



ANNUAL REPORT 2022





Cover photos (from left to right, top to bottom): Brings sorted waste to a waste collection point (Hoi An); Users experiencing the Plastic Health Action Partnership Platform website; P3CR project launch ceremony funded by USAID through the Winrock International; Women in Hoi An bringing sorted trash to the MRF; Waste activity in Phu Yen; Ms. Nguyen Thi Be, a volunteer collecting garbage from boats in Cai Rang floating market, Can Tho; Students of Trung Yen Elementary School, Hanoi, fertilizing trees with compost from kitchen waste; Can Gio delegates visiting the exhibition corner showcasing recycled products.



Volunteers collect coastal debris on Cua Dai beach, Hoi An city.

Contents

Letter from Our Board of Directors	1
Our Misson and Core Values	2
Our Impact Areas	3
Highlighted Achivements	4
Our Programme	6
Case Stories	
1. Promoting a Circular Economy approach to plastic waste in Can Gio, Ho Chi Minh city	8
2. Working for a Zero Waste Mekong River - Son Island Can Tho city shows how	10
3. Never Too Young to Lead - a committed Ha Noi Primary School in action with ZHub	12
4. Zero Waste school programs: from Pilot to Policy in Phu Yen Province	14
5. Towards Minimizing Ocean Plastic Waste: Phu Yen's Progress	16
6. Bac Tu Liem women 'join hands' to reduce Plastic Waste and recover value in Hanoi	18
7. Pioneering a Closed Loop model of Low - Value plastic waste with Social Benefits in Hoi An	20
8. Da Nang women develop 'Green Living Clubs' to mobilize communities on plastic waste	22
Memorable Moments	24
Endorsements of GreenHub's Work	28
Organizational Development	29
Networking	32
Our Donors and Partners	34
Financials	36
GreenHub Team	37
Backstage Heroes	40

Acronyms & Abbreviations

CSER	Corporate Social and Environmental Responsibility
DONRE	Department of Natural Resources and Environment
GoV	Government of Vietnam
EPR	Extended Producer Responsibility
ESES	Experimental School of Education Science
GSRD	Centre for Social Research and Development
H&M	Hennes & Mauritz
iGS	Smart Participatory Guarantee System
ISPoNRE	Institute of Strategy and Policy on Natural Resources and Environment
IUCN	International Union for Conservation of Nature
JAP	Joint Action Plan
LSP	Local Solutions for Plastic Pollution
MoNRE	Ministry of Natural Resources and Environment
MRF	Material Recovery Facility
MOA	Memorandum of Agreement
MOU	Memorandum of Understanding
NGO	Non-Government Organization
NPAP	National Plastics Action Partnership Program
OC	Ocean Conservation
OCOP	One Commune One Product
PAN	Plastic Action Network
PHA	Plastic and Health Action Partnership
PGS	Participatory Guarantee System
P3CR	Pioneering Company, Community and Consumer Responsibility in Plastic Waste Reduction in Viet Nam
RECERD	Research Center for Resources and Rural Development
USAID	United States Agency for International Development
VOHUN	Vietnam One Health University Network
WWF	World Wide Fund For Nature
VSF	Vietnamese Stature Foundation

Letter from Our Board of Directors



*From left to right:
Deputy Director Nguyen Thi Thu Trang,
Director Tran Thi Hoa and
Deputy Director Nguyen Thi Thanh Van*

In 2022 we moved on from the COVID-19 pandemic and quickly resumed our field activities and 'in-person' community activities throughout Vietnam. This year proved to be historic for our environment, environmental organizations and residents in Vietnam due to new, far-reaching environmental policy.

In 2022 the Decree No. 08/2022/ND-CP under the revised Environmental Protection Law established the legal basis for Extended Producer Responsibility (EPR). This is a key policy and practical measure to tackle waste generation and leakage by extending the responsibilities of the manufacturer of a product to its entire life cycle, including take-back, recycling, treatment, and responsible disposal. It incentivizes producers to redesign products and packaging. EPR can also bring opportunities to integrate the informal waste sector in formal waste management by introducing new investment and resources.

The Prime Minister issued Decision No.687/QĐ-TTg approving the Circular Economy (CE) development approach to upgrade the country's economic growth model. CE aims to create a closed-loop or cycle where discarded materials are recovered for inputs into the economic system, aiming to preserve nature capital, viewing products in a circular context, as long as possible, minimizing the negative impacts of waste.

Regulations were also published for the revised National Law on Environmental Protection (2020), requiring businesses, organizations, households and individuals to perform waste separation at source by 2024. These guiding documents present

a new vision for our personal action on improving environmental quality in Vietnam. Already, GreenHub has significantly contributed to the development of EPR and promotes CE in all its projects. We will work to ensure that benefits are maximized for vulnerable groups in the informal economy, especially women.

Rapidly growing waste continues to be a serious environmental and public health threat apart from being an unpleasant view in public places. GreenHub recognizes that localities across the country face significant challenges in waste management. As a result, we increasingly support our local partners to not only improve management at source, but also to recover value from waste, and jointly pilot activities and roadmaps for a sustainable waste management future. We also plan to extend our EPR support to rapidly growing challenges such as electronic waste (E-waste) which can have toxic effects, but also opportunities for significant value recovery.

This year's Annual Report is a bit different. In addition to presenting achievements through our 'GreenHub Stories', we showcase through many photos the many areas and ways our staff and volunteers work, engaging partners in communities, with students, government agencies, businesses, and data collection in the field. We also highlight our Administration and Finance Team, who work hard 'behind the scenes' to make sure our technical staff have all the resources they need. All of this is possible only with the continuing support and faith of GreenHub's investors. You are all part of our Team.



Our Mission

GreenHub connects communities and resources to embrace green lifestyle practices, sustainable production and nature conservation.

Our Core Values

Respect

GreenHub respects nature, ecological balance, individual and cultural diversity to build a green, friendly and sharing environment.

Integrity

GreenHub is committed to conduct based on integrity, equality and transparency in harmony with communities and the environment.

Quality

GreenHub promotes simplicity and dedication. We are dedicated to achieving the highest quality in work. Each GreenHuber is facilitated to promote his/her own character and quality.

Professionalism

GreenHub aims to work with great expertise and promote professionalism. We build and improve our processes regularly to create practices that have a positive impact on the environment and society.

Innovation

GreenHub inspires creativity, dynamism and passion; implements innovation to harmonize environmental benefits and community values.

Synergy

GreenHub values synergy and cooperation. Synergy is for powerful union and convergence; Cooperation supports developing and spreading values.

Sustainability

GreenHub promotes sustainable development. Sustainable in balancing the interests of the parties, sacrificing immediate interests for long-term benefits. Persistence in small actions that are strategic and work towards a common goal.

