

CHANGE

350
VIETNAM

2015

POWER UP FESTIVAL



Project Proposal

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A. PROJECT BACKGROUND

I. CONTEXT

After decades of burning fossil fuels to produce energy and goods, the concentration of carbon dioxide (CO₂) in the atmosphere has rapidly increased from 275 ppm before the industrial revolution to a new record of 400 ppm (September 2015) [1]. The consequence is 0.85 [0.65 to 1.06]°C of warming in average global temperature [2] with frightening impacts: drought, glaciers melting, sea level rising, ocean acidification and extreme weather. The latest science urges the world to bring its CO₂ concentration to below 350 ppm in this century to avoid further devastating environmental damages.

Coal fired power plants are the biggest source of man-made CO₂ emissions - the leading cause of global warming. Coal mining, transportation, production and combustion for energy production not only create serious impacts on environmental and human health e.g. air pollution and water contamination, but also contribute to economic and energy security issues [3, 4, 5, 6]. Facing these threats, many countries have determined to move away from coal and switch to renewable energy (RE). At least 30 nations around the world already have RE contributing more than 20% of their energy supply. Several places run their grids almost exclusively on RE.

Vietnam, however, still plans to depend heavily on coal to satisfy its energy demands. The governmental Power Master Plan VII identifies thermal power plants to be a major power generator for the future, increasing the percentage ratio of coal power generation from the current 24% of total national power capacity to 56.4% by 2030. With plans to produce 75,000 MW in coal-fired power by 2020, and up to 137,000 MW by 2030, Vietnam is currently the third largest builder of coal plants in the world, and the largest in Southeast Asia [7].

Vietnam has done very little to promote RE despite its abundant wind and solar power potential. The Master Plan VII only plans to increase the ratio of RE from the current 3.5% to just 4.5% by 2020 and 6% by 2030 [8], compared to the 30-50% goals in other countries.

Moreover, the understanding about climate change mitigation and energy security, and the role of community in tackling these challenges, is very low among the Vietnamese public. Very few organizations are working on promoting RE and low impact lifestyles, which are key solutions for climate change mitigation.

II. PROJECT JUSTIFICATION

As the official patron of 350 Vietnam, CHANGE has identified energy as a priority issue in its climate change campaign. In the past 3 years, CHANGE has organized youth-led campaigns to raise awareness on the connection between energy and climate change, to push for fossil fuel divestment, and to lobby the government in choosing sustainable energy options for a low-carbon economy. These campaigns include:

- 2013: Vietnam Power Shift, comprising of the national climate leadership workshop [“I am a Climate Citizen”](#), [the National Day of Action for Energy and Climate](#), and video art project [“Pink and Black”](#).



- 2014: People’s Climate March, including a creative campaign [“I can’t ...”](#), the Day



of Action [“Black Day”](#).

- 2015: Global Divestment Day, which engaged [high schools](#) and [universities](#) youths; [RE businesses and NGOs](#) to introduce the most recent trend in climate solutions: Divestment from fossil fuels. In the [Day of Action](#), participants marched to 13 banks to call for divestment from coal and fossil fuels, and investment in RE.



In August 2015, CHANGE and 350.org organized the East Asia Climate Leaders Camp ([EACLC](#)) in Quang Ninh province. 33 climate campaigners from Japan, Indonesia, Philippines, Taiwan and Vietnam (including 20 from Vietnam) were trained and



empowered to organize climate campaigns in their communities. Under the topic of energy, the participants partook in a special field trip to local coal mines, getting first-hand experience with coal issues to develop concrete appropriate action plans for their countries.

To this date, CHANGE has seen the undeniably powerful potentials of engaging both youths and corporations in building a persevering national movement to target the public and government.

B. PROJECT DESCRIPTION

This “POWER UP” project is designed to empower youths with knowledge and skills, as well as engage corporations to tackle climate change and spread the urgent message about local energy issues.

