

THE GREAT PROGRAM

NEWSLETTER

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KEY FIGURES



Co-investment from private sector

VND 2,227,269,737



Funds from NTPs and other local resources leveraged

VND 579,620,000



Number of beneficiary women

4,281



Number of women trained on various topics

934



Number of female entrepreneurs receiving supports for business development

160



Households receiving production inputs from NTPs and other local resources

379

LATEST NEWS

Fostering Mutual Learning to Advance Disability Inclusion in Vietnam

The International Day of Persons with Disabilities, celebrated annually on December 3rd, is an opportunity to recognise the valuable contribution of partnerships and advocacy to strengthen collaboration, learning and effective action in advancing disability inclusion. On this day, we are honored to highlight our strong partnership with organisations of persons with disabilities (OPDs), such as DP Hanoi – a leading OPD in Vietnam – and a key partner in the Australian-funded GREAT Program.

[Read more](#)



Digital transformation: It's all in your mindset

Digital transformation is not just a trend; it's a fundamental shift in how businesses operate in our increasingly technological world. The essence of digital transformation lies in shifting perspectives—from seeing technology as a challenge to viewing it as an enabler of growth and inclusion. This approach ensures that transformation efforts do not leave behind those who lack technical expertise or resources but instead create pathways for all stakeholders to participate meaningfully in the digital economy.

[Read more](#)

LATEST PUBLICATIONS

BAMBOO SHOOT SECTOR BRIEF



Vietnam is the world's third-largest exporter of bamboo and the nation's bamboo processing sector is increasingly well-developed. Over the next five years, domestic consumption is expected to double and the global bamboo market is forecast to grow to USD 12.2 billion by 2029. Global demand and trade agreements such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and the European Union - Vietnam Free Trade Agreement can be expected to drive yet further market growth.

[Read more](#)

CINNAMON SECTOR BRIEF

Vietnam is the world's fourth-largest cinnamon producer behind China, Indonesia and Sri Lanka, yet the leading cinnamon exporter in the world. The most commonly-grown cinnamon variety in Vietnam is cassia, a variety well-suited to many Asian cuisines. A versatile commodity, cinnamon trees can be harvested for wood, bark and oil and processed into a range of products.



[Read more](#)

FINANCIAL INCLUSION SECTOR BRIEF



Vietnam is moving towards a more inclusive financial sector, demonstrated through the Government of Vietnam's National Financial Inclusion Strategy, a more pro-poor regulatory environment, and greater prevalence of digital banking solutions among banks seeking to expand their retail customer base - including to those in the agriculture and tourism sectors.

[Read more](#)

PROVINCIAL POLICY SUPPORT SECTOR BRIEF

Women's economic empowerment has been afforded a high priority by the Government of Vietnam in recognition of the critical contribution made by women to economic and social development in the country. This prioritisation also recognises the challenges faced by many women,



[Read more](#)



WOMEN'S ENTREPRENEURSHIP AND LEADERSHIP SECTOR BRIEF

Women are powerful agents of change. Women as leaders and decision-makers at all levels are crucial for economic and social progress as well as for the advancement of gender equality.

[Read more](#)

DIGITAL INCLUSION AND TRANSFORMATION SECTOR BRIEF

Vietnam has made significant strides in digital inclusion. The Digital Inclusion Index, which assesses accessibility, affordability, ability, and attitude, has ranked Vietnam 34th out of 82 emerging and developing economies in 2021, up from 44th the previous year.

[Read more](#)



TOURISM DESTINATION MANAGEMENT SECTOR BRIEF

Tourism is a significant and fast-growing sector in Northwest Vietnam, and one which offers many social and economic opportunities for ethnic minority women. The region is renowned for its natural beauty and cultural diversity with iconic destinations such as Sa Pa and Moc Chau.

[Read more](#)

VOCATIONAL HOSPITALITY TRAINING SECTOR BRIEF

Tourism is a significant and fast-growing sector in Northwest Vietnam, serving as an increasingly important source of income and contributing to the empowerment for the many ethnic minority women working in the industry.

[Read more](#)



GREAT SNAPSHOTS



CINNAMON SECTOR

Ethnic minority women from Ban Lap village, Nam Det commune, Bac Ha district, Lao Cai province agreed to join Quang Linh Van Yen Cooperative to participate in the organic cinnamon production value chain.



BAMBOO SHOOT SECTOR

Xuan Nha Cooperative gearing up for the bamboo shoot collecting and processing season to produce export-quality products for the Japanese market.

SYSTEMIC CHANGE TRAINING

The training session held for GREAT lead partners in Hanoi to improve their skills in assessing systemic changes within project monitoring and progress reporting.



GREAT SNAPSHOTS



DISABILITY TRAINING

The disability inclusion training, provided by GREAT and DP Hanoi, a leading organisation for people with disabilities in Vietnam, for GREAT Program and partner staff.



TOURISM SECTOR

Ethnic minority women raising their voice in a workshop held in Lao Cai for tourism sector stakeholders to exchange insights and explore opportunities for more inclusive and effective tourism planning and management within the province.



WOMEN'S ENTREPRENEURSHIP AND LEADERSHIP SECTOR

32 female entrepreneurs from Lao Cai visiting successful businesses in Thai Nguyen to learn from various business models, including sustainable agriculture, tourism, and traditional handicrafts.