Impact Areas



**Marine Debris
and Plastic Pollution**



Zero Waste



**Inclusive Business
& Sustainable Agriculture**



**Nature
Conservation**





Highlighted Achievements

2022 Year



430

informal waste collectors
had their skills developed
to improve their
socio-economic status,
contribute to improved
waste collection
and recycling rates

238

tons of waste collected,
sorted, audited, and recycled

9

communication events and
competitions

105,000

people participating
in projects

The Plastic and Health digital platform has

74,824

views

810

people contributors

in review



16

schools and universities,

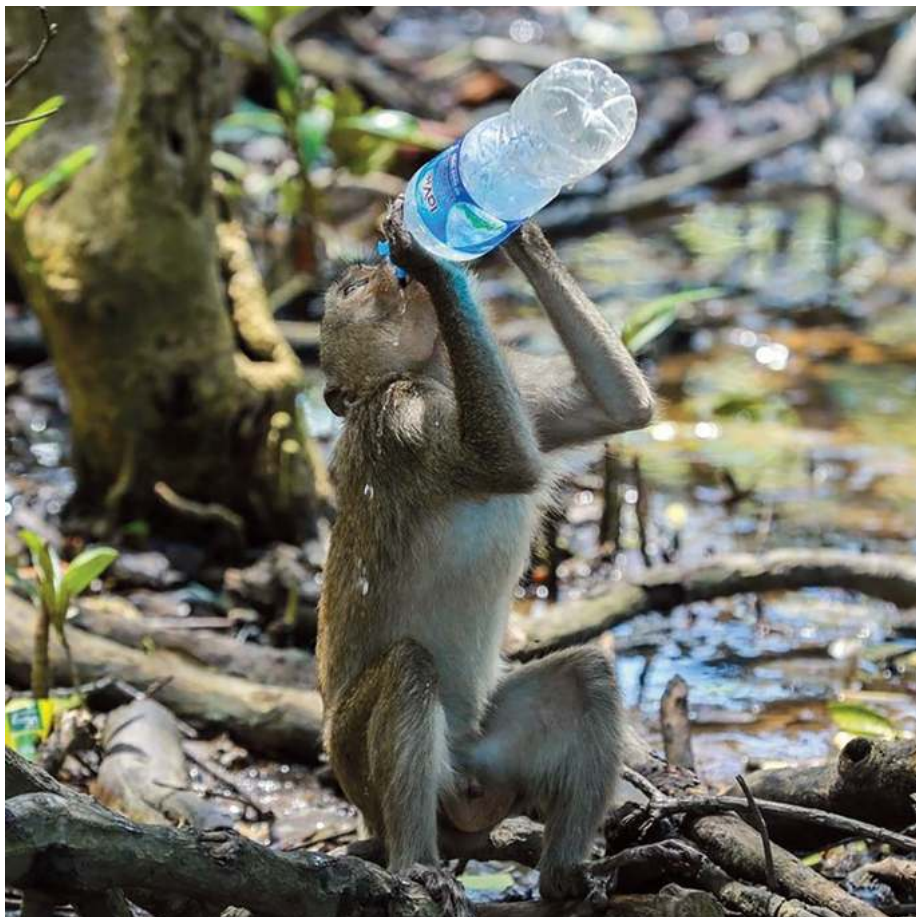
22,000

teachers and students

apply Zero Waste practices

Highlighted Achievements

Our Programme - Connecting GreenHub for environmental benefits



*Monkey and plastic litter in Can Gio Biosphere Reserve - Ho Chi Minh city.
Photo by Quynh Tran*

The United Nations Environmental Programme (UNEP) has identified the "Triple Planetary Crisis" of Pollution, Climate Change and Biodiversity Loss. Vietnam, as other countries, has to manage the direct and indirect

effects of many stresses on its environment and living nature resources. These stresses are physical, chemical and biological, are interconnected, acting together and often cross local to international boundaries.



*Plastic and solid waste carried by the invasive 'Water Hyacinth' plant on a Ba Ria - Vung Tau beach.
Photo by Laodong.vn*

Environmental impacts come from lifestyles and practices based on our habits, behaviours and attitudes, so management must include social and governance factors, address root causes, and build inclusive partnerships. Our experience is that Vietnam's environmental challenges are strongly interconnected, and collaboration can deliver many environmental and institutional co-benefits.

GreenHub's core programme increasingly focuses on the urgent waste challenges across Vietnam in its inland and coastal areas. An increasing number of technical studies and public media highlight this persistent and growing problem. In particular, plastic solid waste is increasing rapidly from households, industry and service sectors, and microplastics are being identified in air, water and soil, aquaculture and seafood products. International research points to direct impacts on ecosystems and public health, especially on vulnerable communities.

Our development actions are strategic in supporting the aims of the National Action Plans on Waste, Zero Waste initiatives and associated guiding documents on waste recovery through Extended Producer Responsibility (EPR) and promotion of a Circular Economy in Vietnam. We also pilot and test waste prevention, recycling and recovery at local levels in cities and provinces, involving local authorities, youth, households, businesses and the informal economy.

Case Stories

1 Promoting a Circular Economy approach to plastic waste in Can Gio, Ho Chi Minh city



GreenHub discussed with Can Gio District People's Committee, People's Committees of communes and towns, and organizations about the detailed action plan for 2023.

Can Gio is the coastal district of Ho Chi Minh city (HCMC) and with its extensive mangrove forests and wetlands is considered the "Green Lung" of HCMC. It is unique in also being a UNESCO World Biosphere Reserve, established in 2000 as the first in Vietnam. It however faces mounting pressure from urban pollution especially plastic waste from land-based, rivers and coastal sources. This is critical as HCMC is the largest producer of municipal solid waste in Vietnam.

GreenHub identified the opportunity to address this challenge with local partners. Developing a circular model approach to plastic waste management in Can Gio can protect the environment, recover value from waste, offer local economic benefits and promote cooperation of consumers, waste collectors and recycling businesses. So, with the support of the Can Gio District People's Committee, GreenHub initiated

an innovative project "Plastic Waste Management in Can Gio based on Circular Economy Model", sponsored by the Coca-Cola Foundation.

Project objectives focused on reducing environmental impacts of plastic waste, promoting a circular economy solution through strong local collaboration, innovative technology, and integrating formal and informal collection and recycling. Objectives also included using project results and lessons learned to inform provincial and national level policies and action plans on Circular Economy and Extended Producer Responsibility (EPR).

In 2022, GreenHub signed a Memorandum of Understanding with the Can Gio People's Committee and Duy Tan Plastic Recycling Company to connect participants in the local waste value chain. The project met expected outcomes and delivered a



Can Gio, the coastal district of Ho Chi Minh City, was recognized as a UNESCO World Biosphere Reserve in 2000.



Project team work with scrap collectors in the district.

collaborative foundation for fostering circular economy solutions in PET (Polyethylene Terephthalate) plastic waste collection for disadvantaged women, local business and communities in Can Gio. It enabled government, businesses, civic groups, professional organizations, communities and individuals to become directly involved and understand circular economy concepts and solutions.

