To beloved fellow CHANGErs

Occasionally, I get asked: “Why did you name it CHANGE?”

I have always loved this question because the word “change” means so much to me. Change is the root of all evolution, revolutions, and inventions in human history. Change is the ability of humans to become their better selves. And when members of a society strive to make positive changes not just for themselves but also for others around them, we know that society has the brightest future. The power of change is undeniable. Hence, I named my organization CHANGE.

2017 was not an easy year for us. For reasons you might already know, we had difficulties in securing permits for some projects, which explained partly why the budget was smaller than in 2016. 2017 was also not an easy year for Vietnam, which continued to experience worsening environmental events: natural calamities causing the deaths of over 300 people and around 59,300 billion VND in economic loss (compared to 2013’s 28,000 billion VND and 2016’s 40,000 billion VND). Air pollution, water pollution and plastic pollution continued to infest major cities and coastal provinces, and populations of African rhinos and elephants continued to fall due to continuing illegal consumption and trade in Vietnam. Yet, we never stopped making achievements that we were proud of.

I believe many environmental problems in Vietnam can be solved when people’s awareness changes. Change in awareness will lead to changes in consumers’ behaviors and choices, in companies’ business strategies, and in politicians’ policies. Right now, every CHANGE campaign has the objective to create the changes that we need to reduce pollution, to save the most endangered species, to fight climate change, and to sustain natural resources for years to come. All of these changes will ensure the safety and future of all Vietnamese people.

I would like to thank you all for hanging in there with us, believing in us, and giving us so much love and support so that we could have memorable times and get ready for a promising year where we will ramp up our efforts to fight for a more sustainable future for ourselves and our loved ones. Please stay tuned for exciting updates from our team and help spread the word about CHANGE, the non-profit organization by and for the Vietnamese.

Much love,
Hong Hoang
Activities calendar 2017

Feb 17 - Effects of Coal Power on Marine Ecosystems and Local Lives

Feb 26 - Mar 26 - Mural paintings on protecting wild animals

Mar 25 - "Unknown Facts about Pangolin Scales in Traditional Medicine" Workshop

Mar-May - "Party" PSAs with Thu Minh & Trac Thuy Mieu

May 22 - May 27 - Pham Huong and Le Hang journey to Kenya to call for action on protecting elephants

May-Aug - Divestment

Jun 3 - Climate Camp 3

Aug 30 - Ivory Free Rhino PSA

Sep 22 - Sep 30 - Rhino Vegan Challenge

Sep-Oct - Journey to Explore the Wilderness - Pandora City

Sep 28 - Dec 2 - Vietnam Climate Leadership Camp

Dec - Online Communications
CHANGE has always been unyielding in its fight to protect endangered species such as the elephant, rhino, and pangolin. 2017 was a critical year for both CHANGE and these animals. Despite a slight decline in illegal poaching, wildlife trafficking remains as a problem, and Vietnam is one of the top consumption markets for rhino horns and pangolin meat and scales. Nevertheless, significant progress was made. CHANGE once again partnered with WildAid and many others to launch numerous high-profile campaigns. These initiatives raised awareness about the nature of wildlife poaching, and this awareness goes a long way towards reducing consumption and preserving these animals and their habitats.
As part of the “Stop Using Rhino Horns” Campaign, WildAid released a new public service announcement (PSA) called “The Talking Rhino” featuring ambassador Phan Anh. In this 30-second PSA, an African rhino tells people: “Our horns are made of keratin just like your nails, it won’t help you boost your vitality and certainly won’t cure cancer.”

On the occasion of World Rhino Day on September 22, CHANGE, WildAid and African Wildlife Foundation kicked-off a social media and crowdfunding campaign called “Rhino Vegan Challenge”. Lasting from September 22 to September 30, the campaign received support from 11 celebrities, many staff of various consulates and organizations, and over 1,000 people to spread the message to protect rhinos. There were about 37 online articles supporting the campaign.

MURAL PAINTINGS ON PROTECTING WILD ANIMALS

A highlight event in the “Stop Using Rhino Horns” Campaign was the rhino mural paintings, where people were free to visit and experience. This was a creative combination of street art and interactive activities aiming to inspire the community, local authorities and especially young people to stop using rhino horns and commit to protect rhinos from extinction. The activity took place from February 26 to March 26, 2017 with lively paintings conveying messages on protecting rhinos.