KEY PAST ACTIVITIES

Sector	Time	Activities
Bamboo shoot	Jul - Sep 2024	Nursery development and cooperative management enhancement to run the nursery
	Oct - Dec 2024	Building bamboo shoot processing facilities for cooperatives
Cinnamon	Jul - Sep 2024	Establishment of cooperatives and farmer groups for organic certification supported by lead enterprises
	Oct - Dec 2024	TOT training on sustainable cinnamon production
Tourism	Aug - Sep 2024	Tourism destination management workshops for improved ethnic minority women economic empowerment in Lao Cai and Son La
	Jul - Dec 2024	Assessing investment planning strategies and coordination mechanisms
Women's entrepreneurship and leadership	Jul - Dec 2024	Selection of women entrepreneurs and local mentors
	Oct - Dec 2024	Training on business models, vision and human resource development, financial management and soft skills such as identifying business priorities and planning for women entrepreneurs
Digital transformation	Sep 2024	Launching of the Strengthen Inclusive Digital Transformation Ecosystem for MSMEs in Lao Cai Province project
	Sep - Dec 2024	Training and coaching students and teachers of Thai Nguyen and Tay Bac Universities, selected human resource and technical service providers, and selected MSMEs
	Oct - Dec 2024	Training for local human resource service providers on business model development and design services for MSMEs
Provincial policy support	Jul - Dec 2024	Development of inclusive and gender-integrated tools and framework for DDCI survey and analysis
General	Jul 2024	Training for PMUs on project management and value for money
	Oct 2024	Training on disability inclusion for GREAT staff and partners
	Dec 2024	Training on identifying and assessing systemic changes in project for lead partners
	Jul - Dec 2024	Capacity building in GEDSI for implementing staff and partners GEDSI sector analyses to recommend behaviour change interventions
	Jul - Sep 2024	Training on value for money and assessment for lead partners
	Jul - Dec 2024	Development of program introduction materials including new branding identity, website and sector briefs

KEY UPCOMING ACTIVITIES

Sector	Time	Activities
Bamboo shoot	Jan - Jun 2025	Training for collective ethnic minority women-led groups on group management
	Jan 2025	Feasibility assessment to expand Bat Do production areas to Phu Yen district with Yen Thanh Company
Cinnamon	Jan - Jun 2025	Training for farmers on sustainable production
Tourism	Mar - Jun 2025	Improved destination model implementation
	Apr - Jun 2025	Piloting ethnic minority women-targeted training product promotion and implementation
Financial Inclusion	Jan - Jun 2025	Assessing savings products and support/recommendations for refinement to greater ethnic minority women inclusion
		Development of value chain products for households with LP Bank
		Development of sustainable financial literacy service support from Women's Union for ethnic minority women
Women's entrepreneurship and leadership	Jan - Jun 2025	On-going training and coaching on business and leadership for women entrepreneurs
		On-going training and coaching for local business mentors
		On-going training and coaching for Provincial Women's Union and the Innovation Centre of Son La
Provincial policy support	Jan - Jun 2025	DDCI survey and report launch in Lao Cai and Son La
		Developing monitoring mechanism for DDCI provincial task force in Son La
		Capacity building for local DDCI consultants
National policy support	Jan - Jun 2025	Technical assistance to Ethnic Council for preparing the end evaluation of NTP-SEDEMA implementation results with focus on production support
General	Jan - Jun 2025	Strategy lessons learning and refresh: Reflect on strategic lessons learned to date
	May 2025	Capacity building in GEDSI for implementing staff and partners
	Jan - Jun 2025	Organising projects joint monitoring missions
		Training and support for partners in building planning for developing evidence-based stories of changes for communication, learning and facilitating replication and scale up



KEY QUOTES



"It's incredibly rewarding to witness the direct impact of the GREAT program on the lives of ethnic minority women. Their increased income, new skills and leadership, gives these women more options and choice over their future, more voice in household financial decisions and in community leadership roles. This, in turn, benefits their households and communities."

Ms. Cherie Russell, Former Development Counsellor, Australian Embassy Vietnam

"Thanks to the Program's training, I gained valuable knowledge about the Program's approach, business models, and intervention logic and other skills in project management. I feel more confident in applying these skills to my daily project management tasks."

Ms. Chu Huong Giang, Project Management Unit Lao Cai



"After the study tour to Xuan Nha Cooperative, I see that Bat Do bamboo is highly profitable and suitable for our local climate and economic conditions. With the long-term contracts of 20 years, we can encourage more local farmers to grow this variety of bamboo."

Mr. Lo Thanh Thuy, Vice Chairman of the Quynh Nhai People's Committee, Son La province

"I used to be burdened by many fears, including fear of crowds, others' opinions, and being isolated. Thanks to the leadership training programs, I've experienced a significant personal transformation. I'm now more confident, empowered, and eager to apply what I've learned. I'm truly grateful for the opportunity to learn, connect with others, and discover a deeper understanding of life's meaning."

Ms. Lo Thi Toan, an entrepreneur with disability managing a collective group in Yen Chau district, Son La province



"Exceeding our initial expectations, digital transformation have not only enabled over 40 businesses to increase their online revenue by more than 2.9 billion, but also created opportunities for them to transition to green practices, preserve and promote their ethnic culture on digital platforms, develop new products for sale on e-commerce platforms, and proactively learn English to expand the reach of their products and services."

Ms. Nguyen Dang Tuan Minh, CEO of KisStartup - Project Director of the Inclusive Digital Transformation Ecosystem Development Project (IDAP)

Contact information

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