The project collected and transferred 23 tons of PET and 4 tons of other plastic to Duy Tan Plastic Recycling company for recycling; organized workshops and meetings to provide information about plastic waste management and circular economy development for 227 participants from local government, businesses and stakeholders, as well as at national and Ho Chi Minh city level. In all, 1,699 people benefited from the project during 2022.

GreenHub developed a close and cooperative working relationship with major local partners, including business and environmental organizations, coordinating district and community level activities. With consultation of GreenHub, the Can Gio People's Committee also integrated and mainstreamed parts of the project implementation into the local government environment plan. This enabled strong cooperation and participation of communities, and district environmental organizations. The project also received official approval from the Ho Chi Minh City People's Committee.

A co-designed chain-based collection and recycling model was also established with recycling enterprises and local waste collectors as a strong foundation for demonstrating circular economy solutions applied to plastic waste. This can promote a new awareness, leading to positive behavior change in waste



Volunteers collecting waste at Cai Rang Floating Market (above) and Son Island (below).

2 Working for a Zero Waste Mekong River – Son Island, Can Tho city Shows How



Son Island – one of the most attractive tourist destinations in the Can Tho city river system in the Mekong delta has faced challenges in waste management, especially as tourism rapidly develops. Just five years ago, 100% of the solid waste on the island was handled by island residents. A significant amount was either dumped directly into the river or burned in households. However, with the realization that "the river cannot and should not be a giant landfill forever," residents took action to stop the waste pollution, helping to restore the river.

GreenHub led the project "Zero Waste for Mekong River" (November 2021 – May 2023) sponsored by Dow Vietnam, and in cooperation with the

Department of Nature Resources and Environment of Can Tho city, and the Peoples' Committees of Cai Rang and Binh Thuy districts. Capacity-building training sessions and regular environmental clean-up events were conducted monthly to raise awareness and promote behavioral change among the island community. The project has also provided support in terms of equipment, such as sorting waste containers for households and waste collection and recycled waste points, barrels for making bio detergent and a waste transportation boat to implement the Son Island waste management model.

Households on Son Island are now practicing waste classification applying three categories: organic waste,



GreenHub members, along with partners and sponsors, on a field trip to Son Island, Can Tho city

recyclables, and other waste. All organic waste is efficiently self-processed at homes through two main models: livestock feed production and composting using a “Banana Circle Model”. With the organic waste being classified and managed as a result of the project, the Son Island community has reduced by nearly 3 tons the amount of waste that would have been discarded each month.

Most of the recyclables are stored by households and regularly sold to buyers. As a popular tourist destination, nearly 1 ton of recyclables is classified and sent to the Can Tho city's shared recycling system each month. Also, a recycling collection point has been established on the island to raise awareness among residents and tourists and create a small fund for community activities on the island. The remaining waste, approximately 1 ton per month, mainly low-value plastic waste, is collected and transported to a waste collection point on the mainland and processed through Can Tho city's central treatment system.

To date, the introduced waste management and treatment models on Son Island are operational. The waste management system has received support from the local community, bringing practical benefits to the environment and tourism development. The local government has committed to accepting and continuing the operation of this system after the project ends.



The Banana Circle Model, a composting method for organic waste, is familiar to the people of Con Son. A photo shows a resident next to her family's Banana Circle, with an information board encouraging visitors to participate in organic waste recycling.

Never Too Young to Lead a committed Hanoi Primary School in action with ZHub

GreenHub identified Trung Yen primary school in Hanoi as having a vision of 'education with innovation': a desire to integrate environmental protection in its curriculum, and an special commitment to reduce Single-Use Plastic. Our ZHub ('Zero Waste Schools and More') programme reached out to Trung Yen as our second partner to apply Zero Waste practices 'in school'.

Over the year, almost 2100 Trung Yen primary students, teachers and Health Department and Security staff actively took part in many training sessions on Zero Waste concepts, including waste classification and composting. This included more than 40 teachers. This wide participation created and established the school's Zero Waste knowledge foundation. Those who participated in the training, enthusiastically discussed and proposed 'in school' solutions to waste reduction and ensured implementation. Examples included:

- Encourage students to eat breakfast at home and leave no lunch 'leftovers' at school
- Collect leftovers in the kitchen area for cattle raising or composting
- Organize activities to exchange paper and plastic waste for plants
- Stop using wet tissues at school
- Promote student responsibility for school hygiene to protect the environment.

GreenHub also installed a Material Recovery Facility (MRF) model at Trung Yen to handle solid organic waste, creating more than 50 kg per month of organic

fertilizer. The MRF is designed to treat organic waste produced from student lunches. Composting skills are still being improved, but students are continually trying to make it a success. Importantly, in a primary school context with direct student involvement, school organic waste is being recycled for the first time, so waste reduction is happening.

After almost one year of participating in the national ZHub programme, the Trung Yen primary school has on average reduced waste by 1400 litres and wet tissues by 1900 items per day, and is limiting Single-Use Plastic in daily activities at school.

ZHub is a programme developed and implemented by GreenHub to promote evidence-based and experiential environmental education towards Zero waste lifestyles, assisting people to understand Zero waste concepts and practices. The programme concentrates on students in school/university environments.



Students at Trung Yen Primary School collect waste from their school kitchen to make compost.



The first experience camp of students from Experimental Science Education School, Apr 2022.

Trung Yen primary school has a wonderful tranformation after almost a year being ZHub's partner:
Before, the school disposed 1900 wet tissues and 12,000 liters of waste per day.

Now, the amount of waste generated per day is 360 liters, 0 wet tissues thanks to the commitment of the school's administrators.



Sharing about Zero waste concept and Plastic waste to students at Trung Yen Elementary school, Ha Noi.



4 Zero Waste school programs: from Pilot to Policy in Phu Yen Province

GreenHub introduced the Zero Waste School programme in Phu Yen province in 2019 piloting it in one school with about 300 students in Tuy Hoa city, the province capital. After 3 years of piloting and development, Zero Waste practice has become accepted as a strategic goal at the provincial level with the Phu Yen People's Committee aim of 100% of schools in Phu Yen province will practice Zero Waste by 2025.

With that goal of the Phu Yen province leadership, GreenHub and its partners have collectively developed a Zero Waste School programme to replicate the scale of 9 districts, towns and city with the participation of 13 schools and 11,411 students, with 736 teachers, administrative and management staff.

Compared to other schools, Zero Waste schools have a range of comprehensive environmental standards and practices in their administration, curriculum design and content, learning and school resources. In Zero waste schools:



The closing ceremony of the Zero Waste School communication contest at Phu Yen province.



Policy

- Established School Regulations to reduce the use of Single-Use plastic and protect the environment for students, teachers, administrative and management staff
- Mainstreamed Zero Waste principles into weekly, monthly, quarterly and yearly evaluation criteria for student attitudes and practices
- Action Plans in place to implement activities promoting Zero Waste practices in schools on a permanent basis



Practice

- Available tools and equipment in schools to enable students in "hands-on" practice in waste sorting and composting

¹ Plan No.78/KH-UBND dated April 4, 2022 of the Provincial People's Committee on implementation of Action Program No. 08-CTr/TU dated August 18, 2021 of the Provincial Party Committee on strengthening environmental protection, striving to build Phu Yen province to become a "green" destination;



The debate section in the contest.



