

# HANOI GREEN TRANSPORT WEEK 2009

## -GET TO WORK DIFFERENTLY-

### GUIDE PACK

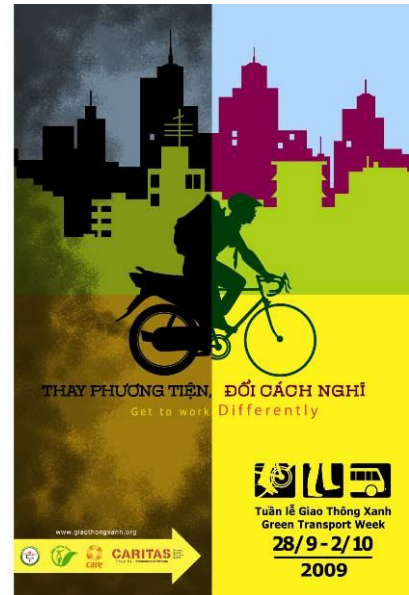
This Guide Pack contains the materials you need to promote Green Transport Week at your workplace.

Materials can be downloaded from website:

[www.giaothongxanh.org](http://www.giaothongxanh.org)

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## **PART 1: ABOUT THE CAMPAIGN**

### ***1. Rationale***

Vehicles using gas and oil are one of the main factors causing air pollution in Hanoi. According to the Environment Protection Agency report in 2006, transport accounts for 70% of the pollution in the urban area of Vietnam. Air toxics are pollutants known or suspected to cause cancer and other serious health and environmental problems. Greenhouse gases such as carbon dioxide (CO<sub>2</sub>) trap heat in the earth's atmosphere, contributing to global climate change. As the population of Hanoi steadily grows, so does the use of these vehicles and the output of dangerous air pollutants such as air toxics and greenhouse gases.

Individual's choice of transportation may influence air quality and green house gas emissions.

Daily trips to the workplace or office are a part of daily activities for many people in Hanoi. Reducing the emission from these commuting activities would result in a significant improvement of the air quality, saving cost for society and improving health quality for all. For every trip to work, by shifting from a 4 stroke motorbike to taking a bus, you could reduce the emission of green house gas and toxics by 600 times.

The Green Transport Week 2009 targets employees of workplaces and offices in Hanoi to get to work using green transport mode for one week. The campaign appeals to Hanoians to create green transport behavior in our daily lives. Results from the Campaign will also contribute to policy makers and other sectors to join forces to facilitate and retain the green commuting behavior of Hanoians.

### ***2. Objective and goal***

The Campaign aims to promote practical green actions by Hanoians to improve air quality and mitigate climate change. It helps to create a social movement among employees in Hanoi to choose green transportation in their daily activities as a practical action to slow down the climate change process.

In one week, the Campaign hopes to involve at least 200 teams of workplace and offices. A total of 2000 employees working in Hanoi will follow the oath; this mode of traveling will result in 16,000 km of green transport saving the equivalent of 600 kg of CO<sub>2</sub> and other toxic green house gases.

### ***3. The Campaign***

The Green Transport Week is a friendly appeal to employees of workplaces in Hanoi to "Get to work differently". Eligible green trips from the office include biking, walking or or taking the bus.

Workplaces are grouped into four categories: Micro, Small, Medium and Large

Workplaces. The best of each category is the workplace with the highest percentage of staff taking Green Transport during the Campaign Week.

Participating offices and workplaces will have to register with the Campaign. Employees will keep record of their commute via the Campaign's website on a daily basis.

#### **4. Sponsorship**

The Green Transport Week Campaign 2009 received support from CARE International in Vietnam, Caritas Switzerland, Action for the City and the VUFO NGO Resource Centre. We also appreciate the in-kind contribution from MCC to arrange volunteer during the formulation of the campaign.

The financial donation has been valuable for us to cover the expenses of the Campaign. We would appreciate for further financial and in-kind support from individuals and organizations to help our volunteers to continue their good works after the Campaign. Please contact us for more details.

