

GAMCIL

Green Action through Media, Mass Organization and Civil Society in Laos

Provincial Coordination Meeting

On 13-27 June 2024, the Lao Journalists Association (LJA), CARE Laos, and GAMCIL Project held the Provincial Coordination Meeting in Vientiane Capital, Luang Prabang, and Champasak Provinces with a total of 20 participants. The meeting aims to meet with the main partners in each province of the project to share and learn lessons about the implementation of activities in the past, to report on the achievements and challenges during the project implementation, and to report on the implementation plan of the project activities need to be done together in the next year.

In addition, the LJA also sent a letter to select the main coordinators to the Department of Information, Culture and Tourism in three target provinces to select provincial coordinators of the project, so that they can support the coordination and implementation of activities together with the project throughout the project duration.



Provincial Coordination Meeting in Champasak Province



Provincial Coordination Meeting in Luang Prabang Province



Baseline Survey

On 13-27 June 2024, Lao Journalists Association (LJA), CARE Lao and GAMCIL Project implemented the baseline survey in Vientiane Capital, Luang Prabang, Champasak Provinces with a total of 67 participants, 54 in person and 13 online. These data were obtained from the participation of various parties, especially provincial government partners, citizen journalists, filmmakers, and YouTubers by using all three parts of the questionnaire created from the KOBO Toolbox.

The data collection helped the project to determine the scope of the project's priorities, to understand the impact of the project, to be able to record important indicators, as preliminary information to monitor and evaluate the progress and effectiveness during the implementation and end of the project.



Project baseline survey in Luang Prabang Province



Project baseline survey in Champasak Province



Celebrate the 74th Anniversary of Lao Media Day

On 2 August 2024, CARE Laos and the GAMCIL Project participated in the celebration of the 74th Anniversary of Lao Media Day on the topic of **“Artificial Intelligence (AI) and Challenges for Lao Media.”** hosted by the Lao Journalist Association (LJA) in Vientiane Capital along with over 200 people both in person and online across the country. At the event, there was a discussion on the topic of “using Artificial Intelligence (AI) to help the media; The use of Artificial Intelligence (AI) in news and ethics; how to use the benefits and safety of using social media online and the importance of green sustainable development.”

Therefore, to ensure Lao journalists are able to use new technology in digital media, the LJA, CARE Laos, and GAMCIL Project have worked with many stakeholders, especially Lao journalists in addressing social media knowledge gaps, improving digital literacy to increase awareness of gender and green development issues.



Interview Mr. Somsavath Phongsavath in the celebration of Lao Media Day



Online participation in the celebration of Lao Media Day



Training Need Assessment (TNA)

On 5-7 August 2024, Lao Journalist Association (LJA), CARE Laos, GAMCIL Project and a technical expert implemented the in-person Training Need Assessment (TNA) in Vientiane Capital, Luang Prabang Province with a total of 58 participants and an online TNA in Champasak Province with 30 participants. The purpose is to assess the training needs of journalists, provide information on the training needs, and use the information to develop the curriculum to meet the actual needs.

After the implementation is completed, LJA, CARE Laos, GAMCIL, and the technical expert have created and developed an appropriate training curriculum both offline and online through the LJA website. In addition, the project will use the curriculum to train Lao journalists to improve digital media awareness and increase access to development information related to gender and green development issues.



Training Need Assessment in Vientiane Capital



Training Need Assessment in Luang Prabang Province



Semi-Annual Meeting for GAMCIL

On 29 August 2024, Lao Journalist Association (LJA), CARE Laos and GAMCIL held a Semi-Annual Meeting in Vientiane Capital. We are honored to have Mr. Phosy Keomanivong, Deputy Minister of the Ministry of Information, Culture and Tourism as the chairman, Mr. Savanhkhone Rajsamontry, President of the LJA, former Deputy Minister of the Ministry of Information, Culture and Tourism, Ajit Parida, PhD, Program Director, CARE Laos along with 40 participants from ministries, Departments of Information, Culture and Tourism, three Mass Media, civil society and media leaders from many sectors. In the meeting, there was a summary and report on implementing the project activities over the past six months in Vientiane Capital, Luang Prabang and Champasak Provinces. In addition, during the meeting participants also discussed plans for project activities in the remaining six months of 2024 to ensure that all plans will be achieved within the timeframe.



Ms. Bouakham Douangpanya reported the project implementation in the past six months



Mr. Thonglor Duangsavanh reported the project implementation plan in the next six months

**Mr Phosy Keomanivong,
Deputy Minister of the Ministry of
Information, Culture and Tourism**

“This project will bring a lot of benefits to our media development work, by forcing implementation and contribution of Lao Journalist Association (LJA) and CARE International in Lao PDR by following their roles, rights, and duties, under the time frame and various steps specified in the project, which will help to improve the knowledge of our journalists to have a better understanding of sustainable green development in order to spread information to all media consumers in the society to cooperate, support and make it to completion and consistent with the development guidelines of the government.”



**Mr. Savanhkhone Rajsamonry,
President of the Lao Journalists
Association, former Deputy Minister of
the Ministry of Information, Culture
and Tourism**

“This project will support state-owned and private media outlets that are legally registered to be improved professional skills including use of digital and new technologies. Journalists trained through this project will provide quality information to the public through responsible and professional reporting on green development issues in Lao PDR, which is one of the priorities of the Lao government in developing the nation to grow green and sustainable.”