Communication

- Student contests are organized to improve knowledge about plastic waste and the environment
- Radio programs communicate Zero Waste practices



Education

- Teachers, administrative and management staff have deeper environmental understanding through new knowledge and training on plastic waste and the environment;
- Knowledge about plastic, waste and the environment is integrated into core subjects: English, literature, civic education, ethics, etc.



The students practice composting during an extracurricular class on composting at Song Cau Elementary School in Phu Yen.

AREAS

01 CITY, 02 TOWNS, 05 DISTRICTS

SCHOOLS

03 HIGH SCHOOLS, 01 SECONDARY SCHOOLS, 09 PRIMARY SCHOOLS

STUDENTS
/STAFF

11411 STUDENTS
736 TEACHERS AND STAFF

GreenHub will continue to support the vision of provincial authorities to successfully implement the Zero Waste principles and practices comprehensively in schools. We believe this province-wide plan will also deliver useful learning for implementation at provincial scale in other regions of Vietnam.



GreenHub at the Phu Yen provincial conference on 'Promoting Reduction of Plastic Waste in the Ocean'.



GreenHub at national conference on 'Promoting Reduction of Plastic Waste in the Ocean' (Nam Dinh province).

5

Towards Minimizing Ocean Plastic Waste: Phu Yen's Progress

With GreenHub as the leading implementer and support from Ocean Conservancy, the work package "Accelerating Efforts to Minimize Ocean Plastic Waste" has contributed to raising awareness in Phu Yen province to reduce coastal waste, especially plastic waste from land to the ocean.

Communication activities helped build a foundation for behaviour change in coastal districts, towns, and Tuy Hoa, the capital city. Nine campaigns with 11,431 participants also trained and established a core force of 120 members from the Women's Union enhancing their communication skills to mobilize community participation in plastic waste reduction practices.

During 2022, GreenHub led coastal surveys in Phu Yen where 1,941 kg of plastic waste, equivalent to 13,890

plastic items, were collected. The collection of plastic waste and data collection at four representative beaches (in coastal districts, towns: Xuan Thanh, An Vu, Huong and Tuy Hoa city) contributed to a knowledge base on coastal plastic pollutants in Phu Yen province.

Supporting and participating with GreenHub were the Phu Yen Provincial People's Committee, Department of Nature Resources and Environment, Women's Union and WWF Viet Nam. A provincial-level consultation conference was also organized to facilitate sharing of information and experiences among organizations and individuals, as well as to guide activities and solutions to promote efforts in reducing ocean plastic waste in Phu Yen.



Women Union participated in a training session to improve communication capacity in Zero Waste practice in Phu Yen.



Volunteers uploading waste data collected the CleanUp campaign in the Clean Swell App.

These activities are part of the provincial programme on plastic waste in Phu Yen. The programme includes knowledge, attitude, and awareness surveys, training programs, consultations, working with local businesses and community groups. GreenHub's initiatives piloting Zero Waste schools in particular show great promise.

Expansion of such schools throughout the province can boost Zero Waste implementation in all districts, towns, and the capital city. These results are encouraging and significant to develop activities in Phu Yen as a coastal province to reduce plastic waste entering the ocean, and serve as a model for other



A student giving a presentation about the environment in the Communication contest about a Zero Waste School in Phu Yen.

6 Bac Tu Liem women 'Join Hands' to reduce Plastic Waste and recover Value in Hanoi



Bac Tu Liem`s women made the up-recycling products to "join hands" to reduce plastic leaking.

From the very first moment, the Bac Tu Liem Women's Union (WU) inspired GreenHub's 'Local Solutions for Plastic Pollution (LSPP)' project team about the success of model implementation in Hanoi to reduce plastic waste. Based on the "Slowly but Surely" approach, we proposed conducting the plastic waste reduction pilot in several wards, then gradually spreading out to the whole district. To our surprise, the district Women's Union proposed to immediately implement the model at district level in terms of the contest and

communication campaign. This led to the great participation of all WU members in 13 wards, with many impactful activities conducted, all leading to plastic waste reduction.

Three levels of project communication were established. At district level, a 'Training of Trainers' (TOT) session on plastic issues and communication skills was organized for women representatives. Then, these representatives organized training sessions in their ward, followed by each trained participant actively communicating local project aims and benefits. The contest "Bac Tu Liem women 'Join Hands' to reduce plastic waste" was launched in two phases:

Phase (1) March to June achieved significant results in all 13 wards of Hanoi's Bac Tu Liem district with up to 20,000 WU members participating. Nearly 38.5 tons of solid waste was collected (plastic waste being around 25%), and a local fund with more than 186 million Vietnamese Dong (USD 8,000) was raised from selling scraps.

Phase (2) June to September in which the contest was completely organized and conducted by the WU on their own initiative, attracted about 4,000 people. The results of the contests are not only about the amount of waste collected, but also the awareness raising of the district community, improved organization skills of the WU, and self-financing from waste recovery.

The GreenHub LSPP project staff also recognized that women in the district had basic knowledge about the importance of waste treatment and the environmental



Rewarding to prizers in competition on “Bac Tu Liem’s women join hand to against plastic waste”.

and health impact of plastics. However, they did not know how to create a Circular Economy model at district scale, to convert waste into valuable resources. So, a novel intervention linked “Turning Waste into Resources” to “Establishing a local Circular Economic model”.

The LSPP project staff conducted a training workshop on producing a number of useful products: microbial products, microbial fertilizers from enzymes and enzyme-based dishwashing liquid. Then, through a 3-level communication model, this training spread throughout the district: the result was nearly 125 households applying waste sorting and recycling activities, and 13 households developing organic compost.

On a personal note, through knowledge and skills

received from the training, a leader of the Women’s Union in Lien Mac ward produced hand sanitizer from enzymes for not only for her family but also for the WU ward committee office. In addition, the Women’s Union members of 13 wards also practiced “Turning Waste into Resources” movement through making more than 330 recycled products from plastic waste, such as: planters, pen boxes, shopping lanes, trash cans, trays, etc.

In 2022 also, the LSPP project team not only organized training and communication at district level, but project also organized sharing fora at ward level. The LSPP project team provided “hands-on” instruction and consulting via social media, using the “Zalo” group App. In addition, the project team also connected potential recyclers to Bac Tu Liem district to have the

Pioneering a Closed Loop model of Low - Value Plastic Waste Recycling and Social Benefits in Hoi An

Within the framework of the GreenHub LSPP project supported by USAID, a closed loop model of for local low-value plastic was co-implemented by local actors including the Hoi An Women's Union and Department of Nature Resources and Environment, with technical support by IUCN and GreenHub, for plastic waste reduction consistent with Directive No. 801/KH- UBND. In March, GreenHub the LSPP project team joined Hoi An city authorities and partners in handing over 54 "Green Houses" (plastic waste collection bins made from recycled plastic) to the Hoi An City's Women's Union for management and operation in 13 villages and wards. The "Green Houses" allow easy separation of Single-Use plastics and types of higher recycling value.

