Development at CARE International in Germany, alongside a full turnout of distinguished guests and participants.

The objective of this training is to build their capacity in creating high-quality content on green issues, integrating Artificial Intelligence (AI) into media operations, and enhancing understanding of media management while strictly adhering to journalistic ethics. Furthermore, the course places a strong emphasis on producing environmental campaigns, addressing gender roles, and promoting social inclusion in environmental actions.

Notably, participants will gain valuable insights into journalistic ethics and the correct usage of the Lao language in media, presented by the Lao Journalists Association. Furthermore, the course will delve into gender roles and social inclusion in environmental protection through the production of creative campaigns.





Promotion of a Digital Self-Study Course

On June 30, 2026, the Lao Journalists Association, in collaboration with CARE International in Laos, organized a training workshop on **"Promotion of a Digital Self-study Course"** on the Lao Journalists Association's website, held at the Laos-Japan Institute in Vientiane Capital.

The objective of this activity was to promote self-study courses available on the association's website. Participants and learners will gain knowledge on green reporting, digital media production techniques, media law, and environmental campaign building.

For anyone interested in developing modern media skills and content creation: You can register and start learning for free today through a link: <https://www.laja.la/courses/>



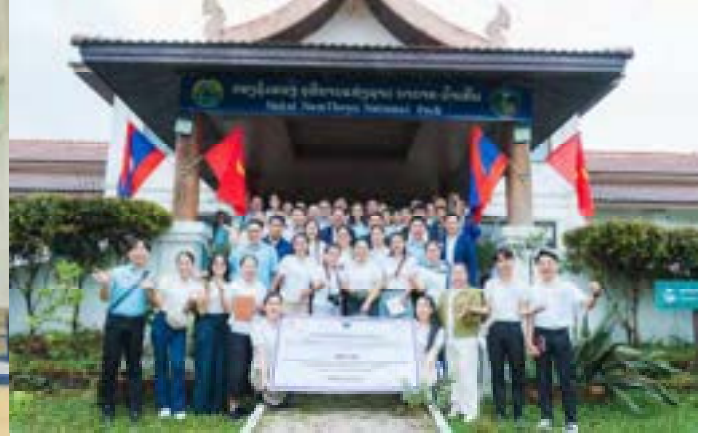


Successfully Accomplished! Wrapping up the "Green Issues Reporting" Training for citizen journalists under the GAMCIL Project

On 03 July 2026, throughout the training journey, all our young participants all over the country in total of 43 participants 24 women have dedicated their passion, and commitment to learning.

Participants showcased their potential by presenting creative campaign posters and videos reflecting pressing environmental issues. Following the training, participants are equipped to produce environmental content by applying key lessons, creating compelling stories, leveraging artificial intelligence (AI) for structured content creation, and using the Lao language correctly. This initiative forged a powerful coalition between media, influencers, and civil society to drive Lao PDR's Sustainable Development Goals (SDGs) and ensure a greener, safer, and more vibrant future for young generation.





Study Tour Equipping Journalist in Khammouane Province.

On July 6–8, 2026, the Lao Journalists' Association and CARE International in Laos led media professionals from four southern, two central provinces, and citizen journalists with a total of 36 participants (including 17 women) on a study tour to learn about community-based ecotourism through the sustainable development plan of the Nam Theun 2 Power Company (NTPC).

During the visit, they interviewed business operators involved in environmental protection, observed community dried fish production, visited the Nakai-Nam Theun National Park Information Center and an educational center providing local student scholarships, and toured the Nam Theun 2 hydroelectric power plant.

This was a highly valuable and beneficial study trip for media practitioners, enhancing their ability to produce news reports focused on green development and community involvement in environmental conservation.





Training on Green Issues Reporting for journalists in two central and four southern provinces

On 9-10 July 2026, the Lao Journalists Association, in partnership with CARE Laos, continues to organize a training on green issues reporting for media representatives from four southern and two central provinces under the GAMCIL project in Thakhek, Khammouan Province.

The opening ceremony was honorably chaired by Mr. Nuanta Keonavong, Provincial Party Committee Member and Head of the Propaganda and Training of Khammouane Province, along with Ms. Bouakham Douangpanya, GAMCIL Project Manager.

This training focuses on fostering a deep understanding of gender roles to ensure inclusive and equitable news reporting, promoting diverse voices in society, and raising awareness to inspire sustainable public engagement in green issues.

Following this training, they are expected to enhance their capacity in producing and presenting news stories. They will not only reflect green issues, but also effectively integrate gender dimensions into their content. This will help raise public awareness and encourage active participation in environmental protection.





Lao Journalists' Association and CARE International Jointly Exhibit and Deliver Speech under the GAMCIL Project at the First National Media Conference

On July 13–15, 2026, at the National Convention Center in Vientiane, the Lao Journalists' Association (LJA), in partnership with CARE International in Lao PDR under the GAMCIL Project, participated in an exhibition and delivered a keynote address on the occasion of the 1st National Media Conference.

