

## Media Advisory

### Climate Change Campaign

#### **Vietnamese university completes last of series of youth and media workshops on climate change**

**28 March 2012 -- Hanoi, Vietnam** – A meeting of university students in Vietnam was held today in accomplishing the third country launch of the climate change awareness campaign, “*Redraw The Line*”. Students of the Vietnamese Academy of Journalism and Communication’s (AJC) Faculty of Public Relations and Advertising participated in a day-long workshop in being introduced to climate change concerns facing the country. The workshop completed the launch of an initiative developed by The Media Alliance, the Swedish International Development Cooperation Agency (Sida) and the Asian Development Bank (ADB) to engage youth in the creation of a public awareness campaign in response to challenges posed by climate change across the region.

The “*Redraw The Line*” campaign will draw on the participation of teams of final-year students within mass media, communications, creative arts and design programmes of Thai, Philippine and Vietnamese universities comprising ‘University Creative Teams’ (UCTs). The youth or UCTs will design and implement a national communications campaign on climate change issues in their respective countries. Universities in Thailand, Vietnam and the Philippines were invited to submit proposals and present ideas for the creation of the multi-media project from which AJC, Bangkok University and Assumption University in Thailand, and the University of the Philippines were selected as participants in representing and reaching youth in their countries.

The project will result in the creation of a range of educational and public awareness materials including country-specific Public Service Advertisements (PSAs) and other content for use in broadcast, print, digital, interactive and on-line knowledge sharing networks, outdoor advertising, cinema and in-flight media outlets. Content will include country-specific audio/visual content for broadcast, online and distribution, including Public Service Advertising (PSAs), informational vignettes, print, and online banner ads, mobile phone messaging and social marketing sites aimed at communities and governments of countries most vulnerable to the impacts of climate change.

Content produced by the participating universities will be submitted for review by the campaign’s partners and supporters including Discovery Networks Asia-Pacific and Viacom International Media Networks. The two networks are regional media partners of the campaign, providing assistance in the judging of produced content. Ogilvy & Mather Advertising, Singapore are partners in the initiative and have provided the regional creative brief, campaign branding and design and in providing a unifying identity to the content across the three pilot countries.

For additional information contact:

The Media Alliance  
Phone: +66 2668 3635  
Email: [david.teran@mediaalliance.asia](mailto:david.teran@mediaalliance.asia)  
Web: [www.mediaalliance.asia](http://www.mediaalliance.asia)