The model connected collectors in sorting low-value plastic waste, to local recycling and collection business Evergreen Labs and its Reform Plastic factory for recycling. The money from sales of waste was used to support disadvantaged women and children. The model also attracted the participation of the 'Society and Environment Activities Club' (S.E.A Club), a youth environmental club, in transferring low-value plastic waste to the recycling facility and included presentations on plastic reduction in training sessions.

The model has supported waste recovery - reducing leaking into the environment and created jobs for "bottom-of-the-pyramid" workers by integrating low-value plastic waste into the recycling value chain. It promoted the transition of Hoi An waste management to a more circular model. Within 6 months of operation, the model facilitated the collection and recycling of 695kg of plastic waste. Over 100 members of Hoi An Women's Union directly managed the "Green Houses", and 1,000 people received training and



Women Union members in Hoi An share ideas and experiences about developing 'Green House' operations with GreenHub and IUCN staff.

became ambassadors to spread the message of plastic waste reduction to the community.

Upon the hand-over of the "Green Houses", GreenHub continued supporting the Women's Union in its efforts to establish and expand connections with plastic recycling networks. A 'digital page' to update the bins'

Value plastic waste with



An Women's Union and S.E.A Club.

The model emphasized collaboration and implementation was strongly supported by local organizations and experts including IUCN, Women Union, Department of Nature Resources and Environment, Evergreen Lab, tourism agencies, and S.E.A. In the near future, the LSPP project will continue to support the model operation so reducing plastic waste impacts by increasing the waste collection rate and providing mentorship to further improve the



Women Union members explain the 'Green House' model to partners of Ha Noi & Da Nang and USAID donors during the second year of the project.

locations was also developed with the support of USAID. Furthermore, to optimize the model operations, training on model introduction and management for the Women's Union members at ward level were hosted with presentations by the Hoi



Introducing some products of The Happy Shop – Recycling business model creating revenue sources for marginalized woman group in Hoi An city.

Da Nang women develop 'Green Living Clubs' to mobilize communities on plastic waste

GreenHub and the Da Nang Women's Union co-designed and co-implemented the 2021-2022 initiative "Mobilizing Green Living Clubs to participate in waste management in the Da Nang community in the context of the COVID-19 pandemic". GreenHub's responsibility focused on technical training and equipment and supporting the local communication campaigns on plastic waste.

The Women's Union of Da Nang city established seven (7) Green Living Clubs in 7 districts with 126 members, and also developed and published 'Guidelines' for their operation. To further support the clubs, GreenHub and the Women's Union provided waste collection vehicles and bins as well as insightful training sessions on plastic and its impacts on the environmental and human health.

Through these Green Living Clubs, 400kg of waste was collected, exchanged and 200 eco-friendly products gifted to boost environmental awareness. Remarkably, from December 2021 to June 2022, the clubs have mobilized about 80% of citizens to participate in sorting and collecting cans, plastic waste, paper and metal, in the process earning nearly USD 950 to support 98 disadvantaged individuals.

The initiative has helped the Women's Union to promote its role in guiding the clubs, enhance staff capacity, and strengthen communication to make waste classification more effective. At the same time, the 'Green Living Clubs' were also supported in promoting community participation in waste

classification. Regular activities have also been hosted by the Women's Union and Green Living Clubs to motivate citizens to participate more in their communities.

GreenHub will continue to accompany and support the Da Nang Green Living Clubs and the city's Women's Union with their plastic reduction journey, especially in capacity building for club members in organizing communication events about plastic waste in their communities.



Da Nang Women's Union members collect and sort waste for recycling by their Green Living Clubs.



GreenHub 'Handing Over' ceremony of collection and recycling equipment to members of the Da Nang Women's Union.



A Women's Union member sorting recyclable waste from one of the bins provided by GreenHub.

Memorable Moments



Waste sorting experience camp at Experimental Education Science Primary, Secondary and High School.



GreenHub and Experimental Education Science Primary, Secondary and High School MOU signing ceremony.



GreenHub and local government representatives project meeting in Le Binh district, Can Tho city.



Women's Union members at a training session in Phu Yen develop a communication plan to reduce plastic waste.



New recycling waste collection point in Son Island, Can Tho city, introduced by GreenHub.



New waste sorting facility at Song Cau beach, Phu Yen province, introduced by GreenHub.



GreenHub team provides technical support for YSEALI 2022 'Marine Warriors' workshop in Nha Trang city.



Students at Trung Yen Primary School, Ha Noi, practise growing plants with compost they created from their school waste.



Phenikaa University students learn about a circular economy model during a field trip to Hop farm, Ha Noi.



Women's Union member participant practises waste status analysis at the workshop at Tuy Hoa city, Phu Yen.



GreenHub team and the People's Committee of Binh Thuy district at a collaboration workshop in Can Tho city.



Women's Union members of Phu Yen province at the Phu Yen provincial conference on 'Promoting Reduction of Plastic Waste in the Ocean'.



Students of the Academy of Policy and Development (Ha Noi) at a GreenHub training on Zero waste.



The partners in Da Nang & Ha Noi and donor visited the 'Happy Shop' model operations in Hoi An (Quan Nam province) .



'Happy Shop' members display products at the "Saying No to Plastic Bags!" event in Hoi An.



Students at Trang An Elementary School (Ha Noi) participate in the "Green classroom" competition.



'Happy Shop' members in Hoi An welcome a visiting community group from Can Gio, Ho Chi Minh city for a learning exchange.



Capacity building workshop to create recycled products for Women Union in Hoi An city.



The waste collector in Cua Dai beach, Hoi An city reads the GreenHub material classification manual to sort waste for recycling .



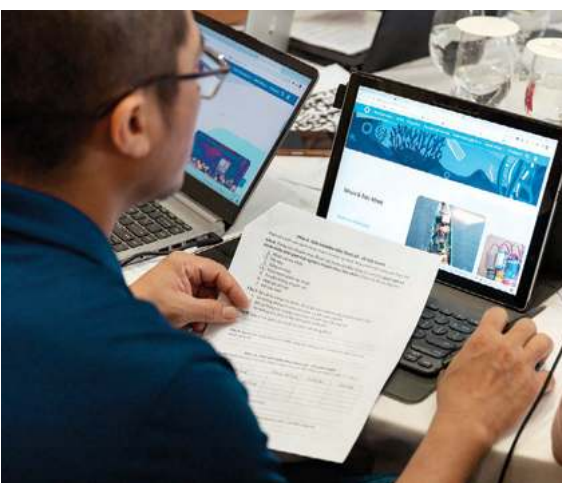
Local authorities collect coastal debris on Cua Dai beach at the 2022 marine waste monitoring event in Hoi An city.



Participants in Hoi An city at the "Shared learning on local plastic waste reduction models – Applying collective impact approach".



