



# ALUMNI ENGAGEMENT INNOVATION FUND

STATE ALUMNI  
YOUR GLOBAL COMMUNITY

TITLE: Climate Camp Mekong

## PROJECT DESCRIPTION:

### Corporations and Conservationists Respond to Climate Change in Vietnam

We are bringing together *corporations* and *conservationists* to work together to build a response to climate change. To begin with, we are creating a learning community built from staff of NGO's and corporations to learn from each other and to work together to construct a future that adapts to the changes and uncertainty ahead. We invite HSBC to be the first corporate participants in and supporters of this learning community. By supporting this event from the very beginning, HSBC will be recognized for its leadership in climate change and will quickly build the capacity of HSBC staff to respond to climate change.

This learning community will combine the different skills and perspectives of corporations and conservationists to: 1) build a shared understanding of the impacts of climate change to people and ecosystems; 2) pool our resources in designing appropriate responses to the current and future impacts of climate change; and 3) review and revise our work activities to incorporate climate change into both what we work on and how we do it. Each of us will leave with a clear action plan for how we are going to integrate our new understanding of climate change into our work. We will call this learning community Climate Camp Mekong.

With the rapid shifts that we are facing here in Vietnam, it is not enough to bring together a small group of people for this climate camp. We need to disseminate our learning beyond the borders of those who have attended the camp. This can be done by developing a set of training materials that can be used for future camps, by producing a workshop video that can be shown to staff unable to attend and by producing a series of messages that can be aired on Vietnam National Television. Initial participants in the climate camp will become ambassadors, taking what they have learned back to the workplace and into their communities.

### **Overall Working Approach**

The Climate Camp seeks to establish a learning community of staff from HSBC and WWF and we US alumni and are collaborative efforts among the three.

In order to ensure that the content of Climate Camp elements 1, 2, and 3 are suited HSBC and to build capacity within HSBC to continue and expand the climate change initiative, the team of **5 WWF staff and 5 US alumni** will involve a small core group of HSBC staff in the preparation of element 1, 2, and 3 of the climate camp.

This core group of staff will in particular be involved in preparations for the detailed content of the climate camp training, to ensure that the programme benefits from expertise in HSBC. For example, HSBC staff might deliver a presentation on risk assessment approaches used in the financial business.

Climate Camps training will have four aspects for those attending the camps. The camps will focus on action and participation. This will be guided by four elements to the activities:

- 1) An introduction to the broad concepts and implications of climate change presented by experts in climate change, conservation and business.
- 2) Group activities that will look at the problems and risks posed by climate change for business, communities and the environment.
- 3) An educational session at a Secondary School where the HSBC campers will teach school children about climate change.
- 4) Detailing of individual commitment to solutions that address climate change impacts.

Outcomes from these elements will live on through individual actions taken at home and in the workplace and will be shared with the broader community.

Learning will occur through a variety of means; lectures, interactive activities, field visits and individual work. The sessions will be participatory and will include lively discussions and group problem solving. Participants will be encouraged to ask questions, participate in discussions and think creatively. Field visits could include opportunities to visit with people already observing and responding to climate change and an introduction to a WWF conservation site. This will enable campers to see actual climate change impacts and hear firsthand accounts from residents. It will also provide a local context for discussions of global, regional and local implications. The topics of discussion will be affected both by the locale and the season in which each particular climate camp takes place.

There will 20 HSBC staff participating in the climate camp training and team of WWF staff and US alumni involved as facilitators. The camp will organise in the Mekong Delta, and if possible, the camps will be at, or very close to, a WWF conservation project.

Expert speakers will present at each session, and an expert who has made significant contributions to climate change adaptation will be brought in to deliver the keynote presentation for each camp. The topics will be current and draw upon WWF's international knowledge base and network. Climate camp attendees will get to hear about how other countries, and other corporations are approaching climate change,

and hear about the risks for their own corporation (HSBC) and their own region and country (Vietnam), and how individuals around the world, and they themselves, can respond to climate change. We will strive to include issues that are emerging at the time of each camp, so that attendees will be at the forefront of climate change issues and discussions. We will also select topics that are relevant to the knowledge levels and context for HSBC employees, and to the operational needs of HSBC. Group activities will have knowledgeable facilitators to help drive the discussion and thinking, and promote lateral links to other relevant issues and solutions.

Team Members:	Role
1. Nguyen Thuy Trang	Assist to WWF project manager
2. Nguyen Hong Kien	Project member
<i>You may add other U.S. government exchange alumni now or later (10 total needed)</i>	<ul style="list-style-type: none"> <li>- Ms. Vuong Tu Chau (SUSI 2012)</li> <li>- Ms. Nguyen Thi Mai Dan (SUSI 2012)</li> </ul>

Other Volunteers ( <i>non alumni</i> ):	Role
1. <i>Can add as many as you like now or later</i>	

Partner Organizations:	Description & Role
1. <i>WWF Vietnam</i>	Providing technical knowledge and connection
2. HSBC	Participating corporation

AUDIENCE/Those who benefit:
1. 10 WWF Conservationists learn about how corporations view and respond to climate change.
2. HSBC staff
3. Television viewers