Eleven artists, including British, French and Vietnamese, and dozens of volunteers, especially Mr. Steph Lysaght - Deputy Head of Mission - British Embassy in Ha Noi, completed 17 graffiti, mural and stencil paintings on 12 walls in Dakao, Nguyen Thai Binh, Pham Ngu Lao, Cau Kho, Cau Ong Lanh, Ben Nghe, Ben Thanh Wards, District 1, featuring rhinos in different postures with a variety of colors and styles.

More than 110 online articles, prints, TV news, etc. promoted the campaign.
JOURNEY TO EXPLORE THE WILDERNESS - PANDORA CITY

To continue the success of mural paintings, CHANGE & WildAid collaborated with Pandora City Shopping Mall and KOVA to create a variety of paintings at Pandora City Shopping Mall including animals in the forest and under the sea which are all endangered species. Social online games to promote the paintings with a series of activities were added to encourage participants to go explore the paintings, take check-in photos and hashtags. There were 22 paintings on an area of 500 m² of the mall.
Ambassador - singer Thu Minh takes a stand against the illegal pangolin trade in the PSA called “Party”. The PSA points out about the Penal Code 2015 which was taken into effect by the start of 2018 with heavier penalties for wildlife crimes, especially for trading pangolin products. The PSA has been shown in airports in Ho Chi Minh City and Ha Noi, and more than 5,000 LCD screens at bus stations, train stations, apartment buildings, coffee shops, supermarkets, etc. all over the country.

On March 25, 2017, CHANGE and WildAid in collaboration with the Public Health Department in Ho Chi Minh City (HCMC) organized the seminar “Unknown Facts about Pangolin Scales in Traditional Medicine” in HCMC. Facilitated by experts in healthcare and animal conservation, the seminar provided information about pangolin scales which consist of keratin as fingernails and hair to more than 150 guests, including doctors, medical practitioners, staffs at pharmacy stores and traditional medicine clinics. The workshop also mentioned illegal wildlife crimes with high penalties, as well as introduced methods and additional medicines to treat lactation and other illnesses instead of using pangolin scales.
**IVORY FREE CAMPAIGN LAUNCH**

On August 30, 2017, a launching event of the Ivory Free Vietnam Campaign was organized by WildAid and CHANGE. The event was attended by Consuls General and senior officers of the French, British, Canadian, American Consulates, representatives of Ministry of Agriculture and Rural Development (MARD), the Vietnam Customs, and other government agencies, together with representatives from the media, NGOs, partner organizations, universities, and the campaign’s goodwill ambassadors, including Miss Universe Vietnam 2015 Pham Huong, Miss Universe Vietnam 2016 Le Hang, and MC/Journalist Trac Thuy Mieu. One of the highlights of the event was the excellent sand art performance, by artist Nguyen The Nhan, telling a moving story about ivory consumption. Emotion of the event further escalated when all VIP guests and participants joined hands in putting together puzzle pieces to complete a picture to inspire action to protect the elephant, which reflected commitment of the government and people of Vietnam in solving the global elephant crisis. The event was featured on over 100 online articles, TV news, radios...  

**“PARTY” PSA WITH TRAC THUY MIEU**

The new goodwill ambassador MC/Journalist Trac Thuy Mieu worked on a new PSA to call on people’s action to save the elephant as the ivory trade involves multinational networks of criminals; heavier penalties would be applied starting January 01, 2018 when the Penal Code 2015 takes effect.

The PSA has been shown in airports in Ho Chi Minh City and Ha Noi, and more than 5,000 LCD screens at bus stations, train stations, apartment buildings, coffee shops, supermarkets, etc. all over the country.

