Gender Responsive Equitable Agriculture and Tourism (GREAT)

Volume 10  December 2021

Key Figures

Disbursement Lao Cai
AUD $ 13,756,052

Disbursement Son La
AUD $ 11,773,244

Private sector co-investment
AUD $8,5 million

Singed partnership agreements & contracts
64

Women joining business networks
14,833

Number of women trained
66,353
Connecting Women to Markets Through Improved E-commerce Capacity

The GREAT Program hosted an online training course focused on promoting agricultural products and community-based tourism services on Lazada Vietnam, one of the most popular e-commerce platforms in the country.

More than 70 representatives from the GREAT Program, government agencies, GREAT’s business partners and ethnic minority women working in agriculture and tourism sectors attended. They learnt how to promote and sell their products and services on Lazada’s e-commerce platform.

Read more

Happiness comes with Baskets full of Bamboo Shoots

In early summer, when the weather is warm and the rain often comes suddenly, it is the ideal time for people in Van Ban District, Lao Cai Province to harvest bamboo shoots.

Along the highway to Lao Cai City and the main roads of Van Ban District, many people can be seen carrying bags of fresh bamboo shoots for sale. The bamboo shoots from the area are well-known for their quality are a must-buy for tourists.

Read more
Instead of planting the Bodhi trees to cut them down and sell the timber, Trieu Thi Lieu and Trieu Kim Chu, a Dao married couple in Van Ban, Lao Cai now have mastered the resin-tapping technique and understand its value as a raw material used to produce perfumes and essential oils. With the resin (benzoin) exported to the European market, the couple enjoys a higher income that they earned from selling the timber.

Read their story to find out how this change was brought thanks to their engagement with the benzoin project led by GREAT partner Duc Phu Company.

Read more
The Engaging Women in Markets Seminar Series brought together Australian-funded programs to share and document approaches and lessons on Gender Equality and Women's Economic Empowerment.

**KEY RESULTS**

More than 400 participants joined in all three sessions

Participation from South East Asia, the Indo Pacific, North America and Oceania

Further evolution of thinking on women’s economic empowerment
Photovoice

This is a snapshot from Photovoice training for participants from the Bamboo and Community-Based Tourism projects led by GREAT partner CRED. Watch the video to learn more about the approach.

Watch video

WeGrow Gender Equality Campaign
The WeGrow campaign is designed to raise awareness on gender equality and women's economic empowerment with a focus on households working together and deciding together. The campaign will run from October 20th through to March 2022.

See More

Partner Snapshots
The automatic irrigation system of Tan Lap Hoang Hai Cooperative supported by GREAT helps reduce labour costs and improve product quality.

Local farmers collecting ramie in Chieng Cang Commune, Song Ma District, Son La Province, as part of the ramie project led by GREAT partner HTM Dragon.

Three GREAT-supported bamboo shoot cooperatives in Van Ho, Son La and Yen Thanh Bamboo shoot Company signing a 20-year business contract.

Dao women from Sa Pa with artworks competed in Sa Pa Traditional Brocade Design contest organised by Lan Rung Company with support from GREAT and local authorities.

Thai women at a Photovoice exhibition in Son La Province as a part of a leadership project led by GREAT partner CRED.

An online session for women-led businesses to sell their products and pitch for investment hosted the Women's Union of Lao Cai Province with support from GREAT.

Where We Are

Key Past Activities

August-September 2021: Engaging Women in Markets Online Seminar Series
October 2021: High level seminar on digital transformation for women

October 2021: Steering Committee Meeting

October 2021: Consultation workshop on the draft Government Decree on National Target Programs management

October 2021: Launch of WeGrow gender equality communications campaign

November 2021: Launch of capacity building program for women delegates of People’s Councils of 14 northern provinces

**Key Upcoming Activities**

December 2021: Leadership Program graduation ceremony for 40 group leaders and business managers

December 2021: Deputy Head of Mission, Australian Embassy Vietnam visit to Son La

December 2021: Counsellor, Development Section, Australian Embassy Vietnam visit to Lao Cai

December 2021-January 2022: Ramie and Bamboo sector development workshop in Son La

December 2021-March 2022: WeGrow gender equality campaign continues

December 2021-May 2022: Gendered sub-sector assessment in agriculture and tourism

January 2021-March 2022: Tourism sector COVID-19 response campaign

February 2022: Project-level endline assessment fieldwork

March-April 2022: GREAT’s National Symposium

**Key Quotes**

**Engaging Women in Markets**

"Market systems development programs have achieved good ratings in gender equality outcomes in DFAT’s annual performance reporting. The Aus4Equality program is a very good example of this."

- DFAT Senior Gender Specialist, Annemarie Reerink
Steering Committee Meeting

"The Program remains highly relevant to ethnic minority women in the northwest of Vietnam, given the disproportionate impact of COVID-19 on this group. We have seen that the first phase of GREAT is producing results that support the Program’s ambitious long-term goal to improve the social and economic status of ethnic minority women living in Lao Cai and Son La provinces."

- Ms Carly Main - Former Acting Counsellor, Development Section, Australian Embassy in Vietnam

Engaging Women in Markets

"To sustain an online business, it's not about putting money in advertising. It's about human resources, hard work and persistence."

- Nguyen Dang Tuan Minh - Director of KisStarup Company

Digital Training

"Thanks to the encouragement from the project staff, I've become more confident. I'm very excited when my income increased. This is such a helpful training course."

- Ms Ha Thi Khuyen - Ha Khuyen Homestay Owner, Vat Village, Moc Chau, Son La
"The Leadership training course has given me more confidence and courage to deal with the difficulties caused by the COVID-19 pandemic."

- Ha Thi Cuong - Hong Dinh Homestay Owner, Vat Village, Moc Chau, Son La