**LOCATION:** Mekong Delta, Vietnam (or very close to, a WWF conservation project)

## INNOVATION:

*(Why is this unique and worth funding)*

*This is a direct method to provide corporates, especially here HSBC staff to be involved in climate change response. Since corporate is mostly known as profit maker regardless of environmental and social factors, we are trying to lead them to be concerned about these issues. Besides, people working in offices are among those who most indifferent about environmental issues while they definitely can do it significantly.*

## PHOTOS:

## GOALS & OBJECTIVES:

Goal: To achieve the goal of human and ecosystem resilience to climate change, we bring together corporations and conservationists to work together to build a response to climate change

Objective 1: Corporate (HSBC staff) learn and take action to response to climate change

Objective 2: Common people are aware of climate change

Objective 3: Provide to the public with more environmental communication tools

## TIMELINE & ACTIVITY LIST:

DATE	What You Will Accomplish
March 11, 2013	Final Proposal Submitted to East-West Center staff for review
Jan 2014	<b>Element 1: Climate Camp Mekong kick-off meeting.</b> This meeting will be organised in the HSBC office in HCM City for a 100 staff. The purpose of the meeting is i) to introduce and build interest in the Climate Camp Mekong and the expected output of the whole process, and ii) to raise awareness on climate change challenges facing Vietnam and responses to climate change, and iii) to exchange ideas on how HSBC and can respond to the climate change challenge (both at organizational and individual level).
April 2014	<b>Element 2: Training in a climate camp.</b> The climate camp based training will provide an in-depth learning opportunity for a group of 30 HSBC staff facilitated by WWF staff. The training will be organised in a location in the Mekong Delta where the

	<p>impacts of climate change are already being felt, with the purpose of providing an in-depth and on-the-ground learning experience of HSBC staff. A training curriculum will be developed specifically for the climate camp training, and will include: learning about climate change and the impact on people and eco-systems, adaptation and mitigation measures, and how organisations and individuals can respond; a visit to people and areas already facing the impact of climate change; an educational session on climate change at a Secondary School provided by the climate change participants to secondary school children; and a working session on developing pro-active responses to climate change, and personal commitments and action plans, etc. Throughout the climate camp, HSBC staff and conservationists will learn from each other, a get a better understanding each other's perspective, and as the campers turn to the task of developing personal action plans, they will draw from their different backgrounds to devise creative solutions that go beyond what they could do in isolation. Combining our complementary skills and expertise will enable us to design stronger and more durable responses to climate change.</p>
<p>July 2014</p>	<p><b>Element 3: Climate Change Ambassador's Ceremony.</b> This ceremony will be organised in the HSBC office in HCM City for a large number of staff (100), and will build on the output of the climate camp training. The purpose of the meeting is for the HSBC staff who has taken part in the climate camp training to pledge their commitments (based on the personal action plans) and for them to be appointed as Climate Change Ambassadors. The ceremony is also an occasion where HSBC as an organisation would announce its commitments to climate change. One of the commitments made by the HSBC staff could be to get more staff to sign up to becoming Climate Change Ambassadors while HSBC as an organisation could announce and formal recognition of the climate change work of their staff being included in the statement of work of their staff. Hereby, the way is paved for the climate change initiative to be expanded. A video of the climate camp will be produced for use in future climate camps in combination with the training curriculum.</p>
<p>Dec 2014</p>	<p><b>Element 4: Climate Change segments show in Green TV:</b> one to two minute Climate Change segments, which will be an add-on to the longer regular environmental programme Green TV. The main focus of Green TV spots will be to help the general population benefit from our intensive work on climate change. This will help meet the goal for public awareness about climate change in the National Target Programme and will build on the Earth Hour event on March 2015. Ideas for proposed solutions and responses identified by the climate campers will also provide an input into the Green TV segments. There will be a total of three segments made, which will be shown on a rotating schedule for three months. The three rotating Green Tips will be</p>

	<p>aired on Vietnamese National Television (VTV1) at the end of the Green TV programme for six months.</p> <p>The collaboration with the environmental programme is enabled by a long-term strong partnership between WWF and the Vietnamese National Television. Through this partnership we are able to advise on and produce environmental programming, which is then aired to the entire population of Vietnam.</p>
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**OUTCOMES:**

- Accomplishment 1:** HSBC staff becomes part of a learning community that responds to climate change with innovative approaches.
- Accomplishment 2:** 20 HSBC staff becomes Climate Change Ambassadors in their workplace and in their communities.
- Accomplishment 3:** A core group of HSBC staff involved in the preparation of element 1, 2, and 3 has capacity to continue and expand the climate change initiative within HSBC
- Accomplishment 4:** Training materials and a video are developed for use in future camps.

<b>DETAILED BUDGET:</b> <i>(see Guidelines for allowable items)</i>	
1.	<p>As I am still unclear about policy of US State Department regarding financial requirement, such as: how much for management fee, Staff cost, etc, therefore, it's hard to provide a detailed budget right now.</p> <p>However, as the proposal indicated, this project is partnered with WWF which requires staff cost and management fee. As we are still unclear, we cannot calculate exactly the budget.</p> <p>The total budget as WWF proposed is approximately US\$100,000. We have already secured support from VTV, and from WWF projects, totaling US\$66,800. The rest should be shared by HSBC and if fortunately, AEIF fund.</p> <p>After being informed about AEIF financial policy, then I will provide detailed budget.</p>
2. <i>Add as needed</i>	
<b>TOTAL FUNDING REQUEST:</b>	\$25000