#### **5. Statistics**

The main data recorded and used in this campaign are:

- a) The staff registration rate
- b) The green distance traveled
- c) The CO2 emission saved by switching to green transport

**a) The employee participation rate of an office** is used as basis for the competition among workplaces.

It is calculated as:

$$\frac{\text{The number of the employees of workplaces participated}}{\text{The total number of the employees of a particular workplace or office}} * 100$$

The office upon its registration provides data on the total number of the employees.

The Campaign's database recognizes and counts the number of employees participated when they register and log their green commute diary through website.

**b) The CO2 emission saved by switching to green transport**

Upon registration, you provide your most frequent transport mode to work. This provides the basis to calculate your benchmarking CO2 level.

When you use Green transport to get to work, the CO2 saved will be the difference between your benchmarking CO2 level and the CO2 emitted with green transport mode

(if any).

As you might imagine, this CO2 emission by transport mode would vary depending on a number of factors such as vehicle's fuel efficiency, the fuel quality, the road condition, carrying capacity. For simplicity, we use the following method of the IPCC 2006 Guidelines for National Greenhouse Gas Inventories to calculate CO2 emission by transport mode:

$$\text{Distance travel (km)} * \text{Petrol consumption (liter/km)} * \text{Fuel emission factor (kg CO}_2\text{/ liter)}$$

CO2 emission factor per km travel by different transport mode is:

| Type of transport                | Type of fuel | CO2 emission factor | Carrying load         |
|----------------------------------|--------------|---------------------|-----------------------|
| Motorbike (4 stroke)<br>(<125cc) | Petrol       | 0.0459              | 1 person              |
| Scooter                          | Petrol       | 0.0803              | 1 person              |
| Bus (31 seats, 49 standing)      | Diesel       | 0.0075              | 80 persons, full load |
| Car (4 seats)                    | Petrol       | 0.1838              | 1 person              |
| Car (7 seats)                    | Petrol       | 0.2986              | 1 person              |

For example, 1 person normally travels to work for 10km by motorbike. He/she would emit 459g CO2. If he/she switches to use Bus, the CO2 emission is 75g CO2. He/she saves 384g CO2 for a single trip.

*The step wise calculation for CO2 Emission is as follow:*

$$\text{Fuel Emission Factor (kg CO}_2\text{/litre)} = \text{Density value} * \text{Net Caloric Value} * \text{Default CO}_2\text{ emission factor} \div 1000$$

The default values are used as the Vietnam specific data is unobtainable. The emission factor assume that 100% of the carbon content of the fuel is oxidized during or immediately following the combustion process (for all type of fuels in all vehicles) irrespective of whether the CO2 has been emitted as CO2, CH4, CO or NMVOC or as particulate matter.

|  | Density (kg/ltr) <sup>1</sup> | Net Caloric Value (GJ/t) <sup>2</sup> | Default effective CO2 emission factor (tCO2/TJ) <sup>3</sup> | Fuel Emission Factor (kg CO2/ liter) |
|--|-------------------------------|---------------------------------------|--|--------------------------------------|
|  |                               |                                       |  |                                      |

|                |        |       |      |       |
|----------------|--------|-------|------|-------|
| Motor gasoline | 0.7407 | 44.75 | 69.3 | 2.297 |
| Diesel         | 0.8439 | 43.38 | 74.1 | 2.712 |

<sup>1</sup>Table A3.8 Page 181 of the Energy Statistics Manual of OECD/IEA, 2004.

<sup>2</sup> Table 1.2 Chapter 1, Volume 2, IPCC 2006 Inventory Guidelines

<sup>3</sup> Table 1.4 Chapter 1 Volume 2 of IPCC, 2006.

Average fuel consumption for different transport mode is assumed as:

| Type of transport           | Type of fuel | Fuel consumption (liter/ 100km) | Fuel consumption (liter/ 1km) | Carrying load |
|-----------------------------|--------------|---------------------------------|-------------------------------|---------------|
| Motorbike (4 stroke)        | Petrol       | 2.00                            | 0.02                          | 1 person      |
| Scooter                     | Petrol       | 3.5                             | 0.035                         | 1 person      |
| Bus (31 seats, 49 standing) | Diesel       | 22.00                           | 0.22                          | 80 persons    |
| Car (4 seats)               | Petrol       | 8.00                            | 0.08                          | 1 person      |
| Car (7 seats)               | Petrol       | 13.00                           | 0.13                          | 1 person      |

## 6. Prizes

### Office prizes:

There is one prize for each category. The winners will be based on the highest rate of employees who participated in the Campaign. They will be recognized with the 'Travel-Wise Employer Award' with \$100 award and will be featured in the media, on the Green Transport Website and NGO Resource Center website. If many offices have the same rate, additional criteria such as green distance traveled will be used.

