



## ຄວາມຍືນຍົງຂອງຂ່າວ ໃນເຂດແມ່ນໍ້າຂອງ Mekong: Sustainable News

ເພື່ອການເຕີບໂຕສີຂຽວ

ການເລົ່າເລື່ອງລາວ ກ່ຽວກັບຊັບພະຍາກອນທຳມະຊາດ ແລະ ກະສິກຳ ໃນ ສປປ ລາວ

**Featuring Green Growth**

Telling stories about natural resources and agriculture in Lao PDR

August – December 2020, Lao PDR

## Meet the people involved in this training

### Green Growth Media Trainers



**Phonesavanh Sangsomboun** is a communicator, experienced media professional and former feature reporter at the Vientiane Times. Over a decade with the newspaper, his writing covered a wide range of topics including the environment including wildlife trafficking as well as tourism and breaking news. A one-year posting to Ha Noi, Vietnam on an environmental journalism exchange furthered his international experience. In 2014-2015, he furthered his studies with a master degree in international reporting at Hong Kong Baptist University. He has been employed by the U.S.Embassy in Vientiane as press assistant since 2016, the year that welcomed the first US presidential visit to Laos. Phonesavanh cares deeply about journalism in Laos and continues to engage with journalists and helps them to access training opportunities in the region and abroad.



**Soukthavone Panypaphone** or also known by friend as Abel is a professional motion graphic designer working at HUMA (humanitarian media agency). Abel self-taught himself the art of film making and animation, creating multiple award winning short film and animation. Abel enjoy bringing idea to life with animation and film making. Abel is a very shy person, but love to share work experience and technique. Abel love to spend most of his free time in front of his computer, learning new skills or playing video games to relax.

## Experts from GRET



**Lucie Reynaud** is an engineer in agriculture, environment and rural development. She has been working for the past 8 years for GRET International NGO in the field of agricultural development projects including Agroecology promotion. She supported the implementation of the APICI project in the Siem Reap region, which aims to promote sustainable agriculture at the farmer level and to facilitate market access for agroecological products. Recently based in Laos, she is involved in the regional project entitled ASSET - Agroecology and Safe Food Systems Transitions in South East Asia - as the project coordinator.



**Hongnapha Phommabouth** finished her master degree in public affairs. Now she is deputy director of Green community development Association and she is a National Facilitator of ALiSEA in Laos. Green Community Development Association officially registered in March 2012 as a national non-profit association, we, the Green Community Development Association, focus our work on the development of local producer organizations through capacity building and setup of “profitable agriculture systems”. Focusing on good agricultural practices and organic agriculture, we work together with local communities to develop their production capacity and link them to the market.





**Samphanh LATHSAKID** finished his Bachelor degree in Environmental Sciences, National University of Laos. He is GRET Website Content Manager supporting ALiSEA.



## Experts from Mediaseeds



**Germain Priour** has 14 years experience in filmmaking and photography. He is working on development issues in Asia since 2008. Since long, he has been involved in media production about agricultural issues, especially agroecological practices that he believes are the only credible solutions to change the agriculture paradigm. To deepen this process and reflection, he created in 2018 an association, Mediaseeds, to bring advocacy and visibility to agroecology, working on farmer to farmer sharing knowledge through video training and media dissemination. In Cambodia, Mediaseeds worked with CFI and GRET to organize 5 workshops to bring journalists to the field and learn about agriculture and biodiversity.





## CFI Media Development Team



**Clothilde Le Coz**

CFI Regional Coordinator

Based in Cambodia

Responsible for Cambodia, Myanmar, Vietnam and Lao PDR



**Baptiste VIOLI**

Project Manager for the Mediterranean Region and Asia

Based in France





**Bounheng Southichack**

CFI National Coordinator for Lao PDR



**Maysouly Douangmanith**

Assistant to the CFI National Coordinator, Lao PDR



## Selected participants for “Featuring Green Growth” A Training on Storytelling about Natural Resources and Agriculture in Laos



**Patithin Phetmeuangphuan** has been working for the Vientiane Times newspaper for more than 10 years. His reporting mostly focuses on environment and tourism. Patithin holds a BA degree in Education from the National University of Laos and was awarded an Asia Journalism Fellowship in Singapore in 2017.