Women's Union member in Hoi An preparing to bring cleaned plastic bags to the "Green House" for recycling.



User testing of the Plastic and Health Action Partnership digital platform.



Members of the Plastic and Health Action Partnership (PHA) of Vietnam participated in a Systems Mapping workshop by LINCLLC in Nov-Dec 2022.



Displays at the launch ceremony of the P3CR Pollution Reduction Project funded by USAID through Winrock International.



GreenHub project team with the President and senior leaders of Winrock International visit a recycling cooperative in Ha Noi.

Endorsements of GreenHub's Work



"As a long-term development professional in Vietnam, it is an honour to volunteer with an organisation that is setting the standard for innovative, inclusive, community driven solutions to the country's most challenging environmental issues. GreenHub is fostering intergenerational environmentally responsible behaviour that will ensure the preservation and sustainable development of Vietnam for long into the future."

Greg Kannard

GreenHub Technical Mentor (Zero Waste Management) - Australian Volunteers Program



"Greenhub exemplifies a young, dedicated and professional organization. Within 8 months, as a part of our "Accelerating Efforts to Reduce Ocean Plastics in Vietnam" project, Greenhub was able to strengthen communication capacity for over 3,000 participants to increase public awareness about plastic pollution in Phu Yen. It was a great pleasure to work with the team like Greenhub."

Vien Tran

Senior Manager, International Projects, Ocean Conservancy



"Seven years seems like a short time, but an organization like yours has made a lot of changes. We have been excited to work with GreenHub since the first day. We've been through the years together, even during COVID, we're working closely with you. In working with GreenHub, we learn a lot from the experience. We look forward to continuing to support GreenHub and have more Australian volunteers join you in the future."

David Sharman-Selvidge

*Regional Director - East Asia
-Australian Volunteers Program*



"Greenhub is one of our key strategic partners. Greenhub has successfully shaped the developmental priorities of our organization in a systematic and highly strategic manner. The implementation process of collaborative activities is clear and beneficial to all parties involved, making it highly commendable. Particularly, Greenhub possesses a young, dynamic team of project leaders and staff with excellent professional qualifications. We will consistently choose Greenhub as our strategic partner in the future."

Nguyen Duc Vinh

Director - Center for Research, Consulting, and Training on Local Development (STG)



"During my time working at GreenHub, I not only gained new professional knowledge but also built positive emotions. It served as a motivation for me to strive, dedicate myself, and aim for positive contributions that benefit myself, others, and society. This period will forever be a wonderful part of my youth's memories."

Tran Thi Uyen Nhi

GreenHub Volunteer

Organizational Development

3M returns to GreenHub to advance staff capacity development



3M experts and GreenHub members in a workshop session.

In 2017, just a year after its creation, GreenHub welcomed a consultant team of 3M Corporation advisors to strengthen its development and networking capacities. Following up in January 2022, another team of 3M experts – Jon Hester, Judy Ma and Dana Williams from its ‘Impact 2022 Program’ returned for two weeks to further mentor and support GreenHub in many areas including project and human resources management, and communications.

The 3M experts spent time talking with GreenHub members to understand the work and feelings of each staff member, to find the most effective solutions. The experts also shared their personal experiences in effectively building systems in their office, discussing in detail each GreenHub unit’s workflow to propose ways to achieve successful projects.

In particular, the 3M experts and GreenHub staff discussed and shared many ideas in interesting training sessions on plastic waste management – a priority programme area and GreenHub focus, in the context of leadership, project and human resources management, internal and external communication. The 3M team prepared a range of templates for GreenHub related to donors, newsletters and success stories, as well as training modules on leadership and social media. Tools were also created for GreenHub on



GreenHub presents commemorative gifts to the 3M experts.

resource allocation, criteria for project selection, human resources management and on-boarding new staff.

Lead expert Dr. Jonathan Hester said: “We bring here world-class experiences that we hope GreenHub will successfully use to grow further, because of the fact that your organization is growing very strong.” After their departure in January, the 3M Team continued to support GreenHub remotely from the USA, offering advice on product development.



Visiting the Green House model in Hoi An.



Enjoying the trip on the river.

A memorable trip

From November 27th to 29th, 2022, the GreenHub family had a meaningful time with the Office Retreat trip organized in Hoi An, one of the locations implementing the "Local Solutions for Plastic Pollution" (LSPP) project carried out by GreenHub and partners with the sponsorship of USAID. Here, the group visited one of the 54 "Green Houses" implemented by the LSPP project in Hoi An, and the MRF station managed and operated by the reform plastic company to learn from the experiences.

The group also visited some traditional craft villages along the river such as Kim Bong carpentry village, where artisans still work tirelessly to create creative handmade wooden products; a weaving workshop and Taboo Bamboo workshop in Cam Thanh commune. We discovered handmade products made from bamboo, observed the skilled hands of artisans, and listened to the heartfelt sharing of artisan Vo Van Tan about his efforts to preserve traditional values and protect the environment in modern life. We also visited the Coconut Forest in Cam Thach commune and were amazed by the interesting performances of the local people here.

GreenHub members had profound moments intertwined with experiential activities. During the Talkshow "Share Your Heart", each member had the chance to slow down and listen to their own emotions, share their sincere perspectives, and relieve some of life's difficulties while spreading positivity to others.

Moreover, lively Team Building activities fostered a sense of team spirit among members who lived up to the slogan "give it your all".



A team activity during the trip.

Even though the trip lasted only three days, it proved to be a great opportunity for GreenHubers to better understand each other through genuine sharing and to bond through practical experiences. These unforgettable moments also served as a connecting factor for GreenHub members.





Sharing activities during the trip.



A moment of heartfelt sharing.



Visiting the material recovery facility (MRF) model in Hoi An.



A youthful smile



Learning bamboo craft techniques.



GreenHub members on an office retreat.

Networking

Cooperation Agreement - APD is the first university officially joining the "Zero Waste Schools and More" Alliance (ZHUB)



Signing of the Cooperation Agreement between Academy of Policy and Development and GreenHub.

The Academy of Policy and Development (APD) in Hanoi and GreenHub on July 26, 2022 jointly organized the Circular Economy Roundtable in Universities and Businesses, and also signed a Cooperation Agreement.

APD is the first Vietnamese university officially joining ZHub. For the students, participating in ZHub will be a novel experience. This collaborative programme opens up a creative platform in sustainable development and a healthy environment for universities, especially addressing waste management on campus. Through training sessions on waste reduction practices and building their own Zero Waste Practice Area at the university. The APD / GreenHub cooperation will serve as a practical foundation and learning experience for green entrepreneurship and an institutional awareness and contribution to the circular economy.

According to the Cooperation Agreement, the APD faculty will develop a green innovation zone where the Startup & Marketing Club will implement recycling and innovation projects. Students in the dormitory area will also sort waste from the trash bins in their dormitory and the university.