**PHAM HUONG & LE HANG JOURNEY TO KENYA TO CALL FOR ACTION ON PROTECTING ELEPHANTS**

From May 22 to May 27, 2017, two goodwill ambassadors of the elephant program Pham Huong and Le Hang had the opportunity to admire the magnificent beauty of Kenya’s wildlife, meeting rangers, conservationists and visiting an elephant orphanage as well. In addition, two Vietnamese representatives participated in delivering two new public-interest media messages and shooting a documentary film in order to call for action on protecting elephants. This documentary film has been broadcasting throughout Vietnam on VTV2, VTV8, VTV9, etc. and a lot of social media networks. The trip gained more than 90 online articles, TV news and radios after it finished and there have been a lot of talkshows and interviews going on such as talkshows on VTV9 “Vui song moi ngay” and on HTV “Chuyen trua 12h”.

CLIMATE CHANGE PROGRAM

The threat of coal pollution and other non-renewable energy is hard to underestimate. CHANGE’s climate change initiatives took critical steps in 2017 to secure a safer, greener future for Vietnam. CHANGE reached out both online and offline to raise awareness and give Vietnamese people from all walks of life the tools to combat climate change. By targeting media and the younger generation, CHANGE is laying the foundation for bigger and better projects that promote renewable energy and sustainable development.
EFFECTS OF COAL POWER ON MARINE ECOSYSTEM AND LOCAL LIVES

The project includes two main activities:
- A short documentary narrating the situation around the Hon Cau Marine Protected Area (MPA) was produced. It focused on the negative impacts of the Vinh Tan Coal Plant Complex on the local biosphere of the MPA, as well as local communities in Vinh Tan, Phuoc The, Ca Na, and people on Hon Cau Island. It featured underwater shots, and interviews with MPA and commune stakeholders around Hon Cau Island. It was screened with the help of our partner organizations and promoted throughout traditional and social media.
- A workshop about the impacts of coal power and Vinh Tan Plant’s dredge dumping situation was organized in Ho Chi Minh City. The number of attendees was 108, including Consul General of the Canadian Consulate, local authorities, local communities around Hon Cau MPA, the media, and marine biology specialists from HCMC, Nha Trang and Hanoi. Several topics were discussed, such as possible solutions to Vinh Tan waste problem, the Hon Cau MPA biodiversity, the environmental impact of coal-fired power plants on the climate change in Vietnam. The event was featured in local and national printed media outlets, and throughout social media.

FLOOD RELIEF

In early October 2016, Northern Central Provinces of Vietnam, particularly Ha Tinh and Quang Binh suffered from historic floods with more than 40 people dead and missing, more than 100,000 houses and thousands of hectares of crops and aquaculture submerged in flood. The purpose of the “Flood Relief” project is to secure sustainable livelihoods of flood victims in Quang Binh and Ha Tinh and also to introduce and multiply the floating house model – an initiative to help frontline communities adapt to climate change and disasters. This project is a joint collaboration between CHANGE and Nhà Chống Lũ under the sponsorship of HSBC to support livelihood and climate change adaptation solutions for 100 households in Ha Tinh and Quang Binh. Up to present, the project has installed 10 solar-powered light poles, 20 floating houses and 13 brick houses.

INTERNAL CAPACITY BUILDING

We have organized three training workshops for our staff on the topics of Vietnamese law system, climate leadership, and renewable energy solutions in the US, and a debate between pro-coal and anti-coal sides. We sent our staff to two VSEA trainings on the just transition and Chinese coal financing in Vietnam, one five-day training on ESIA for energy projects by the Asian Institute of Technology in Vietnam. We also sent three staff to attend the East Asia Climate Leadership Camp in Taiwan, to discuss regional coordination with 350.org East Asia’s campaign. We did many networking with renewable energy enterprises in the Solar Future Vietnam 2017, for which we were media partners.
Climate Camp 3 is a CSR program aiming to mobilize resources from businesses to support communities affected by climate change. Climate Camp 3 was organized as a one-day trip to Ma Da Commune, Vinh Cuu District, Dong Nai Province with the participation of 30 HSBC staff to install of 25 solar-powered light poles in a village without access to grid electricity.

In 2017, CHANGE organized two media briefings, two media trainings, one writing competition, and one wrap-up meeting.

In media briefings and trainings, coal financing, air pollution, and renewable energy were the main topics. Each media briefing had around 20-25 participants with 8-10 articles published afterwards. The first two-day media training was organized in Binh Thuan for 30 local journalists to help them understand the impacts of coal-fired power plants on nearby local communities. The other three-day media training was organized in An Giang with the participation of 26 journalists to help them better understand the potential of renewable energy development in Vietnam. This was a successful event in terms of the number of participants, the creative contents and the positive feedback from university students and lecturers.

