



VOLUNTEERING POSITIONS IN VIETNAM

EUROASIA
VOLUNTEERING
ASSISTANCE
PROGRAM



Co-funded by the
Erasmus+ Programme
of the European Union

COORDINATED BY:



ABOUT LOCAL PARTNER:



Youth Employment and Society Development YESD

Organizational Description

OUR STORY

YESD (Youth Employment and Society Development) is a foundation and social enterprise for community development, founded by three friends: Tuoi, Trang and Tuyet. We were brought together by our common passion to help local communities and to provide authentic responsible tourism experiences in northern Vietnam.

We have been carrying out tourism projects in various remote areas in northern Vietnam since 2014, providing communities with education and career development in the tourism industry. YESD assist homestay owners in managing their business, train local guides, provide English classes and organize development projects that benefit the wider community. Our dedication to supporting the local community allows us to provide authentic, professional and memorable tours to you!

OUR MISSION

YESD's mission is to increase employment for underprivileged youth in the tourism sector and promote responsible tourism. We do this by educating a new generation of tour guides and increasing the skills of indigenous people. Our students are trained in many areas, from Vietnamese history to the fundamentals of responsible tourism. We teach them the steps needed to protect the environment and preserve their culture and traditions. We also instil in them a passion for passing along their knowledge and cultural sensitivities to international visitors, enriching their experience.

YESD has been participated in many Erasmus+ projects to build capacity for youngsters in Vietnam and local communities. To make the maximum impacts in EuroAsia project, YESD worked with our local partners and selected the best one for volunteer experience and contribution.

GreenHub



The Centre for Supporting Green Development (GreenHub) is a Vietnamese, non-governmental, not-for-profit organization co-founded by three Vietnamese experts with significant project experience in biodiversity conservation, community development, capacity building and networking. GreenHub aims to develop effective practices as well as communication and policy advocacy to assist in advancing Vietnam's green growth and development. We do this by focusing our efforts on promoting sustainable consumption and production in the agricultural and fisheries supply chains, encouraging investment in energy efficient technology, best practice waste management, and collaborating with partners. Effective responses to climate change, gender mainstreaming, youth engagement, and poverty alleviation are cross-cutting issues of our programmes. In addition, GreenHub provides financial and environmental consultancy services.

GreenHub's focus areas are:

- i) **Sustainable production in the agricultural supply chain** - GreenHub's programmes focus on the use of environmentally-friendly practices by agricultural cooperatives and SMEs, strengthening supply chain links in agricultural production.
- ii) **Energy Efficiency** - GreenHub's work is focused on developing renewable energy projects that use agricultural waste products such as sawdust and rice husks, as a form of energy.
- iii) **Waste management** - GreenHub is focused on raising citizen awareness of the three R's (reuse, reduce, recycle) of waste management, marine debris data monitoring, and coastal clean-up campaigns.
- iv) **Natural resource conservation** - focused on natural resource conservation, especially in nature reserves in Viet Nam. We recognize the close linkages of ecosystems with the livelihoods of local communities and society, and our dependence on environmental goods and services.

In addition, GreenHub provides financial and environmental consultancy services to other Vietnamese NGOs and small to medium enterprises.



Markets, Customers, Clients, and/or Beneficiaries

Who are your markets, clients, and/or beneficiaries? Please provide a brief description of your geographic coverage and target group profile.

GreenHub works in a number of provinces across Vietnam, and is currently implementing projects in Hanoi, Ha Long Bay, Cat Ba Archipelago, and Hai Phong. Past projects have been implemented in mountainous provinces such as Lao Cai, Ha Giang and Hoa Binh. Target group includes local people, fishermen, agricultural cooperatives and small to medium enterprises with a strong focus on women's empowerment. GreenHub also works closely with the government at all levels within Vietnam in order to develop open dialogue networks and to promote the improvement of environmental policy.

GreenHub also has a focus on youth engagement and have established a group called the Oceansavers Youth Network. This network of youth volunteers aims to promote green practices, marine debris monitoring, and citizen engagement. The network also manages a Facebook page and is preparing to coordinate actions to mobilise the community on marine plastics pollution in Hanoi and Ha Long Bay.

Position 1: #Communication Volunteer

SCOPE of the activities

The main goal of the project is to improve the marketing and communication of GreenHub to their stakeholders, including local community members, project partners, donors and the government.

The development of a marketing and communications plan will allow for more effective promotion of GreenHub's services, establish and build trust with partners and donors, and encourage participation and collaboration between stakeholders towards GreenHub's vision and mission.

Activities include:

- Review and analysis of website content and platform (including demographics, strengths and weaknesses, benchmarked against similar NGOs, action plan).
- In-depth stakeholder needs analysis.
- Development of plan for revising website that can be implemented by GreenHub with their current resources.
- Preparation of a simple communications plan that can be implemented by GreenHub with their current resources.
- Other: culture exchange and support in networking with volunteer members from EU and EuroAsia project

Working conditions: Providing: GreenHub will provide working station; Laptop (if need) or can use the volunteer;

Working hours:

- Weekly working time total: 35 hours – full time volunteering (but flexible)
- Working hour: 9.30am - 17.00pm

Position 2: #Marketing Volunteer

SCOPE of the activities

Recently, GreenHub develops programme for piloting of social business for eco-products and environmental friendly products for events and organization/company to promote green lifestyles. The development of tools to assist in marketing for this GreenHub’s program will help to ensure long-term sustainability of the organization.

There is a need to be able to understand customer needs, interests and attitudes in order to tailor our messages towards specific audiences and to determine which marketing materials and mediums are best used to communicate with these groups.

Activities include:

- Include the analysis of social media platforms, the review of current marketing materials, and the development of a marketing and communications plan
- GreenHub also provides consultancy services to other Vietnamese NGOs and small to medium enterprises, the promotion of which should be included in any marketing plans developed to grow this part of GreenHub’s business
- In-depth customer needs analysis
- Development of marketing plan and branding for the programme that can be implemented by GreenHub with their current resources
- Co-development of one marketing material for the programme
- Developing one marketing online tool (Facebook, web-based forum ...)

Working conditions:

- Weekly working time total: 40 hours – full time (but flexible)
- Working hour: 8.30am - 17.30pm

Contact

Organization or person	Relationship to your organization	Relationship to
Nguyen Thi Thu Trang - GreenHub	GreenHub Co-founder & Deputy Director	Primary project contact
Nguyen Ngoc Son	Communication officer	Supporting for volunteer