Pioneering a Province Partnership - Value from Organic waste through Composting in Phu Yen

GreenHub promotes national and international networking and partnerships to solve challenges, with on-the-ground, community-centric action. We recognize that solutions are built on partnerships with government, business groups, civil society, local communities, and international technical support.

In Phu Yen province, GreenHub formed a groundbreaking partnership with the Tuy Hoa city People's Committee, Phu Yen Department of Nature Resources and Environment (DONRE), Phu Yen Urban Environment Company Ltd. (URENCO), and WWF Vietnam to tackle the solid waste problem in the province. In this pioneering plan, signed on October 24, 2022, we agreed to work together to implement an organic waste classification and composting model

in Ward 7 Market in Tuy Hoa city, the province capital. Implementation focused on 100% of the organic waste from the market being collected, classified and composted at a purpose-built facility at Tho Vuc landfill. This is the first initiative of its kind in Phu Yen.

GreenHub's role was as the technical lead in the development of this cooperative composting model. We are also working on a plan for the upscaling of the collection and classification of organic waste for composting at the Tho Vuc facility to include hotels, restaurants, and households in Ward 7. This initiative is in support of the Provincial Action Plan on strengthening environmental protection, and striving to develop Phu Yen into an environmentally strong destination.

MOU Signing – People's Committee of Can Gio District, Duy Tan recycling company and GreenHub

The People's Committee of Can Gio District, Ho Chi Minh city, Duy Tan recycling company, and GreenHub signed a Memorandum of Understanding on November 25, 2022. This occurred at the project launching ceremony of the plastic waste management project in Can Gio based on the circular economy model. The project was sponsored by the Coca-Cola Foundation.

The cooperation of a government agency, a not-for-profit organization and a qualified recycling company will stimulate and connect the plastic waste value chain from the household to the recycling company, promoting waste sorting at source, and reducing plastic waste leaking into the environment.

With active interest and support from local authorities, the project aims to make significant contributions to improving the situation of waste pollution in Can Gio, which is increasingly severe due to the large amount of waste generated into the Long Tau and Soai Rap



The People's Committee of Can Gio District, Duy Tan recycling company, and GreenHub sign a Memorandum of Understanding.

River systems from domestic waste that has increased due to recent urbanization in recent years, and seabased litter. Moreover, successful plastic waste management based on a circular economy model will help Can Gio district to be an effective "Green Lung" for Ho Chi Minh city.

National, Regional and International Networking

We are founding members and participate actively in a range of national, regional and international organizations and networks. This allows us opportunities to contribute our experiences and learn from developments. Co-benefits also include engaging colleagues who become our partners, mentors, investors, and ambassadors.

The organizations include:

- VNZWA – Vietnam Zero Waste Alliance (Founding Member)
- ZHub – Zero Waste Schools and More Alliance (Founding Member)
- PAN – Plastic Action Network (Founding Member)
- PHA – Plastic and Health Action Partnership (Founding Member)
- CANSEA – Climate Action Network of Southeast Asia (Vietnam Country Member)
- NPAP – Vietnam National Plastic Action Partnership (Task Force on Innovation and Financing Member)
- IUCN – International Union for the Conservation of Nature (Vietnam Country Member)
- GPML – Global Partnership on Marine Litter (Vietnam Country Member)
- OSEAN – Our Sea of East Asia Network (Vietnam Country Member)
- GAIA – Global Alternative for Incineration Alliance (Vietnam Country Member)

Donors and Partners

As a leading Vietnamese NGO dedicated to tackling plastic waste and waste management challenges, GreenHub has been at the forefront of fostering impactful collaborations. We pride ourselves on our extensive experience in establishing strong networks and fostering participatory leadership.

GreenHub actively engages with a diverse range of organizations, spanning multiple sectors and platforms. We recognize the crucial role that partnerships play in achieving our mission. Therefore, we extend our heartfelt appreciation and gratitude to our esteemed partners and sponsors for their unwavering companionship, invaluable support, and generous contributions.

Through our collaborative efforts, we have made significant strides in addressing the pressing issue of plastic waste. By forging strategic alliances and leveraging the expertise of our partners, we have been able to implement innovative solutions, drive positive change, and create a lasting impact on communities and the environment.

GreenHub remains committed to nurturing these partnerships, expanding our network, and working together to find sustainable solutions for a cleaner and greener future. Our success would not be possible without the dedication and support of our partners, and we look forward to continuing this journey of transformation hand in hand with them.

Together, we are driving change and building a more sustainable world.



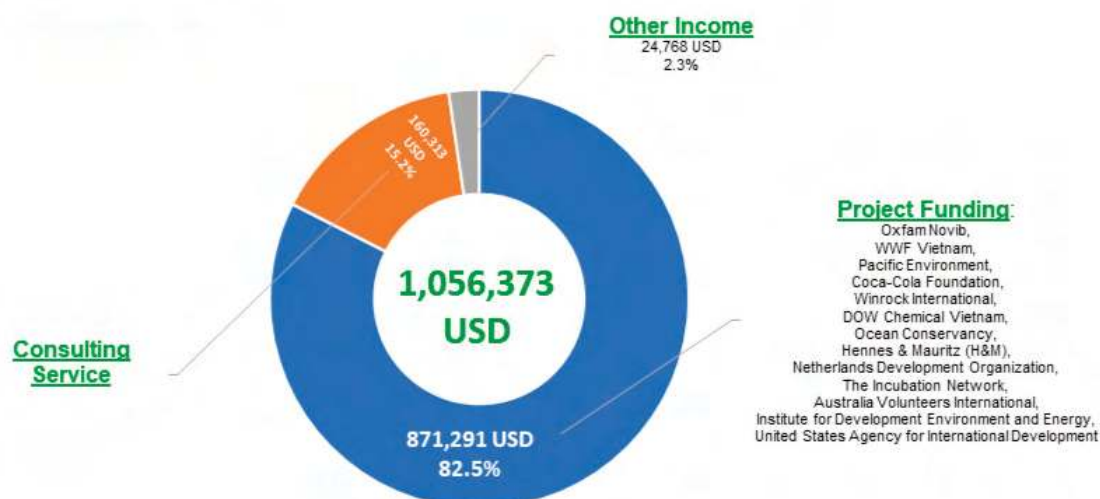
Ocean Conservancy





Financials

INCOME 2022



GreenHub's main sources of income remain mainly funding by donors through grants, and our consultancy services. With increased funding in 2022 income from donors was 82.5% of GreenHub's total income. Income from consulting services was maintained (15.2%). Funding was mainly applied to solid waste management projects, especially plastic waste, with initiatives expanding to southern Vietnam (Ho Chi Minh city and Can Tho city).

EXPENSES 2022



The direct cost of project operations was 88.7% of total expenses, with 9.3% as indirect overhead costs. Major costs included on-the-ground activities in local communities, local project events, training, related travel to project sites, staff salaries and statutory benefits. To note also that in 2022 GreenHub also incurred costs in completing its office transfer renovations.