We organized a creative workshop called “Classroom: Vietnam 2030” on Global Divestment Day for 300 students majoring in environmental studies from 10 universities in HCMC to help them further understand the contribution of fossil fuels to climate change, the global divestment movement, and the potential of renewable energy development in Vietnam. This was a successful event in terms of the number of participants, the creative contents and the positive feedback from university students and lecturers.

We organized a street-art competition to engage art students in the global divestment campaign. 11 mural painting projects were made in 2 wards of HCMC which were crowded with local people. This activity was successful in empowering young artists by providing them with the opportunity to paint meaningful messages about climate change and sustainable energy on city-centre venues. The activity also attracted significant local media attention of more than 100 online and print news articles about the street-art projects were published.
ONLINE COMMUNICATIONS

In 2017, we organized several online campaigns that highlighted coal impacts on human health and called for the online community to take action. The most successful campaign was the online creative comic “The Disappearance of Santa Claus” to help the public understand climate change impacts as well as one of its causes - fossil fuels. The posts about this comic on our Facebook page reached 55,043 people. Local media and newspaper showed strong support for our creative product by publishing on their websites and channels, which helped spread the climate change messages to a larger audience.

Another notable online campaign was the online petition against DBS Bank Singapore who was considering financial support for Nghi Son 2 Coal Power Plant. The petition had 2021 signatures in three weeks and we sent the petition letter to DBS Singapore with the help of the Australia-based NGO Market Forces. Nevertheless, we have not yet received a reply from DBS Singapore, and the loan agreement with DBS Bank for Nghi Son 2 has been announced. We are now discussing with Market Forces to consider the next steps in this campaign.

We also helped share and collect signatures for another petition against Long An Coal-fired Power Plants, which would bring many negative impacts to the human health and environment of Long An Province and the adjacent 10-million-resident Ho Chi Minh City when the plants go into operation. The petition, organized by a coalition of environmental lovers in Vietnam, was signed by over 15,000 people and was sent to the South Korean investors and lenders, which has resulted in the temporary halt of the plan.

VIETNAM CLIMATE LEADERSHIP CAMP

Vietnam Climate Leadership Camp (VCLC) 2017 was organized in An Giang Province in the Mekong Delta, one of the three deltas most affected by climate change in the world. There were 28 young participants joining VCLC 2017. They are now equipped with sufficient knowledge of climate change issues and campaigning skills and are ready to implement their project ideas. We provided financial and technical support for two VCLC follow-up projects led by three VCLC 2017 alumni. One follow-up project was to establish CYCIAE (Center of Youth Community Innovation and Action for the Environment) in Thu Dau Mot City, Binh Duong Province, and CHANGE provided funding for CYCIAE to organize 16 half-day workshops from April to August 2018 for 40 university students. The other follow-up project, named R-access, was a joint effort by two VCLC 2017 alumni to organize five classes for 30 primary school students in Tra Vinh City, Tra Vinh Province from April to July 2018. The classes introduced climate change issues and taught the children how to live a greener life in the Mekong Delta which is vulnerable to climate impacts. The R-access also helped installment of LED lights in the classroom for energy saving and recycling bins for students to do waste sorting.
SUSTAINABILITY PROGRAM KICK-OFF

iCHANGE multi-year program
Concept & Fundraising

"I change! You change!
And we will change the world!"

- Tran Tung-
iCHANGE Movement

2017 marked a milestone for the Sustainability Program. For the first time, CHANGE started raising funds for its long-term campaign, iCHANGE, with the first urgent topic: PLASTICS.

iCHANGE is a multi-year, multi-stakeholder program initiated by CHANGE to inspire, educate, and empower Vietnamese people to make individual changes, as the name suggests - I CHANGE - in order to reduce their impact on the environment. iCHANGE will not only raise public awareness of environmental issues, but will also engage individuals and corporations in changing specific behaviors and practices that are harmful to the environment such as overconsumption, littering, illegal wildlife trafficking, and irresponsible transportation. iCHANGE will connect government agencies, business corporations, and social enterprises in providing eco-friendly products and lifestyle guidelines as well as enforcing relevant laws to help achieve the vision of “a green and clean Vietnam protected by all the people.”

