EXPERIENCE OF VIETNAM IN PROMOTING THE SUSTAINABILITY AND GREEN COMPETITIVENESS OF ITS BUSINESSES

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Vietnam Trade Statistics

THE GROWTH RATE OF SOME MAIN GOODS FOR EXPORTATION OVER THE SAME PERIOD LAST YEAR (%)
Impact of climate change

- Health is the most extreme aspect of the impact of climate change.
- Reduce firms’ revenue, total factor productivity, output, and size.
- In the energy sector, it is estimated that a 1 degree Celsius increase would raise residential electricity consumption by about 5% and firm electricity consumption by 4%. In addition, energy using fossil fuels releases more pollutant emissions.
- These impacts on some key economic sectors of the Vietnamese economy build up an aggregate direct damage over Vietnam of ~6.7% GDP loss for a 2°C increase in global average temperature.
Vietnam Trade Promotion Agency – VIETRADE

THE ROLE

- The focal agency for state management on trade promotion
- Provide business information to trade support institutions and enterprises
- Manage and implement government programs to support trade promotion activities
- Directly implement trade promotion activities
- Cooperate with international and foreign organizations in trade and investment promotion

THE VISION

- Being the only Vietnamese Agency advising ministers and government leaders on trade promotion policies...
- Being the lead Vietnamese Agency to provide technical assistance and other necessary technical support...
  - TPOs, TSIs...
- Being the lead Vietnamese Agency to provide technical assistance and other necessary technical support...
  - Business, SMEs...

THE ACTIVITIES

- National Trade Promotion Program
- National Branding Program
- Cooperation with Foreign Organizations
- Other activities
Digital Trade Promotion Ecosystem

BSOs

BUSINESS MATCHING
VIRTUAL EXHIBITION
IMPORT - EXPORT
QUALITY STANDARD

MARKET INFORMATION

PROMOTION

POLICY
TRACEABILITY
SANDBOX
NETWORK SECURITY

COORDINATED BY VIETRADE
implemented by INTEC
GreenToCompete Hubs – in a nutshell

towards sustainable business practices

Hub Host Organization: Vietnam Trade Promotion Agency
Since 2019

Objective: Improved SME competitiveness through the implementation sustainable business practices

Directly contributing to

- 8: Decent Work and Economic Growth
- 12: Responsible Consumption and Production
- 13: Climate Action

indirectly to

- 6: Clean Water and Sanitation
- 7: Affordable and Clean Energy

GreenToCompete Hub sustainable business services in Viet Nam:

- VSS
- RECP
- Access to Green Finance
- Sustainable market promotion, Ecommerce
GreenToCompete Hubs – Key results

- Voluntary Sustainable Standards: 20 companies
- Resource Efficiency and Circular Production: 21 companies
- E-commerce: 16 companies
- Companies listed on Sustainability Map: Almost 20 companies

- For RECP module, more than 1,5 million Euro will be saved based on the RECP solutions to 13 SMEs
- More than 20 articles and news on national TV & newspaper
- Handbook on green finance access is estimated to reach more than 500 companies (Vietrade website, workshops and zalo groups)
GreenToCompete Hubs – Experience sharing

• Strong supports from MSMEs and other stakeholders in Vietnam such as local government, banking institutions, BSOs etc
• Having an experience and high profile consultant team. *(VNCPC for RECP, green finance, voluntary standards etc)*
• Rolling out in-country pilot initiatives to deepen understanding of green trade opportunities such as Resource Efficiency and Circular Production, Voluntary Standards, Green Finance.
• Strong commitments and support from Vietrade
• Good integration with gender and society aspect. *(Hub works in close collaboration with SheTrades, giving priorities also for disadvantage mountainous areas)*
• Strong synergy with international and national programs for the same purpose
Experiences

- Leadership
- Strategy
- Hub
- Role models
- Local ToT
- Hybrid format for businesses
- “Learning by doing”
- Strong coordination team