



**Gender Responsive Equitable Agriculture and Tourism
(GREAT)**

Volume 7

January 2021

Key Figures



**Disbursement
Lao Cai**

AUD \$5,487,253



**Disbursement
Son La**

AUD \$4,456,898



**Private sector
co-investment**

AUD \$7,948,860



**Signed partnership
agreements**

51



**Women joining
business networks**

12,994



**Number of women
trained**

41,953



Women with productive access and inputs

10,930

Women-led collective groups

421

New production area expanded

9,258 ha

Latest News



Australian Ambassador Launches UNDP Policy Project

The Australian Ambassador to Vietnam, HE Robyn Mudie helped launch a project being implemented by UNDP, the Committee for Ethnic and Minority Affairs (CEMA) and Son La and Lao Cai Provinces. This project is focused on capitalising on the recently approved National Target Program for Socio-Economic Development in Ethnic Minority and Mountainous Areas (NTP-SEDEMA) 2021-2030.

[See more](#)



COVID-19 Update: GREAT Women on the Frontline

During Gender Month, we honoured the Women on the Frontline who have worked tirelessly in responding to COVID-19 and towards recovery. The impacts caused by the pandemic haven't stopped the women participating in the Australian funded GREAT Program from continuing to make an impact in their local communities. Watch this video to find out more about these GREAT women.

[Watch video](#)

GREAT Story:



Shooting Ahead with Bamboo

A Thai woman in Van Ho, Son La, has been active in supporting her local community to switch from traditional cultivation of bamboo shoots to more sustainable practices. The bamboo shoots being produced in this remote community are now exported internationally.

Read the full story of Lo Thi Nguyen, Director of the Xuan Nha Clean Bamboo Shoot Cooperative.

[Read more](#)

The Journey to Happiness



GREAT Gender Equality Campaign

“The Journey to Happiness” campaign was co-implemented by 16 GREAT partners through 26 events in six target districts of Son La and Lao Cai provinces from October 20 to November 25, on the occasion of the Vietnamese Women’s Day and the Australian Embassy’s Gender Month.

[Watch video](#)

Partner Highlights



Fresh Studio and FAVRI have been transferring IoT (Internet of Things) technology as well as non-woven fabric and greenhouse innovations to vegetable growers of Dung Tien Cooperative in Moc Chau, Son La.



CRED successfully organised a training workshop on marketing and communications for 30 tourism operators in Bac Ha, Lao Cai.



The Department of Culture and Information in Sa Pa recently organised a trip of 14 local tour operators to Ta Phin in response to COVID-19 to help build the domestic market.



Helvetas led a training workshop on using a mobile application for sustainable agriculture cultivation management for ethnic minority women in Sa Pa, Lao Cai.



The on-site workshop on medicinal plants seed production led by VietRap in Bac Ha, Lao Cai.



GREAT partners in Son La participated in the Colors of Son La Exhibition in Ha Noi to attract local tourism after COVID-19.

Key Past Activities

October 2020: Program Steering Committee Meeting, Lao Cai

October-November 2020: Gender awareness events (Vietnamese Women's Day)

October-December 2020: Strengthening business management capacity for selected businesses and cooperatives

December 2020: Vegetable and medicinal plants sector steering meetings

December 2020: Launch of Accelerating Multidimensional Poverty Reduction and Social Economic Development for Ethnic Minorities in Vietnam project by UNDP & CEMA

Key Upcoming Activities

January 2021: Project level midline surveys

January-March 2021: Pilot photovoice campaign with partner CRED

January 2021: GREAT Program Reflect and Refocus Workshop

January-March 2021: DFAT commissioned mid-term assessment

April 2021: GREAT National Symposium - Knowledge Sharing Event

Key Quotes

Tourism Recovery

“The promulgation of a Tourism Development Support Policy is necessary for tourism of Lao Cai Province - a community-based tourism area. Digital transformation offers a new direction, which is vital for tourism recovery and sustainable development.”

- **Mr Hoang Quoc Khanh - Vice Chairman of Lao Cai Provincial People's Committee**



COVID-19 Response

“I’ve been really impressed with how the Program and households have been adapting to the impact of COVID-19. It was also good to see the impact of GREAT’s gender equality activities on local communities.” - **Mr David Gottlieb, Counsellor for Economic and Development Cooperation of the Australian Embassy in Vietnam**

Clean Bamboo Shoots

"We have learnt a lot of new knowledge and feel secure because we can earn a sustainable income from bamboo shoots production. There have also been many gender equality events which all my family members are eager to participate in."

- **Ms Lo Thi Ha**, a member of the **CRED Bamboo Project** in **Xuan Nha Commune, Van Ho District, Son La Province**



Gender Equality Campaign

"Through the event, there was a better connection between the companies and the local government. I also saw the enthusiasm of ethnic minority people when participating in the activities. This is certainly not only a successful individual event but it will also motivate businesses to implement project activities more efficiently." - **Ms Nguyen Cam Tu**, Director of **Viet Tu Company**

Sharing Workload

"After just a little while of acting as a wife, I realised how hard my wife had to work. I will love and take care of my wife and children more from now on." - **Mr Giang Seo Pao**, **Ban Lien Commune, Bac Ha District, Lao Cai Province** shared after participating in the game "One day being a wife"





Vui lòng gửi yêu cầu về địa chỉ great@Aus4Equalityvn.org nếu Quý vị cần bản tiếng Việt của bản tin này

You are receiving this email because you are a partner or stakeholder of GREAT

7th Fl. Vinapaco Building, 142 Doi Can St., Ba Dinh Dist., Hanoi, Vietnam

© 2021 Aus4Equality, All Rights Reserved.

[UNSUBSCRIBE](#)