

OPTOCE INCEPTION MEETING

(Ho Chi Minh City, 4 October 2019)

PREPARATION/INVITATION OF TARGETED NEWS AGENCIES:

There are ten days for preparation including making a plan, drafting a media release, inviting and getting RSVPs from reporters.

Given the importance and regional scope of the Project, it was decided the media coverage should be as large as possible nationally both in English and Vietnamese.

Since the event takes place in Ho Chi Minh City where the Embassy does not have as large media network as in Hanoi, Ambassador suggested an early article on Optoce in Hanoi two days before the event. The interview (over 2000 words) was given by Doctor Kåre Helge to Vietnam Economy, a publication of the Vietnam Economic Times. Embassy also contacted a Vietnam Television (VTV) reporter in Ho Chi Minh for an early talk with Doctor Kåre Helge and she also produced a TV footage focused on public-private partnership using some information about OPTOCE and its plan.

Specialized newspapers/media in Vietnam have limited number of audience compared to the general ones, thus the common approach is to invite central news agencies and specialized news sources. The presence of Vietnam News Agency is very important because its news are usually used as an official source for others.

Given the limited space of the meeting room, Embassy sent invites to a select list of prominent media including local representatives of central newspapers (Dan Tri, Vietnam Economic Times, Vietnam News Agency, Vietnam News, Voice of Vietnam, VTV, VITV...), local media (Sai gon Giai Phong, Thanh Nien, Tuoi Tre, Voice of HCM...), and specialized publications (Environmental World, Environment and Urbanist etc).

25 reporters confirmed to attend with some questions provided in advance. Only 15 showed up.

One day after the event, information was shared with some newspapers at the central level including Hanoi newspapers and portal of the Hanoi People's Committee.

COMMENTS:

In addition to the news articles and broadcasts about the Project, Embassy's post on the Facebook has 8 shares with nice status about the meaning and potential opportunity from Optoce. Twits from Ambassador's, UNDP accounts and some other twits also shared the link to the article on Vietnam News.

Except for one or two articles in Vietnamese which republish articles from other newspaper (with proper accreditation), most of the articles and broadcasts cover the key information about the Project, its potential and meaning to the national circular economy development target.

Because the Project has not come into operation, we cannot expect a deeper analysis into the Project including challenges, specific benefits and so on. However, some reporters have expressed a willing to get updates or to follow up on this Project along the way.

In general, the Embassy is quite satisfactory with the media coverage in terms of percentage of reporters' presence, media outcome and content. There are rooms to improvement, namely:

- Sharing with reporters presentations at the Seminar so that they can prepare better.
- Sharing the media release and link to event pictures to a larger group of newspapers immediately after the event to get more publicity.
- Involving newspapers from the Party, State (as they can be used as source for other newspapers).
- The event should have been named as Seminar, Workshop other than meeting to get more attention.

MEDIA OUTCOME FOR THE EVENT

No.	Type of the news /Titles	Language	TV/newspaper	Links
1.	Interview: <i>Plastic wastes: new opportunity for cement, steel and power industries</i> One day before the Event	Vietnamese	Vietnam Economy under the Vietnam Economic Times	http://vneconomy.vn/rac-thai-nhua-co-hoi-moi-cho-nganh-xi-mang-thep-va-dien-20191003145911556.htm
2.	News article: <i>Ocean plastic turned into an opportunity in circular economy Project launched</i> On the Event Day	Vietnamese	Business News (Vietnam News Agency)	https://bnews.vn/ra-mat-du-an-bien-rac-thai-nhua-tren-bien-thanh-co-hoi-phat-trien-kinh-te/136519.html
3.	News article: <i>Plastic wastes contain more energy than coal</i>	Vietnamese	Zing News	https://news.zing.vn/rac-thai-nhua-chua-nhieu-nang-luong-hon-than-da-post997622.html
4.	News article: <i>Turn Ocean Plastic into economic opportunity</i> Early 5 October	Vietnamese	Thanh Nien Newspaper	https://thanhvien.vn/the-gioi/bien-rac-nhua-dai-duong-thanh-co-hoi-phat-trien-kinh-te-1133608.html
5.	News article: <i>Seminar on Ocean plastic</i> 5 October	Vietnamese	Environment World special newspaper	https://thegioimoitruong.vn/hoi-thao-rac-thai-nhua-dai-duong.html
6.	News article: <i>Turn plastic waste in to sources for industrial plants</i>	Vietnamese	Hanoi Moi Newspaper	http://hanoimoi.com.vn/tin-tuc/Khoa-hoc/947185/bien-span-classpattracspan-span-classspatthaispan-span-classspattnhuaspan-thanh-nguyen-lieu-cho-cac-nha-may-cong-nghiep
7.	News article using Zing Article	Vietnamese	Environment and urbanists	https://m.moitruongvadothi.vn/moi-truong/tin-nhanh-moi-truong/rac-thai-nhua-chua-nhieu-nang-luong-hon-than-da-a57040.html
8.	News article using Thanh nien Article	Vietnamese	Market and Entrepreneurship News	https://thuonggiathitruong.vn/bien-rac-nhua-dai-duong-thanh-co-hoi-phat-trien-kinh-te/
9.	News article using Thanh nien Article	Vietnamese	Latest News	https://tinmoi247.net/the-gioi/bien-rac-nhua-dai-duong-thanh-co-hoi-phat-trien-kinh-te-195487
10.	News article about the event	Vietnamese	Law Newspaper and Television under the Ministry of Justice	https://tvphapluat.vn/video/dai-su-quan-na-uy-to-chuc-hoi-thao-ve-co-hoi-nen-kinh-te-tuan-hoan-tu-rac-thai-nhua-dai-duong-25320/