GreenHub Team

CO-FOUNDERS



Ms. Tran Thi Hoa
Director, Chair of
Founding Council



Ms. Nguyen Thi Thu Trang
Vice Director,
Co-founder



Ms. Nguyen Thi Thanh Van
Vice Director,
Co-founder



Mr. Truong Manh Tien
Advisor,
Co-founder

ADVISORS



Assoc. Prof.
Nguyen Chu Hoi



Mr. Boris Fabres



Prof. Nguyen Kim Thai



Prof. Nguyen Thi Ha



Dr. Vu Thi Minh Luan



Ms. Vo Hoang Nga



Mr. Vu Xuan Anh

STAFF



Lê Thùy Linh
Administrative Manager



Bui Thi Thanh Hang
Administrative Procurement
Officer and Cashier



Kieu Thi Kim Dung
Financial Manager



Dinh Hong Quang
Financial Manager
(from October, 2022)



Le Thi Thu Trang
Project Accountant



Ha Ngan Ha
Project Manager



Nguyen Thanh Viet
Project Manager



**Vu Ha Thu - Program
& CSER Coordinator**



Nguyen Bao Han
Program Coordinator



Pham Thi Huyen Trang
General Accountant



Nguyen Thi Mai Huong
Project Accountant



Nguyen Phuong Binh
Program Coordinator



Nguyen Van Cong
Program Coordinator



Nguyen Thanh Quang
Program Coordinator



Nguyen Phuong Linh
Program Officer



Nguyen Thanh Tung
Project Officer



To T Hoang Linh
Program Officer



Trinh Nguyen
Communications Coordinator



Thuy Tien
Communications Coordinator



Le Thi Thao Vy
Program Officer



Pham Phuong Nhi
Program Officer



Nguyen Quoc Tuan
Program Assistant



Kieu Vu Linh Chi
Communications
Assistant



Leu Thi Binh
Communications
Officer



Hoang Hai Van
Communications
Assistant



Ngo Cong Thanh
Data System Coordinator



Hoang Mai Trang
Research Officer



Dinh Lam Giang
Program Officer



Nguyen Dieu Huong
Project Officer



Tran Thi Kim Ly
Project Officer

VOLUNTEERS



Jonathan Hester
Division Scientist
at 3M



Dana Williams
Senior Technical Writer
at 3M



Judy Ma
Design Director at 3M



Anil Gupta
Australian Volunteers
Program



Gregory Kannard
Australian Volunteers
Program



Dinh Phuong Nhung
Communications
Volunteer



Le Thi Minh Tam
Administrative
Volunteer



Pham Ngoc Quyen
Program
Volunteer



Nguyen Quynh Anh
Program
Volunteer



Do Truong Giang
Administrative
Volunteer

Backstage Heroes

Silent Joys in Administration and Human Resources Management

Administration and Human Resources Management (AHRM) in environmental NGOs rarely get the public attention that field programme staff do. But their work is essential, involving long chains of daily challenges and forever deadlines. In small NGOs with limited staff, the absence of even one AHRM person can delay planned field activities or the start of a project.

Le Thuy Linh, our AHRM Manager, shared some examples: "to apply for approval for a project with foreign aid, we have to satisfy the concerns of relevant agencies on the project's activities, with nudging and frequent monitoring of the approval process. This requires us to have knowledge of the operating mechanisms of each agency, and at least a basic understanding of environmental issues. Each project is a different situation, requiring dedicated effort to facilitate approval in the shortest time. We are very proud each time we receive a new project approval!"

Handling foreign volunteers and experts working in Vietnam is also a challenging process with many steps and requirements. "We have to make a great effort to prove that GreenHub really needs foreign volunteers with the experience that Vietnam is lacking. Each

volunteer, after being granted permission to work at GreenHub, is a small contribution of the AHRM department to GreenHub's mission." said Le Thuy Linh.

Bui Thi Thanh Hang, a young GreenHub Administrative Officer, shared: "When I was a student, I had no conception of the 'Administration and-Human Resources' profession. After graduating, I don't know why this job chose me. It's true that the profession chooses the person rather than the person choosing the profession."

"In my two years of working, I participated in activities related to staff welfare. Since I had not been properly trained in personnel management, I was 'stuck'. Fortunately, with the dedicated guidance from my manager, I overcame limitations and saw the joys of being able to contribute to our NGO's development



Le Thuy Linh, the Administrative and Human Resources Manager. "We are very proud after each time we receive approval for a new project."



Bui Thi Thanh Hang: "It's true that the profession chooses the person rather than the person choosing the profession."

and support my colleagues."

The work of AHRM staff may not receive as much awareness and recognition as other positions, but it is crucial for organization success. These silent joys of the job often go unnoticed, but for those who have found their passion in this field, the satisfaction of contributing to the growth of the organization, the development of colleagues and GreenHub's mission is

Bringing Life to Numbers

According to Dinh Hong Quang, the Financial Manager at GreenHub (from October, 2022), accounting for a non-governmental organization (NGO) comes with its unique set of challenges. He emphasizes that competent financial accounting is crucial for the organization's effective operations and maintaining a strong professional reputation. To achieve this, the team must adhere to legal financial guidelines, maintain high standards, and closely monitor financial liquidity, just like any other business entity.

"Our responsibilities encompass a wide range of tasks," says Quang, "including delivering analyses for performance evaluation, planning, and meeting the requirements of government and donors. These analyses cover budget management, fulfilling tax responsibilities, and preparing comprehensive yet clear internal and external reports."



Financial Manager Dinh Hong Quang: *"Our responsibilities encompass a wide range of tasks."*

The success of the team relies on their commitment to precision and attention to detail. They must possess a deep understanding of professional accounting knowledge and techniques. The team utilizes these analyses not only to increase project and organizational productivity but also to reduce costs and prevent any potential fraud. Quang emphasizes the importance of maintaining a high standard of professional ethics and respecting the confidentiality of both staff and organizational matters.

Within the team, they adopt a 'Continuous Improvement'

approach, actively participating in learning and training to enhance their professional knowledge. Keeping up with ever-changing accounting regulations and laws is imperative. "We support each other in our work and place a strong emphasis on coordination to ensure the utmost effectiveness," said accountant Huyen Trang.



Accountant Huyen Trang: *"We always support each other in our work."*

In practice, the team is tasked with managing a constant stream of financial data, ranging from project financing requests, personal field and event expenses, purchases, salaries, transfers, to project and program budgets, analyses, projections, donor reports, and government reporting.

The workload often leads the team members to work late into the evenings and even on weekends to meet deadlines. While this constant pressure can be stressful and tiring, the team believe that their efforts are well-rewarded, as GreenHub's accounting information and products are highly regarded for their timeliness, accuracy, and credibility.

As the backbone of GreenHub's financial operations, the accountant team takes great pride in their contributions to the organization's development. Through their dedication and diligence, they ensure that GreenHub remains a reliable and impactful force in its mission to promote environmental sustainability.



Project accountants Le Thi Thu Trang and Nguyen Thi Mai Huong.





Centre for Supporting Green Development

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