

# Gender Responsive Equitable Agriculture and Tourism (GREAT)

Volume 1

April 2019

## Key Figures



**Disbursement:**

**Lao Cai**

AUD \$221,624

**Disbursement:**

**Son La**

AUD \$117,468

**Signed agreements**

15



### **Projected women supported**

Target: 40,000



### **Projected jobs created**

Target: 4,000



### **Committed private sector co-investment**

AUD \$12.8 million

## **Project Highlights**



### **Agriculture**

16th April 2019 - **Clean and Green, Counter-Seasonal Vegetables**

There is a large market for counter-season vegetables in Hanoi's summertime and the good roads from Son La now make it easier for transportation to the Capital. Moc Chau & Van Ho Districts in Son La Province have the ideal climate for counter-season vegetable growth in contrast to the Red River Delta where it is simply too hot. Moc Chau and Van Ho are also blessed with 40,000 hectares of arable land.



### **Tourism**

19th March 2019 - **Community based tourism in Son La and Lao Cai**

The GREAT Program has just signed two new community-based tourism projects in Son La and Lao Cai, Northwest Vietnam with the objective to economically empower ethnic minority women. These projects will build on the increasing interest of both domestic and international visitors to travel to the region and discover new destinations through a total investment of approximately AUD \$950,000 by the Australian Government.

The full potential of vegetable production in Son La has not yet been reached, due to limited access to good quality seedlings, less advanced production methods, lack of product diversification & at times overuse of pesticides.

[Read more](#)

The Moc Chau and Van Ho projects, Son La, seek to increase the income of 445 ethnic minority women. Similarly, the project in Bac Ha, Lao Cai, seeks to increase income for 250 ethnic minority women.

[Read more](#)



## Inception Training

The two-day inception training on Capacity Building for partners took place on 26th and 27th March in Hanoi. It was a great success with strong engagement from representatives from CowaterSogema, GREAT, Project Management Units in Lao Cai and Son La Provinces and the first wave partners - Bat Xat Department of Culture and Information, Sa Pa Department of Culture and Information, Van Ho Department of Agriculture and Rural Development, CRED, AOP and Helvetas.

[Read more](#)





## Where We Are

### Past Activities

- August 2018 - First Steering Committee Meeting in Lao Cai
- July, August & September 2018 - Kick off meetings in Son La, Lao Cai and Hanoi
- August 2018 - Call for Proposals
- October 2018 - Assessment and short listing of Partners
- November 2018 - Training and co-design workshop for shortlisted Partners
- December 2018 - Launch of Y TY tourism pilot project
- December 2018-June 2019 - Design online MIS
- January 2019 - Launch of Van Ho vegetable pilot project
- January-April 2019 - Due diligence and Partner selection
- February 2019 - Launch of Ta Phin tourism pilot project
- March 2019 - Inception training for first wave of Partners
- April 2019 - Aid Quality Check moderation session

## What's Next

### Upcoming Activities

April-May 2019 – Finalise Partnership agreements  
6th-7th May 2019 – Son La Partners inception training  
13th-17th May 2019 – Lao Cai Partners inception training  
June 2019 – Second Steering Committee Meeting  
April-June 2019 – Baseline beneficiary survey  
June 2019 – Launch longitudinal study  
October 2019 – Partner Reflect and Refocus Workshop

## Key Quotes

“I wish to be younger to work with this project to develop community based tourism for my village for a better income and a better life.”

– **Mrs. San Gi So, following launch of community based tourism project in Choan Then Village**, January 2019

“With the GREAT project, I can see it will have an extremely strong impact as the results are to be created through enterprises.”

– **Duc Phu Company, following co-creation workshop**, January 2019

“Market systems development promotes the role of women – when women have better economic conditions, they can then focus on broader issues than can improve their lives.”

– **Centre for Rural Economy and Development, following co-creation workshop**, January 2019

“With other programs, activities are planned in a fixed manner – with this approach if activities are recognised unnecessary, we can make changes.”

– **Lao Cai Project Management Unit Province, at Reflect and Refocus Session**, December 2018

“We recognize the significant role women play in agriculture and, tourism and the potential these sectors provide to further improve the lives of ethnic minority women.”

– **Mr. Justin Baguley, Acting Deputy Head of Mission, Australian Embassy, at launch of Van Ho clean vegetable pilot project**, 23 January 2019





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