Micro workplace: up to 10 employees  
 Small workplace: up to 25 employees  
 Medium: up to 80 employees  
 Large Workplace: above 81 employees

### Individual prizes

There is one random prize awarded daily for a team member and their workplace. The total number of random prizes for this Campaign is 5.

There is one final prize for an individual who saved the most CO<sub>2</sub> and one for the individual who has the longest green distance traveled during the week.

Action for the City will act on behalf of the sponsors and other members of the Green Transport Week team. We reserve the right to announce the final prize winner. In case false information is provided or the winner can not be contacted, we reserve the right not to deliver the announced prizes.

## **PART 2: REGISTRATION STEPS**

### **FOR INDIVIDUALS**

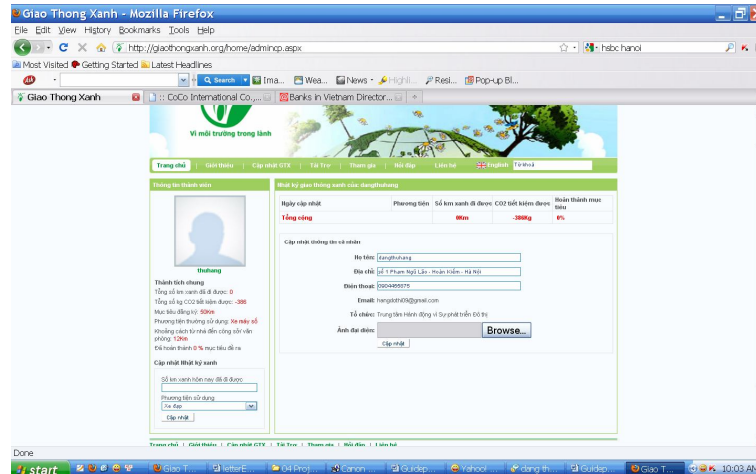
*You need to register with us if you want to join the Campaign. If you belong to an office, your registration will contribute to the effort of your team. In case your workplace does not join the Campaign officially or you do not belong to a workplace, you still can join the Campaign and contribute to improve the quality of air in Hanoi.*

1. *Register online: <http://giaothongxanh.org/home/home.aspx?id=20rt> . Fill in the details and an email will be sent to you. Once you activate your registration link, you can login using the account name and your chosen password. Personal data is kept confidential and will only be used during this Campaign and future updates from Green Transport Campaign. Correct personal data will enable us to contact the participant in case they win a prize*



The screenshot shows the 'Individual registration' page on the Giao Thong Xanh website. The page is titled 'Giao Thong Xanh - Mozilla Firefox' and has the URL 'http://giaothongxanh.org/home/home.aspx?id=20rt'. The main heading is 'Vi môi trường trong lành'. The page is divided into several sections: 'JOIN US' with sub-sections for 'Terms of participation', 'Individual registration', 'Workplace Registration', and '2008 Participants'; 'SPONSOR US'; and another 'JOIN US' section. The 'Individual registration' section contains instructions and a form with the following fields: 'Distance traveled (km)', 'Transport mode', 'CO2 emission (kg)', 'Your name', 'Your email', 'Your phone number', 'Your address', 'Your organization', 'Your company', 'Your job title', 'Your position', 'Your department', 'Your division', 'Your branch', 'Your district', 'Your city', 'Your province', 'Your country', 'Your zip code', 'Your gender', 'Your age', 'Your education level', 'Your profession', 'Your industry', 'Your sector', 'Your sub-sector', 'Your business type', 'Your business size', 'Your business status', 'Your business location', 'Your business address', 'Your business phone number', 'Your business email', 'Your business website', 'Your business description', 'Your business details', 'Your business information', 'Your business data', 'Your business records', 'Your business documents', 'Your business files', 'Your business images', 'Your business videos', 'Your business audio', 'Your business presentations', 'Your business reports', 'Your business documents', 'Your business files', 'Your business images', 'Your business videos', 'Your business audio', 'Your business presentations', 'Your business reports', 'Your business documents', 'Your business files', 'Your business images', 'Your business videos', 'Your business audio', 'Your business presentations', 'Your business reports'. There are also checkboxes for 'I am an individual' and 'I am a member of an organization'. The page also features a 'Log in' section with 'Account' and 'Password' fields, a 'Login' button, and a 'Registered Members List' link.