*“I am deeply interested in producing more articles about environment and environmental health. Through this training program, I am hoping to acquire skills to better address my audience about behavioral change and sustainable daily practices to better protect the environment.”*

**Skills: Writing, Fact-checking, Editing**  
**Topics: Environment, Health**



**Saychai Phanthavong** has been working as a creative writer at LINES Magazine since 2016, where she produces written content on articles magazine, as well as art and architecture in Laos. Saychai holds a BA in Architecture from the National University of Laos in 2017.

*“I am truly interested in environmental conservation. As a media professional, I am hoping to be part of the society to disseminate the right information and understanding of the environmental conservation for more sustainable development.”*

**Skills: Writing, Visual storytelling, Photography**  
**Topics: Audience engagement, Sustainable development**





**Phaivone Nunthavong** is working at the Lao Youth Radio Station. He attended CFI trainings in 2019 and is currently taking a master course in Lao language at National University of Laos. He holds a double BA in Education and English and received an award for his poetry in 2018.

*"I want to improve my news writing skills and benefit from all the expertise that this program will provide to our young generation."*

**Skills:** Writing, Fact-checking, Editing, Reporting  
**Topics:** Environment, Sustainable Development



**Nilunh Thanyavong** is working as a journalist for Target and Kuanjai Magazine. She has over 2 years of experience in news writing, video, photo editing, graphic design and produced a documentary about tourism in Laos "[Sod Sai](#)" that was presented by her team "[DNA Film13](#)" and was awarded the 1<sup>st</sup> Prize of the 2018 Visit Lao Year Short Film Contest .

*"As a media professional, I am representing a voice for my community. This training will make it possible for me to bring the information my community needs."*

**Skills:** Writing, Editing, Graphic design, Video  
**Topics:** Audience engagement, Storytelling







**Phonpaseuth Setthavong** is a junior vlogger and the founder of the “[Talk to Teen](#)” Youtube Channel, focusing on entertainment. He holds a Diploma in Marketing from the Com Center College, Vientiane Capital, Lao PDR.

*“I feel like our Mekong River being impacted by climate change and human activity but I don’t know to which extent. Through this training, I hope to learn more about it.”*

**Skills: Video, Editing, Reporting**

**Topics: Mekong river, droughts and floods, climate change**



**Sunthana Sisomphone** has been working as a journalist for the Mass Media Department of the Lao Youth Union since 2012. A CFI 2019 training alumni, Sunthana has over 10 years of experience in journalism, focusing on news writing, photo shooting and graphic design, specializing on the topic of natural disaster and environment. Sunthana holds a Bachelor’s degree in Graphic Art in 2011 from the National Institute of Fine Arts, Laos.

*“Through this program, I hope to improve my understanding of specific topics and use them for my daily work. I want my audience to be well informed and empower it to see the importance of environmental conservation.”*

**Skills: Writing, Fact-checking, Editing, Reporting**

**Topics: Environmental conservation, Audience engagement**





**Liemxayachak Thongpadith** is a vlogger and manager at Pasaxon Printing Newspaper. With over five years of experience in communication field, he started as a vlogger in 2018 and became an influencer content creator at JC&CO Public Relations. He holds a BA in Printing and Packaging Technology from the Suan Sunandha Rajabhat University (Thailand).

*"I sometimes fly my drone over farms in Laos. I strongly believe we need more knowledge about forest conservation and sustainable behaviour. This training will allow me to work on my documentary stories on those topics."*

**Skills: Photography, Video, Editing, Writing**

**Topics: Forest conservation, waste management,**



**Viriya Vilavongsa** is an environmental education intern at Lemberg Children's Center in Massachusetts (USA) and returned back to Laos late 2019.