The goal of transforming every person in Vietnam into an “eco-warrior” can be realized by building an iCHANGE community, composed of hundreds of thousands of members from across the country who are responsible citizens committed to taking actions for the betterment of the environment and society. Members of iCHANGE (known as iCHANGErs) will follow “codes of conduct” and will commit to apply as many green principles as possible, from simple actions like reducing single-use plastics to more advanced-level choices like choosing solar energy and organic foods. iCHANGErs will not only lead by example, but will also consistently communicate information to influence and inspire people around them to adopt environmentally friendly habits and grow the iCHANGE community in the country.

Long term (10-year) goals of iCHANGE:

- To build and maintain an environmental movement that is owned by a community of at least 100,000 Vietnamese people who are environmentally aware and committed to taking practical action to reduce impacts on the environment to help Vietnam rank higher on the global environmental index.

- To bring about measurable improvements of environmental performances in Vietnam, particularly in reducing waste, reducing carbon footprints, protecting wildlife and natural resources, and reducing pollution.

- To engage individuals and businesses in promoting and adopting environmentally friendly lifestyles and business practices, promoting renewable energy, and providing solutions to local environmental issues.

- To lobby and advocate for better environmental laws and policies, and engage government authorities in environmental safeguarding and leadership.

Among the issues that iCHANGE will help address, plastic pollution has been identified as one of the most critical. CHANGE will start iCHANGE with the first campaign, iCHANGE Plastics, while at the same time laying solid foundations for the larger iCHANGE movement in the following years. The overall goal of iCHANGE Plastics is to reduce the consumption of single use plastic bags, straws, utensils, and water bottles in Vietnam, especially in urban areas. iCHANGE Plastics will initially focus on Ho Chi Minh City and will expand to other cities in the following phases of iCHANGE.

For more information about the iChange Campaign, kindly refer to:

Website: [www.ichangevn.org](http://www.ichangevn.org)
Facebook: [https://www.facebook.com/groups/congdongICHANGE/](https://www.facebook.com/groups/congdongICHANGE/)
"Earth provides enough to satisfy every man's needs, but not every man's greed"

-Mahatma Gandhi-
### Financials Review

#### Revenues

<table>
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<tr>
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<th>Amount</th>
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<tr>
<td>Wildlife Demand Reduction</td>
<td>$189,761</td>
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<td>Power Up</td>
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<td>Energy Camp</td>
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<tr>
<td>Other Income</td>
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<tr>
<td><strong>Total Direct Revenues</strong></td>
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#### Expenses

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</thead>
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<td>Wildlife Demand Reduction</td>
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<tr>
<td>Power Up</td>
<td>$65,413</td>
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<td>Energy Camp</td>
<td>$7,691</td>
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<tr>
<td>Flood Relief</td>
<td>$16,195</td>
</tr>
<tr>
<td><strong>Total Direct Expenses</strong></td>
<td><strong>$247,726</strong></td>
</tr>
</tbody>
</table>
“This quote by Robin S. Sharma speaks to me: 'CHANGE is hard at first, messy in the middle, and gorgeous at the end.' My CHANGE team believes in gorgeous endings. The team is made up of 15 passionate and dedicated young people who are determined to go through all the stumbles and falls with me in these hard times, who share my dreams and vision to 'save the world', who would rather 'light a candle than curse the darkness'. I am forever grateful to them”.

-Hong Hoang-
OUR MEDIA PARTNERS

Our campaigns could not have such wide outreach to the public without our partners’ goodwill in offering us free media space, creative consultancy services, and technical advice as well as connecting us with other partnerships and training opportunities.

THANK YOU DONORS

Although the funding value in 2017 was reduced due to some legal barriers, we are grateful for all the support from our recurring major donors such as WildAid, ECF, 350.org and the Canadian Embassy, who are the bedrock of our financial statement. Our campaigns also reached a wide public, which helped new local donors find us to offer indispensable assistance throughout the year.

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“CHANGE’s mission is to promote and encourage the care and preservation of the environment through education and innovative communications that change behaviors and inspire community actions in Vietnam.”