To commemorate this significant national event, LJA and CARE International in Lao PDR, through the GAMCIL Project, co-hosted an exhibition booth showcasing major achievements and progress from their ongoing collaboration—primarily focusing on communication capacity building and media development. The booth attracted strong interest from senior leaders and conference attendees.

On this occasion, the President of the Lao Journalists' Association delivered an insightful speech titled "Protecting the Rights and Interests of Media Professionals in the Industry 4.0 Era." He emphasized: *"The Lao Journalists' Association remains fully committed to supporting and enhancing the skills of Lao journalists, enabling them to produce news professionally in the digital age. Furthermore, the LJA stands fully prepared to cooperate with all sectors to collectively elevate Lao media to new standards of quality and excellence in Industry 4.0, while looking forward to continued close guidance from higher government authorities."*

This collaboration between LJA and CARE International under the GAMCIL Project represents a crucial step forward in jointly empowering and modernizing Lao media, strengthening its ability to adapt to technological advances and undergo a dynamic transformation in line with the strategic vision of the Party and Government.





Promotion of a Digital Self-study Course in Luan Prabang Province

On July 24, 2026, the Lao Journalists Association, in collaboration with CARE International in Laos, conducted a full-day training session at Souphanouvong University in Luang Prabang!

The event was enthusiastically received by over 80 youth participants as it introduced the self-study online course available on the Association's website. This activity aimed to promote self-study modules covering green issues reporting, digital content production, media law, environmental campaign creation, and many other valuable topics.

Participants who complete the training will gain a deep understanding of current environmental challenges, produced engaging content, master digital tools for media production, navigate media law, and—most importantly—receive an official certificate of completion from the project.





Green Issues Media Competition Meeting

On August 6, 2026, the Lao Journalists Association, in collaboration with CARE International in Lao PDR, organized a design meeting for the Green Issues Media Competition under the GAMCIL project. The meeting was held with the cooperation of Commission for Information and Education of the Central Committee; Mr. Savankhone Razmounry, President of the Lao Journalists' Association; and Ms. Bouakham Douangpanya, GAMCIL Project Manager, along with state media experts and experienced online media creators, to define the topics, eligibility criteria, and submission formats in detail.

Following the consultation and input provided on the competition guidelines, the project will officially announce the competition on online media platforms for general citizens and civil society organizations, while also sending formal invitations to state media journalists to submit their entries for consideration and final selection of the top outstanding works.





Training on Green Issues Reporting for citizen journalists

On August 10-14, 2026, the Lao Journalists' Association and CARE International in Laos held an opening ceremony for a training on green issues reporting for 40 citizen journalists (including 21 women) in Vientiane Capital. The ceremony was co-chaired by Mr. Somsack Sakounkham, Deputy Head of the Mass Media Department, Commission for Information and Education of the Central Committee; Mr. Savankhone Razmounry, President of the Lao Journalists' Association; and Ms. Bouakham Douangpanya, Manager of the GAMCIL Project.

The objective of this training was to build the capacity of general social media users in creating high-quality content regarding green issues, applying Artificial Intelligence (AI) to media work, fostering an understanding of media management, and upholding journalistic ethics as a core principle.

Throughout the training period, participants demonstrated strong determination, enthusiasm, and a commitment to learning—such as using AI to assist in image generation and video production, using media ethically, and notably creating campaign plans to communicate environmental issues, solutions, and public engagement in environmental protection. Everyone joined forces to present their best creative media outputs, ranging from deep-content posters to high-quality videos, all born from the creative ideas of every participant.





Study Tour Equipping Journalist in Luang Prabang Province.

On July 18, 2026, the Lao Journalists' Association and CARE Laos organized a field visit with 36 media professionals—including 11 women and citizen journalists from 8 northern provinces—to Pak Xeng District under the Enhancing the Commercial Paravet Project in Luang Prabang Province (ECP). Participants engaged in direct interviews with model families, village veterinary workers, and community members to evaluate project impacts on exploring commercial livestock production, strengthen community veterinary capacity, and provide mineral salt blocks to boost animal immunity.

Participants also visited Ock Pop Tok Handicraft Centre, an eco-friendly business model promoting Lao woven handicrafts globally. The journey powerfully demonstrated the 'power of community collaboration' and highlighted women's empowerment, creating opportunities for women to lead and drive sustainable community development.





Training on Green Issues Reporting for journalists in 8 northern provinces in LPB

From July 19–21, 2026, the Lao Journalists' Association, in partnership with CARE Laos, conducted a training on green issues reporting for 36 journalists (including 11 women) from Lao journalists across eight northern provinces and citizen journalists under the GAMCIL Project in Luang Prabang.

