




Gsi
Gustav
Stresemann
Institut




FUNDRAISING PROFILE

PROJECT :

Pilot ecological public spaces model in Hue City
Raise awareness and community engagement for biodiversity conservation and
environmental protection



PROJECT INFORMATION




- Donor: Vietnam nature reserve fund (implemented by **GreenViet Biodiversity Conservation Centre Vietnam** and **Gustav-Stresemann-Institut e.V. (GSI)**, co-funded by the **Delegation of the European Union (EU)** to Vietnam)
- **Vietnam Business for Environment (VB4E)** is the partner of the project to provide technical assistance for application screening, M&E and promote business participation in this process.
- Main Coordinator: **Centre for Community Research and Development (CCRD)**
- Design and construction consulting Organization: **Think Playgrounds Social Enterprise (TPG)**
- Timeline: February - November 2022

The project's priority is to renovate 3 public spaces in an ecological, inclusive and sustainable way.

Based on ecological features in the area, the project will renovate the public space with community participation to enhance biodiversity, prioritizing the use of friendly, recycled, local materials in the construction of public space works to reduce emissions.

The project also provides activities to raise awareness for the public relating to biodiversity conservation, climate change and plastic waste management through workshops, study tours and community events.



OASIS CONCEPT

The OASIS concept which refers to public spaces that are renovated in the direction of being close to nature like food forests, community organic gardens, parklets, environmental friendly playgrounds... creating a sustainable environment for urban areas, air conditioning, increasing habitat for insects and plants, reducing greenhouse gas emissions... It is also encouraging physical and creative activities for children, and women; educating the community about nature.



Chuong Duong Community Food Forest



Ecological space in a school (Japan)

Project budget

_ Overall Budget: 906,000,000 VND

_ Funded by the Vietnam nature reserve fund (Green Viet): 506,000,000 VND (all project activities)

_ Estimated crowdfunding through MoMo platform: 200,000,000 VND (on air in early June 2022)

- Proposed fundraiser from other resources: 200,000,000 VND*

**Detailed budget for each public space is on slide 10,11,12*

PROCESS

Site survey
and need
assessment

Completed by TPG,
CCRD and
communities in March

 co design
with
community
participation

Completed by TPG,
CCRD and
communities in May

 raise fund and
set up 3 pilot
public spaces

On going

Promote the
model and
sharing
experiences

In October -
November 2022

1

2

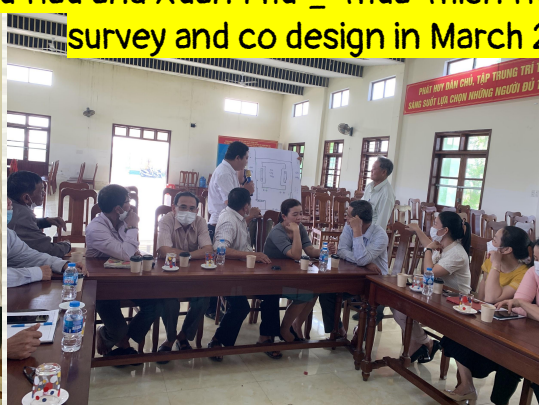
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Site survey and co-design



TPG, CCRD and communities in four areas (Huong Phong, Huong Vinh, Phu Hau and Xuan Phu _ Thua Thien Hue) provided a site survey and co design in March 2022



Huong Vinh Community Center Design



Current Status





Phu Hau Public Space Design

Current Status



Huong Phong Public Space Design



Current Status



HUONG VINH COMMUNITY CENTER

TOTAL BUDGET (for construction) : 227.026.206 VND

FUNDING FROM GREEN VIET GRANT: 68.445.080 VND

CROWDFUNDING FROM MOMO (expected): 72.688.000 VND

**TARGET FUNDING FROM OTHER RESOURCES (for playground component):
85.893.126 VND**



PHU HAU PUBLIC SPACE

TOTAL BUDGET (for construction): 161.887.792 VND

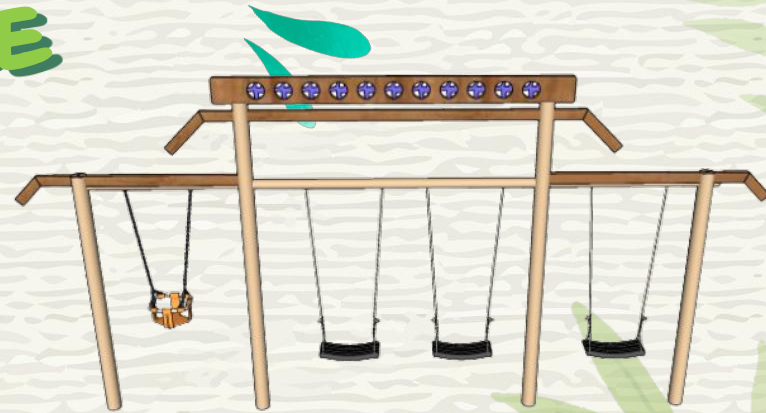
FUNDING FROM GREEN VIET GRANT: 58.825.580 VND

CROWDFUNDING FROM MOMO (expected): 60.910.520 VND

**TARGET FUNDING FROM OTHER RESOURCES (for playground component):
42.151.692 VND**



HUONG PHONG PUBLIC SPACE



TOTAL BUDGET (for construction): 188.818.542 VND

FUNDING FROM GREEN VIET GRANT: 73.068.160 VND

CROWDFUNDING FROM MOMO (expected): 54.662.960 VND

TARGET FUNDING FROM OTHER RESOURCES (for playground component): 61.087.442 VND

BENEFIT OF DONOR

BRANDING

- appear on media materials, information board of public space
- honored at community events
- Introduce on TPG Facebook page with over 20,000 followers

PARTICIPATION

- Participate in community event and sharing seminars
- Invite staff to participate in setting up a public space (CSR program)

NETWORK

Join a dynamic, innovative network focused on sustainable, ecological solutions for urban public spaces

THANK YOU!



If you would like to fund for this meaningful project, please contact:

Think Playgrounds Social Enterprise

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