2. *Use Green Transport during the week 28 Sept-2 October. It is great if you can go green for the whole week. Otherwise, any single green trip is still eligible for this Campaign and beneficial for our environment*
3. *Update your diary  
Log in using the account name and your chosen password  
Your personal page will appear and you can update your green transport diary on a daily basis.*



4. Check the website regularly to reads news and updates from us. Every individual participant also have chance to win exciting prizes
5. Enjoy green commuting!

#### **FOR OFFICE/ WORKPLACE**

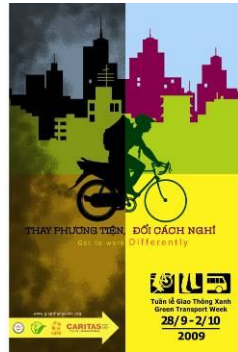
1. Inform your colleagues about the Campaign and estimate how many people will join. You don't need to have an exact number and names at this stage
2. Fill in the Registration form online  
<http://giaothongxanh.org/home/home.aspx?id=24rw> or send via email to [giaothongxanh@gmail.com](mailto:giaothongxanh@gmail.com) Following information are required:

Name of office/workplace: (in English and Vietnamese)  
 Address:  
 Phone:  
 Email:  
 Website:  
 Number of staff at workplace:  
 Estimated number of staff might take green transport during the week:  
 Contact person:  
 Phone:  
 Email:

3. Read the guidepack <http://giaothongxanh.org/home/home.aspx?id=30sb> for ideas to involve your colleague in the Green Transport Week.
4. Inform your colleague to go online and register  
<http://giaothongxanh.org/home/home.aspx?id=20rt> . Employees of each office will need to sign up individually to contribute to the effort of their office/ workplace team.
5. Check the website regularly to reads news and exciting updates from us. Your team members and your office as a whole have chances to win exciting prizes from Green Transport Campaign
6. Enjoy being a Travel Wise Office/workplace!

## PART 3: CAMPAIGNING TOOLS

The communication tools help you and your workplace to spread word about the Campaign more effectively, it includes an A2 size poster and Green Transport ribbons



These materials can be collected from the Office of Action for the City. Contact us for more information.

You can also use the internet to inform about the Green Transport Week. Follow us on Twitter <http://twitter.com/giaothongxanh> and Facebook to get updated.



## PART 4: “GETTING TO WORK DIFFERENTLY” TIPS

### Bike to work

Save petrol, Go green and Get fit. These are the most noticeable benefits of biking to work. A few tips for you:

- Wear a helmet.
- Plan ahead
- Check your bike condition before you start
- Have a bottle of water with you
- Bring a shirt to change if you sweat

### Bus to work

- Check bus route and bus stop here: <http://www.transerco.vn/Default.aspx?pageid=253>
- Tip: When taking a full bus, get to the back. You have more chances of getting a seat once people start getting off the bus.

## **PART 5: OFFICE TEAM BUILDING IDEAS DURING GREEN TRANSPORT WEEK**

The Green Transport Week is a great initiative to create camaraderie at the work place and inform colleagues about climate change issues. Please use the following suggestions, while making necessary adaptations.

Feel free to contact the Green Transport Week Team [giaothongxanh@gmail.com](mailto:giaothongxanh@gmail.com) with questions or just to bounce ideas around. We would also like to include articles about how your office is participating in the Campaign!