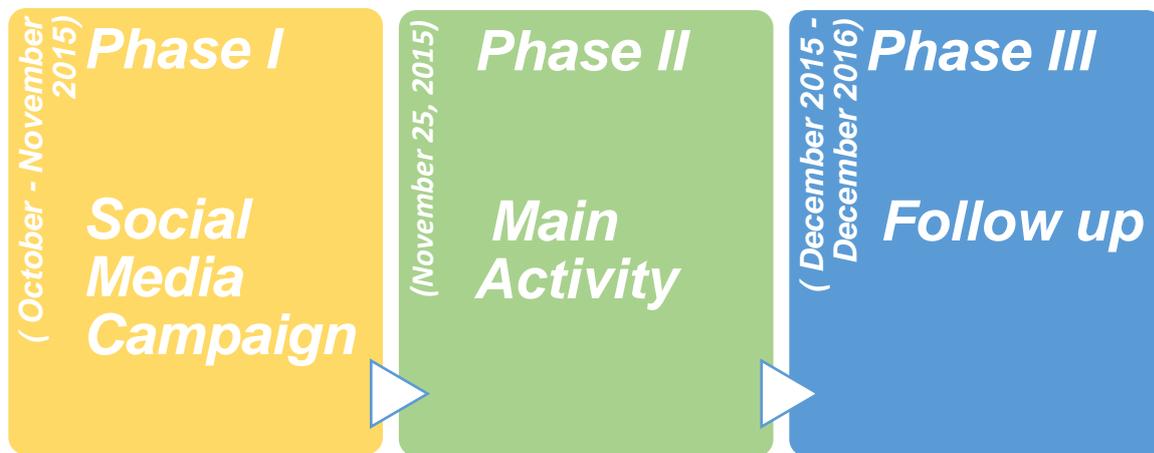
I. OBJECTIVES

- To raise awareness on bad impacts of coal on human and environmental health.
- To shift the public perspective from thinking that coal is the best solution for energy security and economic development challenges, toward believing in a RE future.
- To encourage local businesses in Ho Chi Minh city to participate in programs that bring RE solutions to affected communities.
- To involve international partners operating in Vietnam, such as companies, development agencies and government representatives, in taking action with Vietnamese public to emphasize the global stand against climate change.
- To urge world leaders who are gathering at COP 21 (United Nations Conference on climate change) in Paris from November 30 to December 11 to take immediate actions in protecting the planet.

II. TARGET AUDIENCE

- General public, especially young people.
- Local and international corporation.

III. PROJECT PLAN



3.1 Phase I: Social Media Campaign (October - November 2015)

Mini campaign will be run on social media (websites/ facebook) of CHANGE and 350 Vietnam to raise public awareness, especially high school and university students on relevant issues:

- Why coal is bad and why Vietnam should move away from this fossil fuel.
- What renewable energy is and why Vietnam should focus on this alternative energy option.

a. Intensive posts, blogs, feature articles on social media and channels of official partners (hopefully Vietnam Sustainable Energy Alliance, GreenID, Live&Learn, WWF, CEWAREC etc.)

b. Feature articles, opinion editorials, press release etc. sent to targeted local media to echo the findings researched by the Harvard Institute on Coal effects on human health in Vietnam.

Phase II: Main Activity (November 25, 2015)

The main activity is a celebration in Ho Chi Minh city on November 25th, 2015. The concept follows the life history of Coal, covering its conception, its proposed “demise” as an energy source, and its replacement by RE.

The event comprises of two parts: the first part provides interactive booths and information presentation; the second part takes place later on with guest speakers, plays and a music concert with Vietnam's top singers who are 350.org Vietnam's Ambassadors and supporters.

Part One

i. Coal section

These booths present the journey of Coal, from its conception to the final use. The information is shown through info-graphics, photos and short clips, narrated by actors dressed as symbolic Coal monsters.

ii. RE section

These booths present the journey of RE, highlighting its replacement Coal. The information is shown through info-graphics, photos and short clips, narrated by actors dressed as symbolic RE knights.

Partnering RE suppliers get to demonstrate the effectiveness and environmental friendliness of their equipment/ inventions. Equipment range from solar battery chargers, solar cookers, solar lighting system to replicas of ocean (waves) and wind farms. International actors are strong anchor points to demonstrate the realistic application of RE in their perspective countries.

iii. Art Exhibition/ Artivism

These booths allow the audience to showcase their artistic expression on coal and RE, with tools from drawing, painting, creating to pre-set exhibitions of invited artists. Audience gets to be creative and express their emotion after all the information they receive from the Science Facts and Film booths.

iv. Film Screening

Clips of the movie *Nước 2030* (*Water 2030*) from famed Vietnamese director Nguyen Vo Nghiem Minh will be shown repeatedly on the main stage. The film depicts survival of southern Vietnamese in a future where most of the region is already submerged in seawater due to climate change.

Short documentaries on energy crisis highlighting disasters in coal mines, pollution and health effects of coal will also be shown: *The Story of Coal, Vietnam Coal, China: the Human Price of Pollution*.

Part Two

i. Guest Speakers

Guest speakers such as international and local representatives from companies, development agencies or government--who have knowledge about any RE aspect come on stage to share their stories and advice. Audiences get to understand the progressing RE situation in other nations.

ii. Music Show

The music show progresses from a somber mood--symbolizing the domination of Coal, to a joyful one--signifying the successful replacement of RE. Performances of popular artists/dancers continue spreading the message of choosing RE.

