

## **Project Name: Promoting Green Jobs among Disadvantaged Youth and Hospitality Employers to narrow inequality in education and employment and support sustainable development in Vietnam**

Since 2022, Vietnam has been witnessing fast growing tourism and increasing demand for sustainable development in Hospitality sector. To ensure the achievements of economic development are reflected on public welfares, equality in education and employment is significant, especially for disadvantaged youth including poor and ethnic groups. The project aims to empower disadvantaged youth in Vietnam with Green job training and Employment opportunities to ensure their quality of life improve. Besides tackling the Inequality in Education and Employment, the project is set to engage Hospitality businesses in greening their operation processes. The interventions ensure sustainable development in Hospitality sector while disadvantaged youth playing a crucial role in changing their lives with nature conservation actions.

### **1. Project background**

#### **1.1. Analysis of the problems**

**Climate change has severe impacts on the Vietnamese economy and national welfare:** After Covid-19 is well controlled, Vietnam tourism has been rebounding strongly with more than 10 million foreign tourists in 2023. Hospitality sector sees a sharp increase in the number of hotels, homestay, restaurants, café in both cities and mountainous areas in the North and Central of the country such as Quang Binh, Hue, Lao Cai, Thanh Hoa. However, like most countries in the world, Vietnam is seeing its development affected by *climate change which costs 3.2 percent of gross domestic product*<sup>1</sup>. The Government also indicates the need for development of sustainable tourism and conservation of culture heritage in the Strategy for Tourism Sector by 2030.

**Disadvantaged youth including poor and ethnic groups are suffering from limited access to vocational training and decent job and not capable of contributing to sustainable development:** Despite the fact that the number of youth from ethnic groups in the workforce is 7.9 million people representing a considerable part of Vietnam 51.7 million laborers, the inequality of chance is seen in the groups inhabiting in border, mountainous areas *as low as 10% of them have job skills and totally lack of environmental conservation knowledge. Moreover, the rate of unemployed youth amounts to 8%*<sup>2</sup>. As a potential workforce, they may bring production cost high and the economy will shall bear more loss as more adverse environment impact need to be settled. The situation is worse as disadvantaged youth are taking informal jobs for informal businesses who are also careless about climate change. In the other way around, if this workforce is empowered to be skilled up with vocational training in green job, they will have sustainable career and income.

**Hospitality businesses are lack of quality work force with green skills:** *Vietnam Tourism Sector reported the need for 40,000 high quality employees every year. However, the current input for this need is around 15,000 trained and untrained staff*<sup>3</sup>. However, youth especially those in mountainous areas find it impossible to access quality vocational training and green skill development due to their geographical conditions and capacities of training of local schools.

#### **1.2. Alignments with United Nations' SDGs:**

Under this project, REACH aims to empower disadvantaged youth with green job skill and decent job placement that aligns with United Nations' SGD 4 (Quality Education) and SDG 8 (Decent work and Economic Growth). Through achieving these 02 SDGs, the project will contribute to the reduced inequality (SGD 10) that disadvantaged youth are suffering and the sustainable development in Vietnam.

#### **1.3. Target beneficiaries**

The beneficiaries of the project are disadvantaged youth between the ages of 16-30, who have limited access to formal vocational education programs because of barriers such as poverty, ethnicity. The Project supported:

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<sup>1</sup> [Key Highlights: Country Climate and Development Report for Vietnam \(worldbank.org\)](https://www.worldbank.org)

<sup>2</sup> [Thông cáo báo chí tình hình lao động việc làm quý I năm 2024 – General Statistics Office of Vietnam \(gso.gov.vn\)](https://www.gso.gov.vn)

<sup>3</sup> [Nhân lực ngành du lịch: Cầu tăng, cung chưa đáp ứng \(vietnamtourism.gov.vn\)](https://www.vietnamtourism.gov.vn)

- 400 disadvantaged youth with economic challenge and ethnic backgrounds:
  - 150 Disadvantaged youth who come to REACH Center for vocational training and job placement,
  - 250 Youth from ethnic minorities inhabiting in sustainable tourism areas in Northern and Central regions of Vietnam
- 400 Families of the above-mentioned students are indirect beneficiaries as financially supported by the students placed at jobs,
- 50 hospitality businesses which employ disadvantaged youth with green job skills
- 500 hospitality employees and officers from businesses, authorities and tourism network who participate in green job workshops

#### 1.4. Project Location

With the aim to reach out to the most disadvantaged youth in Vietnam and contribute to sustainable development in Hospitality sector, the Project was implemented at *REACH Training Centers in Hanoi and Hue, mobile centers in Danang, Hai Duong and in remote, mountainous areas in the North and Central regions of Vietnam such as Lao Cai, Ha Giang, Thanh Hoa, Thua Thien Hue, Quang Binh provinces*. These areas are home to a big number of unskilled, unemployed ethnic youth and host huge demands for sustainable development.