### ***Educational events:***

- Organize a film screening: Several movies are available to educate colleagues about the Climate change discussion. English and Vietnamese subtitles are available. Contact us for copies of these movies.
  - The Age of Stupid
  - An Inconvenient Truth
  - Organic Life: about green vegetable production
  - The Story of Stuff
- Invite Green Transport Team to your office to talk about Green Transport, Climate change and what individuals and your office can do

### ***Celebration and showing solidarity***

- Start an Office Green Transport Team that will continue promoting green habits in the office
- Organize morning coffee breaks to talk about peoples' experiences with Green Transport on the way to work
- Take pictures of staff that use Green Transport as they arrive in the morning (probably all sweaty) and display them later with honor—these people used GT and lived to tell the tale!
- Give those who used Green Transport a little badge or nice label to wear all day—e.g., “Kiss me, I used Green Transport!”
- Invite everyone to wear green clothes during Green Transport Week
- Invite those who used Green Transport on Green Transport Week to share about their experience at the next staff meeting
- Organize a vegetarian lunch for the whole office

### ***Visibility***

- Stick the poster at visible places such as entrance to the office and garage, and common room
- Wear the green ribbon if you use green transport mode
- Incorporate the Green Transport Week information in e-mail's signature, such as a Green Transport logo and the tag saying *I got to work differently today* with link to the Green Transport Campaign website

### ***Healthy competition***

- Organize competition between departments. Make awards within the office to provide incentive for people to participate:

- Department with highest % of staff that switches to Green Transport
- Department with highest % of staff that continues to use Green Transport (people who usually use Green Transport)
- Department with most total Green km
- Department with highest average CO2 reduction per person
- Individual with longest distance on GT—via foot, bike and bus
- Individual who cuts CO2 most

***Statistics can be fun:***

- Dedicate a board for Green Transport updating. People will record their Green Km as they get to the office.
- Collect and post “before” and “after” data for usual transport habits on Green Transport Week—e.g., how much transport CO2 does the office usually put out in one day and how much did it put out on Green Transport Week
- Buy a Hanoi map and invite people to map where their home is. Alternatively, do a small survey among your colleagues to find out how far you live away from the office. This could be the basis for an exciting and innovative motorbike and car pooling program at your office.

## PART 6: ABOUT ACTION FOR THE CITY

Action for the City is a Vietnamese NGO based in Ha Noi that was founded in 2006. Our mission is to improve the quality of life for all in Hanoi and other cities by increasing community participation, bringing common voices to policy-makers, and using a variety of creative forms and media as tools for social change. We focus on three main areas:

- **Environment:** We work to slow down the process of climate change and create a healthy environment for all.
- **Social development:** We work to reduce urban poverty, promote equal access to social services, and advocate for disadvantaged groups.
- **Creative urban living:** We work to bring out and celebrate the creativity of individuals and communities for a sustainable lifestyle.

Action for the City can be described best through our actions. Over the past several years, our projects have included:

- **Just Massage**, a massage center that offers clean, high-quality massages by visually impaired massage therapists ([www.justmassage.org.vn](http://www.justmassage.org.vn)).
- **Thanh Xuan Organic Vegetables** facilitates farmers to directly deliver fresh organic vegetables to consumers in Ha Noi. Benefits include increased income and health for the farmers and increased environmental protection and sustainability ([www.rauthanhxuan.com](http://www.rauthanhxuan.com)).
- **Employee Engagement at Workplace**, a program supported by Global Action Plan (GAP) International and initiated in Ha Noi by AFC in which AFC and other Ha Noi NGO offices work at changing their habits at workplace to become more carbon neutral.
- **Neighborhood Empowerment**, a project that supports Ha Noi neighborhood groups to implement more environmentally sustainable practices in their homes and communities.
- **Students Vote for Safe Restaurants**, a project that empowers university students to employ their consumer power and encourage good food safety practice of local low-budget restaurants ([www.hangquansach.org](http://www.hangquansach.org)).
- **Green Transport Campaign**, a campaign that has taken the form of Green Transport Day in May 2008 and Green Transport Week in September 2008, and will appear again as Green Transport Week in September 2009. Workplaces in Hanoi are encouraged to try out more environmentally sustainable forms of transportation, which will hopefully become a sustainable pattern for them ([www.giaothongxanh.org](http://www.giaothongxanh.org)).

See our website for further information: [www.vidothi.org](http://www.vidothi.org)