3.2 Phase III: Follow up (December 2015 - December 2016)

- Online petition to demand the governmental officials of HCMC to install solar panels in public space.
- Climate camp (community projects) in remote areas in HCMC.
- Climate and energy leadership workshops for university students and grassroots groups.

IV. TIMELINE

<i>Phases</i>	<i>Month</i>	<i>October/2015</i>		<i>November/2015</i>				<i>December/2015 - December/ 2016</i>
		<i>3</i>	<i>4</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	
Phase I	Social Media							
Phase II	Main activities							
Phase III	Follow up							

V. DESIRED OUTCOMES

- Estimated 2 million people in Vietnam will hear of/ be informed about the climate and energy issues from social and mainstream media promotion.
- At least 20 posts/ blogs on social media including 200,000 reach and 2,000 interactions on Facebook.
- At least 40 articles on online newspapers.
- Attract at least 1,500 attendees for the event.
- At least 30,000 signatures for an online petition to demand the governmental officials of HCMC to install solar panels in public space.

- At least 5 corporations commit to spread the message to their employees from December 2015.
- At least 3 corporations commit to join climate camp (community projects - to solve urgent energy problems faced by communities affected by climate change) and support RE by starting making changes in their energy usage and spread the message to their employees next year.



VI. BUDGET Estimated budget is \$13,508.84 (For Phase I and Phase II of the project)

No	Items	Details	Unit Cost	Qty	Total (on CE)
			USD		USD
Global Action Day (1,500 people) Night time					
1	Venue + sound system	For 1500 ppl	\$3,782.82	1	\$3,782.82
2	Stage, visual + light system		\$2,002.67	1	\$2,002.67
3	Backdrop + banners + standee	Including frames (2 backdrops + 8 banners & standee)	\$363.15	1	\$363.15
4	Walkie Talkie		\$4.45	20	\$89.00
5	Exhibition booths + interactive activities		\$184.83	7	\$1,293.81
6	Artivism activities (Coal Retirement + RE Baby Shower)	Pros/costumes + other materials	\$222.52	2	\$445.04
7	Photographer + cameraman	3 photographers + 2 cameramen	\$378.28	1	\$378.28
8	MC		\$222.52	1	\$222.52
9	Artists (performance: free)	Makeup, taxi, allowance x 10 ppl	\$50.00	10	\$500.00
10	Material preparations + printing for event	Tickets, leaflets, media package	\$400.53	1	\$400.53
11	Ambulance service	compulsory for public events	\$66.76	1	\$66.76
12	Fire Service	compulsory for public events	\$66.76	1	\$66.76
13	Permission		\$267.02	1	\$267.02
14	Business meal	for meetings/working with partners	\$13.35	5	\$66.75
15	Transportation	meeting partners + set up/package	\$233.64	1	\$233.64
16	Communication package	Online + offline	\$600.00	1	\$600.00
17	Salary for project team	1 project leader, 1 communicator, 1 designer/part time, 4 project executives in 1,5 months	\$823.32	1.5	\$1,234.98
18	Working space & other facilities for project team	in 1.5 month for preparation & execute the event	\$178.02	1.5	\$267.03
Sub Total					\$12,280.76
Miscellaneous 10%					\$1,228.08
Total					\$13,508.84

VII. SPONSORSHIP BENEFITS

Sponsoring events in our POWER UP campaign also mean receiving a wide range of reverent benefits:

- *Recognition for endorsing the fastest spreading climate change movement in the world.*
- *Recognition for showing a clear commitment in pioneering global efforts in solving the most urgent environmental crisis.*
- *Regonication for contributing to the world’s message to COP 21 in Paris to demand urgent actions from global leaders.*

Other benefits are listed below depending on types of sponsorship:

No	Benefits	Sponsorship options			
		Gold sponsor +\$5,000	Silver Sponsor +\$3,000	Bronze sponsor +\$1,000	Other/in kind sponsors
Communication					
1	Acknowledged on press releases	✓	✓	✓	✓
2	Thank you posts mentioning sponsor on social media (websites/ facebook)	✓	✓	✓	✓
3	Logo on all press releases	✓	✓		
4	Logo on cover page and other social media (websites/ facebook)	✓	✓	✓	
5	Logo on all standees/banners/ backdrops	✓	✓	✓	
6	Present on stage at events	✓			
7	Acknowledged on stage at events	✓	✓	✓	✓
8	Present booths at the event to promote your brands	✓	✓		

Benefits after the campaign					
9	Inclusion to the sponsorship list on websites of CHANGE/ 350.org VN	✓	✓	✓	
10	Invitation to all events of CHANGE/ 350.org VN in 2016	✓	✓	✓	✓
11	Priviledge to announce the cooperation with CHANGE/ 350.org VN in your media products	✓	✓	✓	✓

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