#### 1.5. Project Objectives:

With the vision “All young people in Vietnam have the opportunities and support they need to reach their full potential”, the project aims to:

- tackle the issue of inequality disadvantaged youth (poor and ethnic youth) are suffering from by empowering them with vocational training (green job skills), decent job opportunities and green entrepreneurship,
- contribute to eco conservation and sustainable development in eco-tourism areas and areas with fast growing hospitality,

## 2. Project Details

### 2.1. Project Activities

#### **Component 1: Needs Assessment, Training Content and Partnership Development**

*Market Survey:* A Training Needs Assessment was done through interviews with 2000 disadvantaged youth including poor and ethnic groups to define their needs for vocational training and jobs.

A Market survey will also be conducted with 100 hotels, restaurants, homestay, café to define their recruitment requirements and green skills needed in the sector.

*Curriculum Development:* 02 sets of Green Job Curricular were developed for Center based training model and Local mobile training models, *each set comprises of Food and Beverage and Cooking topics*. The training content is based on the results of market survey and include the following with the aim to equip students with knowledge, skill and attitude to do green jobs in Hospitality Sector. *Emphasis is laid on water, energy saving, solid waste management and using local, eco-friendly materials to produce traditional culinary. The content is different to the current training content in public colleges in the way that every step of technical jobs will be integrated with green actions*. This ensures students practice every skill of mindset of “green” and “eco -tourism”.

*Partnership Development with Hospitality Business:* REACH screened the businesses which have high demand for sustainable development and introduction of Greener Practice in the Northern and Central Region provinces of Vietnam. Priorities were be given to businesses located in mountainous areas and willingness to provide training facilities. A network of partnership with 100 businesses was be developed including the businesses committing to applying green practices and recruitment of REACH students

#### **Component 2: Leveraging disadvantaged youth employment opportunities with green job training and job placement**

- *Training Model 1: Training Center based program:*

Training in 02 domains Food and Beverage and Cooking was conducted at REACH training centers in Hanoi and Hue cities and 02 mobile centers in Danang and Hai Duong cities to formulate green job skills for the disadvantaged youth. Each training course have 02 month classroom training and 01 month internship

*Mobilization of disadvantaged Youth:* REACH recruits students from all parts of the country through diverse channels for all its centers, including its strategic partnerships, strong alumni network, field trips and online social media channels. We conduct interviews, home visits; we work with local communities and organizations to identify our target beneficiaries

*Technical training:* the students practice technical skills which are integrated with greener skills in every step of product and service. These skills include energy and water saving, solid waste management, reuse and recycle of materials from processing, initiative for conservation of environment. The training program also provides soft skills, especially 21<sup>st</sup> century soft skills which include self-awareness, self-evaluation, teamwork, communication, goal setting, creative thinking, critical thinking skills to make youth more confident and growth well at jobs.

*Job placement:* the graduates were placed at decent jobs in the network of 50 businesses which are committed to green practice and sustainable development. REACH ensures at least 85% of graduates have jobs.

- *Training Model 2: Training at local Partner Facilities:*

This model was implemented in remote, mountainous areas in the North and Central regions of Vietnam such as Lao Cai, Thanh Hoa, Thua Thien Hue, Quang Binh provinces. Local youth had opportunities to be exposed to local training facilities and practice on the job as well as employment after training. This approach helps reduce the problem of increasing migrations to big cities of Vietnam over the last 02 decades

*Mobilization:* REACH and business partners recruit local ethnic youth residing around hotels, restaurants, homestays.

*Technical training:* REACH trainers work along with businesses managers to provide these students with technical. The disadvantaged youth and partner staff will analyze all the processes of operations and find rooms for green practice. They also joined internal workshops to discuss initiatives to make the business greener. Taking the advantages of onsite training with support of business and under the real context of service, the training takes place in 2 weeks which is supported with a 6 month follow up support. There is an emphasis on using local materials for cooking, drink making to produce so as conserve local specialties.