She holds a BA in Rural and Community Development, from the National University of Laos and a Master's degree in Sustainable International Development Program from the Brandeis University (USA). Her thesis focused on environmental education in public schools. Viriya has an extensive experience working and volunteering with international conservation organizations

*"I am excited about this training. Ultimately, I would like to educate people to adopt a more sustainable way of life by using storytelling and media."*

**Skills: Writing, Fact-checking, Editing, Graphic design**

**Topics: Environment, Sustainable Development, Audience engagement**





**Alouny Senduangdeth** is a volunteer for “Kafepa”, a Lao organic Forestry Coffee Company. She recently graduated from the Economic Development and Planning studies of the National University of Laos. Alounny has been engaging in many social activities, including publishing news on social media platforms to promote environmental protection and Youth Development for the social enterprises Stella and Hubbo.

*“I feel responsible for learning everything I can especially news reporting specific topics linked to sustainable development. As a major in development and planning, I understand how important it is to sustain our natural resources for a greener, cleaner and sustainable future.”*

**Skills: Writing, Fact-checking, Video, Editing**

**Topics: Environment, natural resources management, sustainable development.**



**Sinthavong PHUANGCHAMPA** has been working with the Global Association for People and the Environment (GAPE) for the past 4 years as a field coordinator. As such, he deals with community and government partners as well as implement activities to support the communities and raise awareness on forest protection. Sinthavong also leads his team to do integrated farming to improve local people livelihood.

*“CFI training program will help me to develop a better media tool to raise environmental awareness in my community.”*

**Skills: Writing, Fact-checking, Editing**

**Topics: Environment, Forest conservation, Agriculture**



## Agenda 2020 Orientation for a Training

### Mekong Sustainable News 2020 Orientation - A training program on storytelling about natural resources and agriculture in Laos

**Date, Friday 28 August 2020 @ French Institute, Vientiane Capital, Laos**

#### Objective of the meeting

- To introduce the training program
- To introduce the trainers and trainee

Time	Description	Responsible
13:30	Registration	Organizing Team
13:45	Greeting and Welcome	CFI
13:50	Trainers, Participants Introduction	Trainers and Participants
14:15	Introduction to Project	CFI
14:30	Introduction to GRET & CIRAD	GRET & CIRAD
14:45	Training Plan 2020	CFI
15:20	Comments and Expectations from audiences	All
15:45	Q & A Session	All
15:55	Group photo session	All
16:00	Closing	CFI

- To share the expectation from the training

During the meeting, coffee, tea and pastries will be served.

# Expected participants:

2 CFI  
2 GRET  
1 CIRAD  
1 DALAM  
2 Trainers  
9 Participants



**Mekong Sustainable News**  
**2020 - A training program on storytelling**  
**about natural resources and agriculture in Laos**

Date	Content	Remark
28/08/2020	Orientation Day	All participants
03-04/09/2020	Digital Media Training on Green Growth 1. Shot video training 2. How to identify news value 3. Cultivating sources & reliable source 4: How to write interesting lead	
27 - 29/09/2020	Field Trip 1: Xiengkhouang province <ul style="list-style-type: none"> <li>• Introduction to AE (Agroecology)</li> <li>• Government perspective in AE and green extension framework</li> <li>• AE and sustainable development</li> </ul>	
26-27/10/2020	Field Trip 2: Vientiane Capital <ul style="list-style-type: none"> <li>• Sustainable Organic agriculture/organic agriculture group</li> <li>• Youth with organic agriculture</li> <li>• Government perspective in organic agriculture</li> </ul>	(to be confirmed)
26/10/2020	Publish 1 <sup>st</sup> Story	
10-11/11/2020	Storytelling bootcamp: using data to illustrate a story - Fundamental of infographic design - What Makes great infographics ? - Getting ready to design - Designing the infographic - Taking in constructive feedback	
3-4/12/2020	Field Trip 3	(to be determined)
21/12/2020	Publish 2 <sup>nd</sup> Story	Participants