The training was co-chaired by Mr. Bounlay Douangdeuan, Deputy Head of the Luang Prabang Provincial Propaganda and Training Board, and Ms. Bouakham Douangpanya, GAMCIL Project Manager.

The training focused on deepening understanding of gender equality to ensure inclusive and equitable news coverage, amplifying voices from all social groups, and building awareness to encourage sustainable public engagement with green issues. Participants also engaged in team-building activities and knowledge exchanges in a warm, collaborative atmosphere filled with smiles. Through joint planning and lessons learned via creative games, the workshop aimed to elevate media quality, build public trust, and enhance the effective reach of green reporting.

Following this training, media representatives from all eight provinces are expected to strengthen their capacity to produce and deliver news that not only reflects environmental issues but also integrates gender dimensions—inspiring greater public awareness and active participation in environmental protection.





LUCKY HOUNGSAENG: MERGING BUSINESS MARKETING WITH GREEN SOCIAL ADVOCACY

Lucky Houngsaeng, a 21-year-old Business Administration student at the National University of Laos, creates engaging digital content focusing on student life and personal growth. Living in Vientiane Capital, she has always been interested in exploring eco-friendly business practices with her peers, but she sought to learn how to effectively use social media to drive widespread environmental awareness in a globalized era.

Joining the GAMCIL training was a fresh and challenging experience for Lucky, marking her first time diving into green media, journalism, and environmental fact-checking. She particularly thrived during the campaign planning activity, successfully blending her marketing expertise with new communication techniques to make complex environmental topics both interesting and highly accessible to the public.

"Before you click share on any information about the environment, I want everyone to stop, think, and verify its accuracy first," she urged. "Everyone has the power to create a green society right at their fingertips."

Collaborating with a diverse group of youth from across the country, Lucky and her team developed an impactful "Zero Food Waste" campaign. The initiative focused on practical daily actions, encouraging people to be mindful when buying or ordering food and to always finish their plates to prevent global food waste. Through this collaborative environment, she improved her active listening and brainstorming skills, learning how to quickly turn new ideas into complete campaign strategies.

Looking ahead, Lucky plans to combine her newly acquired fact-checking abilities with the art of storytelling to produce highly reliable, clear, and engaging content. As a young leader, she hopes to inspire her audience by proving that protecting the planet does not require giant solo actions, but rather starts with small, daily habits that build a sustainable future together.



NATTIDA THAMMAVONGSA: FROM BEHIND THE LENS TO A POWERFUL GREEN VOICE FOR SUSTAINABLE CHANGE

Nattida Thammavongsa, a journalist and video editor from Lao Phattana News, has long been accustomed to working behind the scenes as a cameraperson and editor. In the past, her most significant challenge was a lack of creative storytelling techniques and limited knowledge regarding environmental issues. Consequently, her previous media works often struggled to captivate audiences and failed to clearly communicate the impacts of environmental issues to local communities.

However, everything changed when she became part of the GAMCIL project, supported by CARE International in Lao PDR and the European Union (EU). This project served as a guiding light, opening up entirely new perspectives for Nattida.

Through an eye-opening field trip to Vang Vieng District, Nattida witnessed firsthand that "green tourism" is more than just a buzzword or superficial conservation. Seeing the reality at the Vang Vieng landfill ignited a profound realization: "The community must take ownership." She recognized that if everyone works together to separate waste at the source, the waste problem will undoubtedly be mitigated.

The most inspiring aspect of her transformation is how she pushed beyond her own boundaries. Having never written an article before due to her highly technical role, Nattida applied her newly acquired skills, notably integrating AI technology (such as Gemini) to brainstorm ideas, draft scripts, and verify environmental facts. This empowerment led her to successfully produce her very first impactful article, titled: "Waste Separation at the Source: Towards Green and Sustainable Development in Vang Vieng District."

Beyond environmental insights, the training also deepened Nattida's understanding of gender equality. She firmly believes that when natural disasters or climate change impacts occur—such as water or food shortages—everyone in the community is affected equally, regardless of gender. Therefore, as a media professional, she is committed to ensuring her future content amplifies the voices of all genders, giving them an equal platform to lead in environmental conservation.

"Protecting the environment is not just one person's duty; it starts with ourselves every single day," Nattida shared a powerful message with all media consumers.

Looking ahead, Nattida plans to focus more heavily on producing "green media." She intends to leverage AI to reduce production time while maximizing content efficiency. Furthermore, she is eager to share these invaluable skills with her colleagues, acting as a catalyst to create a broader ripple effect of environmental awareness throughout Lao society.

"I would like to express my deepest gratitude to CARE International in Lao PDR and the European Union for recognizing the vital role of the media and supporting the GAMCIL project. This training has genuinely transformed our mindsets and elevated our skills. I hope to see more impactful projects like this in the future, empowering Lao media to stay ahead in the modern era."

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



Reporting and planning
on climate change adaptation.

GAMCIL



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

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