*Job placement:* Graduates have jobs at the Training Partners' facilities or be recruited by the network of 100 businesses which are committed to green practice and sustainable development.

### **Component 3: Green Jobs and Sustainable Development Practice Follow up**

*Green Job Follow up:* Graduates were followed up within 6 months after graduation. The Green Job Follow up is conducted by REACH Trainers and Business representative to ensure green practice applied at workplace and initiatives come out for specific settings.

*Organization of Greener Workshops:* 04 Green Workshops were led by REACH students at REACH training centers. The workshops focused on discussing students' ideas to better manage solid waste, improve re-use, recycling and save energy and water. 10 initiatives were implemented including re-use of wine bottle from bartending, using coffee waste for smell reduction, greening class with trees, utilization of solar panel for hairdressing class.

## **2.2. Project TimeLine**

The Project started from Jan 2023 and end in Jun 2024.

## **2.3. Project Expected Outcomes and Achievements**

To fulfill the objective of tackling the issue of inequality in education and employment for disadvantaged youth (poor and ethnic youth) and contributing to conservation of nature and sustainable development of tourism sector in Vietnam, the Project are expected to generate the following Outcomes and Indicators. The actual Achievements are presented below:

### **Outcome 1: Gaps of needs between disadvantaged youth and Hospitality employers narrowed down**

*Achievements vs Indicators:*

- A Training Needs Assessment conducted with 1,000 disadvantaged youth through interviews to define their needs for vocational training and jobs: **1,200 disadvantaged youth surveyed**
- A Market survey conducted through interviews with 200 hotels, restaurants, homestay, café to define their recruitment requirements and green skills needed in the sector: **180 businesses surveyed**

- 02 sets of market driven Green Job Curricular developed comprising of Food and Beverage and Cooking topics: **02 sets of Curricular developed and introduced**
- 100 Hospitality businesses join the Greener network committing to applying green practices and recruitment of REACH students: **80 businesses joined Greener network**

**Outcome 2: Disadvantaged youth in Vietnam improve access to decent employment and improve quality of life with Green Jobs**

*Achievements vs Indicators:*

- 400 disadvantaged youth with economic challenge and ethnic backgrounds trained in Green Jobs:
  - 150 Disadvantaged youth who come to REACH Center for vocational training and job placement: **165 Disadvantaged Youth graduated**
  - 250 Youth from ethnic minorities inhabiting in sustainable tourism areas in Northern and Central regions of Vietnam: **245 Ethnic youth graduated**
- 320 graduates placed at decent jobs: **348 graduates have job at business partners**
- 320 students report quality of life improvement: **340 students report quality of life improvement**
- 256 graduates have salary increase or promotion within 06 months of job follow up: **250 graduates have salary increase**

**Outcome 3: Greener Practices and Sustainable Development strengthened and promoted in Hospitality Sector in Vietnam**

*Achievements vs Indicators:*

- 400 graduates followed up and technically supported at jobs: **410 graduates followed up and supported at businesses**
- 04 Youth-led Green workshops held at REACH training centers: **04 workshop led by Alumni with the participation of 200 students**
- 10 initiatives from students selected and applied at classes and partner hotels, restaurant, homestay, café, hairsalon, spa: **10 initiatives selected and applied** including re-use of wine bottle from bartending, using coffee waste for smell reduction, greening class with trees, utilization of solar panel for hairdressing class.
- 80 businesses report satisfaction with green practice by students: **80 businesses reported satisfaction and promoted the sharing and learning of green practice**





Students in Puluong Retreat, Thanh Hoa province received REACH Certificates in 2024



Students in Puluong Retreat, Thanh Hoa province received REACH Certificates in 2024



Students in Puluong Retreat, Thanh Hoa province joined the Cooking class in 2023



Students in Puluong Retreat, Thanh Hoa province joined the Cooking class in 2023



Ethnic students in Sapa province joined the F&B training program in 2023



Ethnic students in Sapa province joined the F&B training program in 2023



Students joined the F&B and Cooking training program at Serena Hoa Binh Resort, Hoa Binh province in 2024



Students joined the F&B and Cooking training program at Serena Hoa Binh Resort, Hoa Binh province in 2024



Students practiced F&B skills at Serena Hoa Binh Resort, Hoa Binh province in 2024



Students practiced bartending skills at Serena Hoa Binh Resort, Hoa Binh province in 2024