11.	TV broadcast/special news: <i>Public-private-partnership development in a circular economy</i>	Vietnamese	Vietnam Television (VTV)	https://vtv.vn/kinh-te/xay-dung-moi-quan-he-khu-vuc-cong-tu-trong-nen-kinh-te-tuan-hoan-20191004134803666.htm
12.	TV broadcast/news on OPTOCE: <i>New environment project launched in HCMC</i>	Vietnamese	Party's television (Nhan Dan TV)	https://m.nhandantv.vn/ra-mat-chuong-trinh-optoce-ve-moi-truong-tai-tp-ho-chi-minh-n118764.htm
13.	TV News on the event 5 October	Vietnamese	VITV – Financial and Economic TV	http://vitv.vn/tin-video/05-10-2019/ban-tin-hop-tin-viet-nam-18h-phat-song-1800-05-10-2019/221922 (19'50)
14.	TV news broadcast: interview Lee&Man, InSEE, Ambassador	Vietnamese	Vietnam Television (VTV)	https://vtv.vn/video/tai-chinh-kinh-doanh-trua-07-10-2019-396343.htm
15.	<i>Norway-funded project to help turn ocean plastic into development chances</i>	English	Vietnam News Agency	https://en.vietnamplus.vn/norwayfunded-project-to-help-turn-ocean-plastic-into-development-chances/161571.vnp
16.	<i>Norwegian project to reduce ocean plastic waste launched</i>	English	Vietnam News	https://vietnamnews.vn/environment/536453/norwegian-project-to-reduce-ocean-plastic-waste-launched.html#bRCJWaKJWhIHS2gj.97
17.	<i>Seminar highlights Norway funded Optoce project</i>	English	Voice of Vietnam	https://m-english.vov.vn/society/seminar-highlights-norwayfunded-optoce-project-404171.vov
18.	<i>Norway-funded project to help turn ocean plastic into development chances</i>	English	Dan Tri newspapers	http://dtinews.vn/en/news/017/64466/norway-funded-project-to-help-turn-ocean-plastic-into-development-chances.html
19.	<i>Norway funded project turns ocean plastic into material for circular economy</i>	English	The Hanoi Times	http://www.hanoitimes.vn/economy/2019/10/81E0DCA0/norway-funded-project-turns-ocean-plastic-into-material-for-circular-economy/
20.	Using the Article of the Hanoi Times	English	Vietnam Friendship Union newspaper	http://vietnamfriendship.vn/Ocean-Plastics-turned-into-an-Opportunity-in-Circular-Economy-project-launched-in-Vietnam-02-27718.html
21.		French	Vietnam News Agency	https://fr.vietnamplus.vn/dechets-plastiques-presentation-du-projet-optoce-au-vietnam/128212.vnp
22.		French	Le Courier	https://m.lecourrier.vn/dechets-plastiques-presentation-du-projet-optoce-au-vietnam/634589.html
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